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ЗНАНЬ У ХХІ СТОЛІТТІ»  
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Організаційний комітет конференції:

О.О. Чорновол-Ткаченко, кандидат філологічних наук, доцент (голова)

І.А. Ткаля кандидат філологічних наук, доцент (заступник голови)

Н.І. Черкашина, ст. викладач

І.М. Авдеєнко, викладач

О.І. Скриль, викладач

О.М. Матвійчук, Ю.Ф. Шарун (секретарі)

Адреса редакційної колегії:  
61022, м. Харків-22, майдан Свободи, 4,  
Харківський національний університет імені В.Н. Каразіна,  
факультет іноземних мов,  
кафедра англійської мови, тел. (057) 707-53-50  
[engldpt@gmail.com](mailto:engldpt@gmail.com)

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**MODELLING AND IMPLEMENTING EMERALD GEM (GAME FOR  
ECONOMICAL MODELLING) FOR BEHAVIOR HYPOTHESIS  
CHECKING IN PUBLIC GOODS DISTRIBUTION**

**Blagaya D., Chepiga D. (Kharkiv)**  
**Research advisor: Merkulova T.V.**  
**Language supervisor: Bugaiova G. S.**

**Summary:** This article describes one of the economic experiments for investigation of the free-rider problem. The problem is based on the desire to maximize individual profit by the avoidance of the participation in expenses.

Special network software was created for checking behavioral hypotheses in condition of the conflict between individual profit and public benefit.

At the beginning of this article you can find description of the experiment and its modifications. After that the main aspects of the software implementation of the experiment are described. Finally, some experimental results are presented. These results correspond with relevant results, described in literature.

**Key words:** economical experiment, free-rider problem, behavior of economic agents, hypotheses of a rational choice, cooperation effect, public benefit, network software.

**Анотація:** У даній статті описано один з економічних експериментів для дослідження так званої проблеми «безбілетника». Дана проблема проявляється у бажанні агента отримати максимальний прибуток шляхом ухилення від участі у витратах.

Для перевірки поведінкових гіпотез при конфлікті між індивідуальною вигодою і суспільним благом було створено спеціальне мережеве програмне забезпечення.

На початку роботи описується суть експерименту і його модифікації. Після чого представлені основні аспекти програмної реалізації експерименту. У заключній частині наводяться деякі результати проведених експериментів, які узгоджуються з теоретичними аспектами, описаними в літературі.

**Ключові слова:** економічний експеримент, проблема безбілетника, поведінка економічних агентів, гіпотези раціонального вибору, ефект співпраці, суспільна користь, мережеве програмне забезпечення.

**Аннотация:** В данной статье описан один из экономических экспериментов для исследования так называемой проблемы «безбилетника». Данная проблема проявляется в желании агента получить максимальную выгоду посредством уклонения от участия в затратах.

Для проверки поведенческих гипотез при конфликте между индивидуальной выгодой и общественным благом было создано специальное сетевое программное обеспечение.

В начале работы описывается суть эксперимента и его модификации. После чего представлены основные аспекты программной реализации эксперимента. В заключительной части приводятся некоторые результаты

проведенных экспериментов, которые согласовываются с теоретическими аспектами, описанными в литературе.

Ключевые слова: экономический эксперимент, проблема безбилетника, поведение экономических агентов, гипотезы рационального выбора, эффект сотрудничества, общественная польза, сетевое программное обеспечение.

Laboratory experiments in economics have two main goals: first is to check initial axioms and hypotheses of economic theories and second is to accumulate data in order to formulate new assumptions and axioms. Basic axioms of economic analysis are first of all behavioral prerequisites: assumptions about goals, motives, and reactions of people in the process of making economic decisions. It is hardly surprising that experimental economics integrates research devoted to people's behavior as it is exactly the basis of economic phenomena and processes both on micro and macro levels.

One of the basic areas of experimental economy is analysis of behavior properties which appear in cooperation. We can distinguish the public goods (the goods of the joint using which have a property of access exclusiveness for which there are effective decentralized maintenance mechanisms) and the public goods, i.e. the goods of the joint using, for which such mechanisms don't exist. This statement of the traditional theory of the public goods is deduced from assumptions concerning behavior of economic agents (hypotheses of a rational choice). The criterion of the maximum individual profit strongly stimulates the agent to avoid the participation in expenses while the property nonexclusive access grants him receiving of his goods. This effect, known as a free-rider problem, doesn't allow providing the public goods in optimum volume.

This paper is devoted exactly to modeling and software implementation of some laboratory experiment for checking behavioral hypotheses in condition of the conflict between individual profit and public benefit.

Motivation structure of individuals' behavior is based on the two main premises: existence of individual's interest in the results and influence of general rules on the behavior of one particular individual and other society participants' behavior (reciprocity hypothesis).

Software experiment is developed to confirm foreign results in the following main leads:

- existence of behavioral inclination to the cooperation (reciprocity hypothesis checking);

- influence of punishment on the behavior and the cooperation effect.

The experiment structure

Participants of the experiment (number of participants is  $n > 1$ ) have the equal income  $d > 0$  from which everyone independently allocates the contribution  $x_i$ ,  $0 \leq x_i \leq d$ , to the total fund. The cumulative contribution of all participants is multiplied by the known coefficient  $k > 1$ , i.e. effect of cooperation (the public goods) is modeled. The received result is equally distributed between participants, i.e. participants will receive the identical income  $y_i$  from the total fund, independently from the contribution  $x_i$ :

$$y_i = \frac{k \sum_j x_j}{n} = k\bar{x}, \quad 1 \leq i \leq n, \quad \text{where } \bar{x} - \text{the average contribution.}$$

The final income of the participant as a result of cooperation will be equal to  $z_i = d - x_i + y_i = d - x_i + k\bar{x}$ .

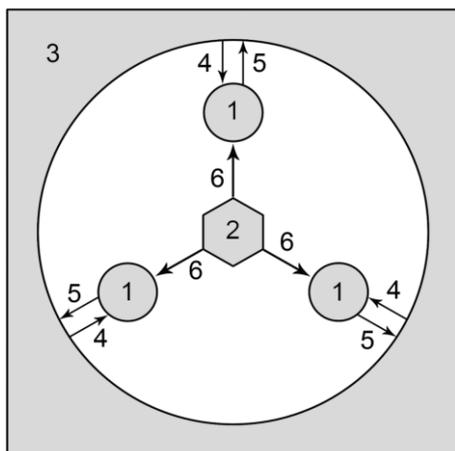
In case when  $k > n$ , the participant receives a profit from his nonzero contribution irrespective from actions of other participants that provides his strong motivation to participate in the fund, based on the individual interest.

Under a condition  $k < n$  the dependence of the income of the participant sharply amplifies from the behavior of others: he can receive both a profit, and loss. This condition provides the participants motivation to free-riders behavior because in this case they lose nothing, and can win only.

#### The experiment description

Various modifications of a base design of this experiment depending on research problems are known. We implemented the experiment with repetitions (rounds), and with the termination of game unknown to participants. Besides, the punishment (penalty) can be introduced in our experiment: participants acquire the right to fine each other, thus punishment can be not free for finer. For finding-out the influence of the factors connected with reputation, games with constant and variable structure of groups are spent. The structure of groups is known only to the experimenter, and doesn't change during game.

The gist of the experiment is as follows (fig. 1).



**Fig. 1** The gist of the experiment.

- 3 - participant,
- 1 - profit source,
- 2 - total fund,
- 6- getting bonuses,
- 4, 5 - profit and investment payment.

The experiment is carried out with participation of one or several independent from each other groups containing  $N$  persons each and an experimenter. The experimenter sets up initial conditions: the number of rounds, the number of participants in each group, the profit for each participant at the beginning of the experiment, the multiplicative bonus coefficient, the multiplicative fine coefficient and whether the profit will be added at the beginning of each round and if yes then its amount. Besides the experimenter specifies whether the participant knows who fines him.

The game begins simultaneously after all participants authorize themselves. At the beginning of the game each participant gets some profit and knows the bonus and fine coefficients which he can get. At the beginning of each round each participant gets or does not get an additional profit (depending on the parameters of the experiment). In each round participants are suggested to make some investment into the total fund and everyone knows not only the amount of his own investment but those of all others. The total amount of investment is multiplied by the bonus coefficient and divided equally among all participants. After getting his bonus the participant has the right to

fine his competitors (the chosen participant pays the fine calculated as pay for fine multiplied by the fine coefficient). Depending on the system options the participant either can see who fined him and how much or can see only the total amount of the fine. Funds that are fines and fine payments do not take part in the further game. If the participant was bankrupted, the experimenter chooses one of three variants: to exclude it from experiment, to finish the experiment or to give out the additional income to all participants of experiment in order to make the balance of all participants positive.

Experiment ends when either all rounds end or experimenter decides so.

The experimenter controls the game so that he can see all activities in the system: the number of participants' profits and bonuses, their investments and fines. During the experiment all data are stored in the text file and in Excel format file for further processing.

After the experiment the participants fill in questionnaires to find out the relations between their behavior and personal characteristics (such as age, sex, education etc.).



Fig. 3 Participant window.

Despite the fact that this topic is urgent, similar experiments which are carried out “by hand” are described in the literature. After searching on the Internet some software which can automate this process, only one program was found (z-Tree) that is developed in Zurich (<http://www.iew.uzh.ch/ztree/index.php>). However it has some imperfections: there is no Russian interface (Russian language is provided, but it doesn't work), therefore we have to work with the German interface; Help is absent (system has huge number of adjustments, but they aren't described); the program is free, but licensed that leads to difficulty of its obtaining..

#### Experiment implementation.

For carrying out of experiments the network software is developed. The cascade lifecycle model has been applied to its creation according to standard

ISO/IEC 12207  
[\[http://www.iso.org/iso/catalogue\\_detail.htm?csnumber=43447\]](http://www.iso.org/iso/catalogue_detail.htm?csnumber=43447). All stages of lifecycle have been implemented.

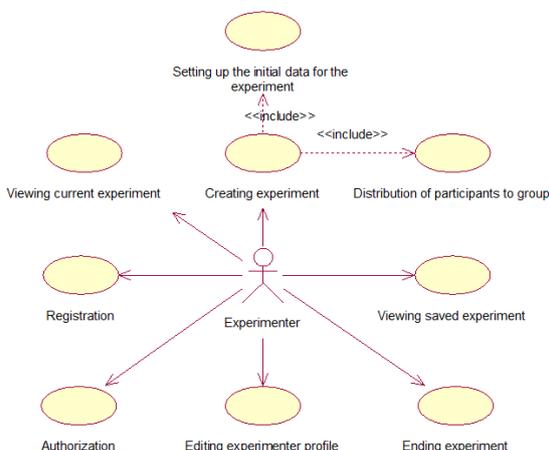


Рис. 5 Use-case of the experimenter.

On fig. 7. The class diagram of the developed model is presented.

The main class is class Experiment. It includes an array of objects of class Group and the link to the experimenter (class Experimentator). Each group consists of several participants (class Member). An array of results of each round of experiment (class Result) is stored in the participant. Result includes the data about the income of the participant in the beginning of the round, his investments, bonuses and fines.

The program is implemented on Java (Herbert Schildt SWING: A BEGINNER'S GUIDE. — M: "Williams", 2007. — With. 704. — ISBN 0-07-226314-8), the data is stored using SQL Server. To remove the necessity of setting up additional software, and also for transfer convenience of all database, the portable version of a SQL Server was used (SQLite, <http://www.xerial.org/trac/Xerial/wiki/SQLiteJDBC>). For network implementation TCP/IP protocol has been used.

All data about an experiment can be saved in Excel format for its subsequent handling (the library jxl.jar (<http://jexcelapi.sourceforge.net/>) is used for this purpose).

#### Results of experiment

Results of experiments carried out using the developed simulation model don't contradict with results which are described in the literature [2, 4, 6]:

1. People cooperate and punish each other in anonymous single-valued games where the future advantage from cooperation and effects of reputation are eliminated. It gives acknowledgement of a hypothesis of existence by strong reciprocity in behavior of people.

2. The effect of fading cooperation in games with repetitions can be observed: in the beginning participants make high payments, but with magnification of repetitions cooperation "reserve" runs out – investments become substantially smaller. Cooperation slump can be explained by presence of people with different motivation in group: the behavior of "free riders" with their especially individualistic motivation exerts a disappointing influence on the participants inclined in cooperation.

3. Participants are inclined to punish those who make smaller investment. The given conclusion has been essentially extended by results of the researches carried out in the countries of the former USSR: the effect of "antisocial punishment" when people punish not only those who makes smaller investment, but also those who makes bigger one is observed.

4. Punishment increases and stabilizes the cooperation on higher level in comparison with experiments without punishment. It is confirmed with numerous experiments though there are also exceptions: punishment is ineffective, if it is interpreted as the unfair. Experiments show that the exogenous (imputed) norms of punishment are less effective [8].

5. The strategic nature of interaction (the single game or with repetitions) has no essential value for punishment. People punish "free riders" both in repeated

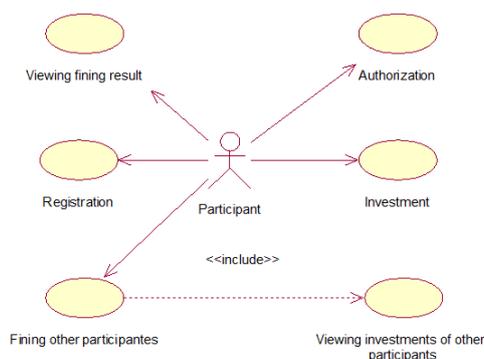


Рис. 6 Use-case of the participant.

relations and in the single interactions. The punishment is often the most considerable in the last period of game that is incompatible with the model of egoistical rationality of the individual. Observations give the base to suppose that cooperation level is formed under the influence of strategic reasons whereas punishment is dictated by the impulse caused by the negative emotions, connected with partners «bad» behavior. It should be noted that punishment is normally used at weekly expressed cooperation which is typical for the beginning of the experiment, and it confirms its emotionality and short-sightedness [9].

For carrying out of the experiments that allow to research behavior of people from various social groups at the public goods allocation the model has been developed and the network software is implemented. Results of experiment are saved for the subsequent handling in Excel. Handling is carried out to check of hypotheses of various people behavior and their inclination to cooperation, and also influence of punishment on behavior and effect of cooperation.

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## IMPROVEMENTS IN INVESTMENT ATTRACTIVENESS OF UKRAINE

**Paimanova V. A. (Kharkiv)**

**Research advisor: Sobolev V.M.**

**Language supervisor: Chornovol-Tkachenko O.O.**

**Summary:** The paper analyses the situation on Ukrainian stock market in the context of economic crisis. The work provides research on possible ways of investment in Ukrainian economy, particularly in such fields as building and agriculture; analysis of possible involvement of new potential investors (in case of China and Arab countries); description of activities taken by the State concerning improvement of investment attractiveness of Ukraine.

**Key words:** investment attractiveness, investors, stock market, ways of investment.

**Анотація:** Ця стаття присвячена розгляду положення, що склалося внаслідок економічної кризи на фондовому ринку України. Структура роботи передбачає розгляд можливих напрямів інвестування в українську економіку, зокрема в такі галузі, як будівництво і сільське господарство, аналіз можливості залучення нових потенційних інвесторів (на прикладі Китаю і арабських країн). Також проаналізовані заходи, здійснювані державою по підвищенню інвестиційної привабливості України.

**Ключові слова:** інвестиційна привабливість, інвестори, напрями інвестування, фондовий ринок.

**Аннотация:** Данная статья посвящена рассмотрению сложившегося вследствие экономического кризиса положения на фондовом рынке Украины. Структура работы предусматривает рассмотрение возможных направлений инвестирования в украинскую экономику, в частности в такие области, как строительство и сельское хозяйство, анализ возможности привлечения новых потенциальных инвесторов (на примере Китая и арабских стран). Также проанализированы мероприятия, осуществляемые государством по повышению инвестиционной привлекательности Украины.

**Ключевые слова:** инвестиционная привлекательность, инвесторы, направления инвестирования, фондовый рынок.

**Introduction.** Due to consequences of the World financial crises (2008-2009), a lot of money resources of non-residents left the stock market of Ukraine. It resulted in reduction of average daily trade volume at Ukrainian Stock Exchange to the level of \$3 mln., that is three times lower as compared to the beginning of 2011. Such a limited nature of Ukrainian Stock market can be accounted for by lack of integration into the World Stock Market, impossibility of providing adequate systematic control of money flows from and to the State, some difficulties in creation of international capital, when having sufficient money supplies, an investor can invest them in both domestic and foreign securities. Moreover, activity of insiders (ones who have access to official (inside) information about the company and its securities, which is not for general use) draws foreign investors away from investing in Ukrainian companies. The low liquidity of Ukrainian Stock market can be accounted for by economic instability; necessity to be supported by government structure; administrative pressure on business; deficient development of market institutions in the sphere of securities, land, real estate; lack of stimuli and mechanisms to engage investments [1, p. 191].

Ukrainian companies suffer the lack of national money sources, that's why holding Euro 2012 is expected to bring great boom under conditions of the crisis.

Investment attractiveness of Ukraine is explained by market of 45 mln. consumers, advantageous geographical location, fertile agriculture land. Hence, the increase in turnover of Ukrainian Stock market is observed at the moment. At least, it was included in the list of international rating FTSE which makes international investors take decisions concerning ways of investing in different countries [5, p. 35].

Main body. Analyzing statistical data on ways of foreign investments in Ukrainian economy, it should be pointed out that they totaled \$48,5 bln. as of the 1<sup>st</sup> of October, 2011. That is 8.2 % higher than investment volume at the beginning of 2011. Investments were received from 128 countries. More than a half of the total volume of investments is related to investors from three countries: Cyprus (24.9 %), Germany (15.0 %), the Netherlands (10.1%). Austria, Russia, the UK, France, Sweden, the USA are among the top 10 biggest investors in Ukrainian economy. The biggest part of investments is aimed at the financial sector (33.4%) and industry (31.0%) [7].

Considering the forthcoming Euro 2012, the most profitable ways of investing are building of transport facilities, institutions of trade, hotels and sports facilities. Generally speaking, foreign companies are oriented toward building hotels, trade areas, trade and entertainment centers. When talking about the most important investors of today, China and Arab countries come to the foreground.

China's interest in Ukraine is determined by an opportunity to obtain technologies that permit cutting down its differences with Western countries. For instance, Ukraine and China have already signed an agreement on assistance in creation of E.O. Paton Electric Welding Institute. Ukrainian technologies work in Chinese aviation projects, machinery, chemical industry. China acts as an investor by developing plans concerning building of a railway Kyiv-International Airport *Borispol*, other projects at the stage of their economic and technical design, reconstruction of the sports complex "Olympiisky", and other projects due to inability of Ukrainian companies to achieve this on their own. Besides, China's experience in preparation and realization of the Olympic Games may provide practical assistance in realization of some ideas in Ukraine.

Discussing possible ways of engaging Chinese investors in agriculture, it is important to emphasize that China with its big population demands huge amounts of import of grain crops. So, first priority joint projects may include building stock breeding complexes, creation of joint ventures specializing in cultivation of soya beans and wheat to be further market abroad, construction of modern elevators and corn houses, hot houses to cultivate vegetables, and wholesale vegetable markets in Ukraine.

The growing demand for building various facilities in the view of the championship raises investment attractiveness of Ukraine for Arabic investors too. There are already two companies from Kuwait (Kuwait Energy and Global Investment House), several Libyan firms in Ukrainian market. Moreover, Libyan Investment Authority has already invested \$100 000 in building in Ukraine [2].

Bringing Arabic investors in Ukrainian agriculture faces some problems. One of them is absence of land market. Arabic businessmen prefer signing long-term leasing contracts for big areas, or buy them, which is restricted by moratorium on land selling. Arabic business is oriented toward concrete large-scale investment

projects which are void of clearness in Ukraine and are based on calls for action only. The biggest Arabic companies cannot develop their business in Ukraine as a result of absence of legal guarantees and disadvantageous tax system.

The approach of Euro 2012 predetermines need for providing appropriate medical services. The market of private medical institutions is rapidly developing in Ukraine, because the percentage of state medical services is reducing and the country suffers from lack of medical institutions capable of rendering high-quality medical service at reasonable price. Foreign investors are interested in already well-developed chain companies, specialization of clinics in one direction. However, here arise such problems as bureaucratic ways of doing business, corruption, illegal business, deficit in high skilled specialists.

A potential investor wants to know what positions on the market companies are interesting in take and which of them have “blue chips”. “Blue chips” are the most popular stocks, included in market business. According to the Ukrainian Stock Exchange, the most rapidly growing “blue chips” in 2011 are stocks of the following companies [3]:

Table 1. The most growing “blue chips”

Company	Activity	The growth of stock since 2010	Reasons for growth
Ukrnafta	Extraction of oil and gas	+361%	Payment of dividends, achieved compromise between stockholders in questions of management and company's development.
JSC “Motor Sich”	Production of engines for aircraft	+119%	Improvement of financial results, tax benefits, market monopoly in the CIS, signing new contracts.
Centrenergo	Energy production	+67%	Growth of prices for electro-energy, the approach to company privatization.
Reiffeisen Bank	Bank services	+59%	The final stage of optimization (staff and branch reduction), expectation of profit.
Unicreditbank	Bank services	+53%	Financial stability, inflows of deposits.

At present, some steps are being made to increase investment attractiveness of Ukraine due to approach of Euro 2012. On April 19, 2007 a law on organization and holding Euro 2012 was adopted. Ukrainian law system introduces special tax breaks due to holding and preparation for the championship Euro 2012. They cover [4]:

- goods, produced in Ukraine or out of it, which do not meet technical requirements of world standards and requirements of international sports organizations (entrance duty privileges);
- income (profit), received by UEFA according to the results of their activity in Ukraine, including remuneration from selling marketing rights (income tax privilege);
- royalties paid to individuals for their work and (or) service, accomplished and given on the territory of Ukraine or beyond its borders during preparation for and holding Euro 2012;

- payment received irretrievably or retrievably from the state-maintained enterprise “Financing of Infrastructural Projects” by legal bodies responsible for carrying out tasks defined by the State Program within preparation for and holding Euro 2012;
- objects which are to be imported in Ukraine before September 1, 2012 according to UEFA customs regime of import.

As it is mentioned in reference sources, the most important aims of a possible reform of Ukrainian investment climate should be considered the following:

- drastic changes in administration procedure;
- using restricted state resources as a means for partnership with private capital;
- creation of infrastructure to engage investments;
- creation of conditions for drastic growth of investments.

It is expected that the consequences of these actions will bring general improvement of investment climate and form investment projects according to international standards.

Moreover, there is a special service called «InvestUkraine», which eliminates obstacles an investor faces to engage €2 bln of additional investments and 10 new large investors. This service provides investors with information, analytical, legal services, support in organization of visits, choice of investment areas, a helping hand in interaction with local authorities and post-investing support [8].

**Conclusion.** Under the impact of the existing economic situation and urgent need for improvement of investment climate, holding Euro 2012 can improve the image of Ukraine. However, it is still necessary to continue taking further actions in developing investment infrastructure, spreading information about investment opportunities in Ukraine, taking part in international investment projects, seminars, exhibitions. With much hope for increase of investment flows laid on Euro 2012, it is important to remember that restoring the economy, resumption of trust for the country’s bank system, growth in crediting and depositing, increase in investment demand in the future are economic priorities of the state, which first of all depend on the government policy.

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**INTERNATIONAL TOURISM AS AN EXAMPLE OF INFLUENCE  
OF REGIONAL INTEGRATION ON THE STRUCTURE  
OF WORLD ECONOMY**

**Shchelkunova M.S.**

**Research adviser: Sidorov V.I.**

**Language supervisor: Chornovol-Tkachenko O.O.**

**Summary:** The article is an attempt to assess impact of regional economic integration on the structure of world economy. It determines the place of international tourism in the structure of world economy and economy of Ukraine. Statistics on the impact of integration processes on the development of international tourism in terms of export-import operations as a substructure of the world economy has been analyzed.

**Key words:** export-import operations, international tourism, regional integration, world economy.

**Анотація:** Стаття присвячена визначенню впливу регіональної економічної інтеграції на структуру світового господарства. У ній було визначено місце міжнародного туризму у структурі світового господарства та господарства України, та проаналізовано статистичні дані щодо впливу інтеграційних процесів на розвиток міжнародного туризму як підструктури світового господарства.

**Ключові слова:** експортно – імпорتنі операції, міжнародний туризм, регіональна інтеграція, світове господарство.

**Аннотация:** Статья посвящена определению влияния региональной экономической интеграции на структуру мирового хозяйства. Было определено место международного туризма в структуре мирового хозяйства и хозяйства Украины. Были проанализированы статистические данные относительно влияния интеграционных процессов на развитие международного туризма как подструктуры мирового хозяйства.

**Ключевые слова:** международный туризм, мировое хозяйство, региональная интеграция, экспортно–импортные операции.

With globalizing world economy, which forms the relationship of unequal exchange in international trade by means of services including tourism, scientific ways of development and intensification of regional activity in services come to the foreground. These ways are supposed to take into account national and regional peculiarities.

The regional aspect of international tourism is still poorly studied. In the scientific community there is an ongoing debate on international tourism in the global integration of economic system (within the framework of the EU, within the framework of "European Union - other countries, within the CIS, EurAsEC, etc.) and on the role of international tourism as a factor ensuring sustainable global, regional and national economic growth [8].

International tourism makes a substantial part of export-import operations, global and regional trade in goods and services, international economic relations and is a derivative and a factor of integration in the global economy. International tourism has become one of the leading industries of the world economy in terms of internationalization and globalization processes [3]. The key indicators of measuring the turn-over of international tourism include volume of tourism flows and tourism receipts and expenditures. Thus, in 1950, international travel in the world was

committed by 25 million people, in 1970 their number grew up to 165 million people, in 1990 - up to 450 million people, in 2000 - 700 million people and in 2009 - 800 million people [11].

Applied statistics of touristic revenue and expenditure contains cost estimates of tourism with the aim of researching the effect of international tourism on the global or national economy [1]. The place of international tourism in the global, regional or national economy is determined by the ratio amount of income from international tourism to the value of the global, regional GDP or world GDP [5]. With the same aim, we consider the value of the share of tourism receipts in exports, the share of those employed in tourism, tourism receipts per capita expenditure on tourism per capita, the ratio of the balance of tourism, trade and balance of payments and the like.

According to the World Council of Travel and Tourism (WTTC), in 2009 in the tourism industry employed 235.8 million people or 8.2% of total employment in global economy (about one in twelve employees). Before the first half of 2010, the figure had reached 260 million people, i.e. every tenth worker in the world. It should be emphasized that this activity has a multiplying effect – creation of one job in tourism creates two jobs in related industries, and an increase in direct revenue increases indirect revenues of a country three times. The share of tourism is about 10% of global gross national product, 7% of total investment, 11% of global consumer spending, and 5% of all tax revenues and a third of world trade in services [12].

Countries tend to consider inbound tourism to be a priority, as it is associated with a significant inflow of foreign currency and a multiplier effect for economic development and the associated development of tourism infrastructure. According to Kharkiv Department of Culture and Tourism, average number of employees of tour operators and travel agents in 2010 is 1,000. The monetary amount of travel agents for 9 months of 2010 was about 119 806.492 UAH. Payments to the budget during the same period amounted to 5282.847 UAH. That is 9.3% more when compared with the same period in 2009 [9].

Tourism takes a limited share in the structure of exports of services in the region. Between 2000 and 2009 both positive and negative trends were observed in the development of tourism in Kharkov region. For example, in 2009 Kharkov region was visited by 11 089 foreign tourists, it was more than in 2000 by 3607 persons (48%) and by 2221 people (25%) than in 2008. At present there are serious problems in international tourism due to the global economic crisis and instability of the political situation in the developing world. In 2008 an observed drop in the rate of growth (from 7% in 2007 to 2%) reduced the share of industry in the global trading system. In 2009 this tendency remained. This issue requires a thorough and comprehensive analysis and development of prospects and trends of international tourism at all levels [10].

An important factor in increasing the competitiveness and stability of the region is international integration. International tourism and socio-economic integration can be seen as interdependent and mutually reinforcing phenomena. It is well known that the rules adopted within the framework of international tourism activity ("Schengen Agreement" in 1985) later became part of the integration processes within the European Union. Conversely, an agreement on the establishment of the North

American Free Trade Association promoted the intensification of intra-regional exchange of tourists between the U.S., Canada and Mexico [2].

One of modern forms of European international integration is the Euroregion. It is based on close cooperation between two or more territorial units in bordering areas of neighboring countries in Europe. Today, four Euroregions operate in Ukraine: "Dnipro", "Yaroslavna", "Slobozhanschina", "Donbas". Thus, in the framework of the Euroregion "Slobozhanschina" between Belgorod and Kharkiv, some working groups are in operation to develop cross-border cultural, educational and agricultural tourism. The environmental project "The Complex Plan for Rehabilitation of the Lopan Watershed" is being carried out [7]. The development of the Euroregion "Slobozhanschina" as a full member of the Association of European Border Regions, permitting introduction of structural changes in the bordering areas, which are aimed at improving the quality of life, economic competitiveness of the region.

In a context where Ukraine has not created economic incentives for deeper integration in the West and the East, the Russian-Ukrainian border area may play a significant role as a stabilizing factor in relations between Ukraine, Russia and the EU [4].

Achieving full integration of Ukraine and Kharkiv region, in particular, the modern global touristic system requires activation of strategic management in tourism. Special emphasis should be laid on analysis of possible scenarios in the context of drawing up new basic agreements on partnership and cooperation with EU countries and the CIS.

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## COMPETITIVENESS OF UKRAINIAN OILSEEDS IN THE WORLD MARKET

**Makhanova Ju.M. (Kharkiv)**

**Language Supervisor: Chornovol-Tkachenko O.O.**

**Summary:** The article contains investigation of evaluating the competitiveness of the oil industry in Ukraine and determination of its competitive advantages to ensure their effective development. Characteristics of Ukraine's oil branch in the global market are clarified.

**Key words:** competitive advantages, competitiveness, oilseed, world market.

**Анотація:** В статті проведено дослідження щодо оцінки конкурентоспроможності олійної галузі України та визначення її конкурентних переваг, спрямованих на забезпечення їх ефективного розвитку. З'ясовано особливості діяльності олійної галузі України на світовому ринку.

**Ключові слова:** конкурентні переваги, конкурентоспроможність, олійні культури, світовий ринок.

**Аннотация:** В статье проведено исследование по оценке конкурентоспособности масличной отрасли Украины и определения ее конкурентных преимуществ, направленных на обеспечение их эффективного развития. Уточнены особенности деятельности масличной отрасли Украины на мировом рынке.

**Ключевые слова:** конкурентные преимущества, конкурентоспособность, масличные культуры, мировой рынок.

Growing oilseeds is an important part of strategy of economic development. During the last decade, there has been a steady trend to expand acreage of oil crops in agricultural enterprises due to their growing utility as compared to other crops. Ukraine is a leader in the production of sunflower seeds, providing in some years 15-16% of its global volume. Production of soybeans and rapeseed has been ignored by farmers so far, but in recent years it has also started to develop dynamically.

Relevance of the topic is also determined by the fact that the way to overcome the crisis, which Ukraine's agriculture is going through today, runs primarily through the production of competitive products for both domestic and foreign markets, which meets the consumer's purchasing power and is also cost-effective for the manufacturer. This can be achieved through an integrated approach to production, processing and merchandising of plants and general implementation of the latest scientific and technological achievements.

In order to assess competitiveness foreign scientists tend to use Relative Export Advantage Index (RXA), Relative Import Penetration Index (RMP) and Relative Trade Advantage Index (RTA) [1, p. 85; 2, p.102]. To assess competitiveness of domestic oilseeds and products of their processing we calculated indices of relative trade advantage to certain types of products, which are major for export specialization of our country. The period selected for investigation (2001 - 2008) makes it possible to trace the dynamics of changes in competitiveness of certain types of oilseeds and products of their processing during the time indicated.

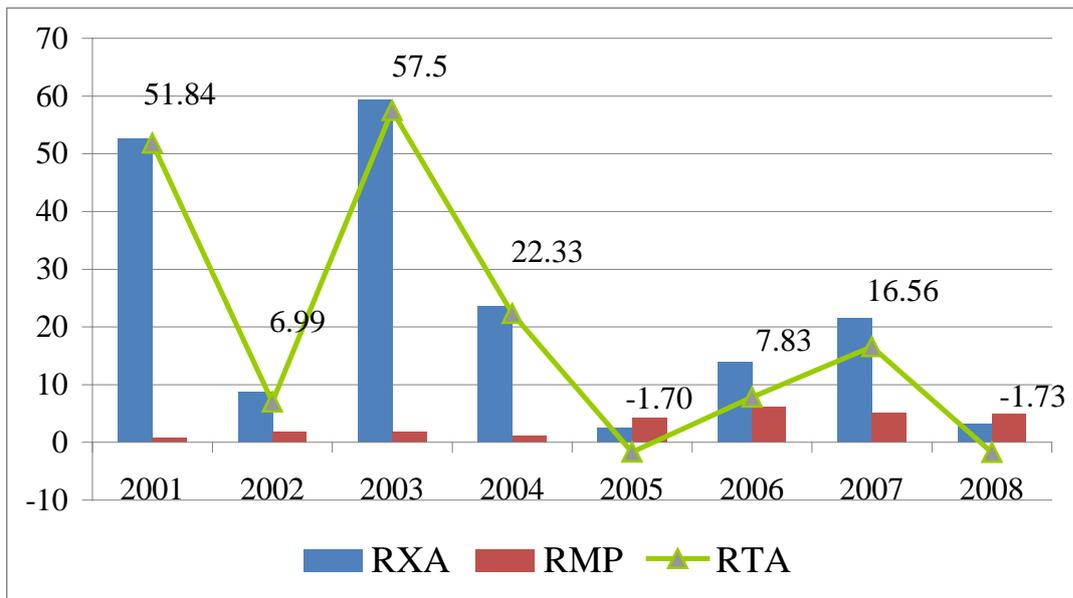


Fig. 1. Comparative analysis of relative competitive advantage indices of domestic sunflower seeds [5, 6].

For many years the most competitive Ukraine's oilseeds were sunflower seeds. Relative trade advantage index for this culture throughout the period under analysis was positive (except for 2005 and 2008). The highest index was observed in 2003 (RTA index was 57.5) and the lowest – in 2008 (RTA index was -1.73) (Fig. 1.). This can be accounted for by high export competitiveness of Ukrainian sunflower and virtually no imports of this crop to Ukraine. However, in recent years, import of high-quality sunflower seeds to Ukraine has increased.

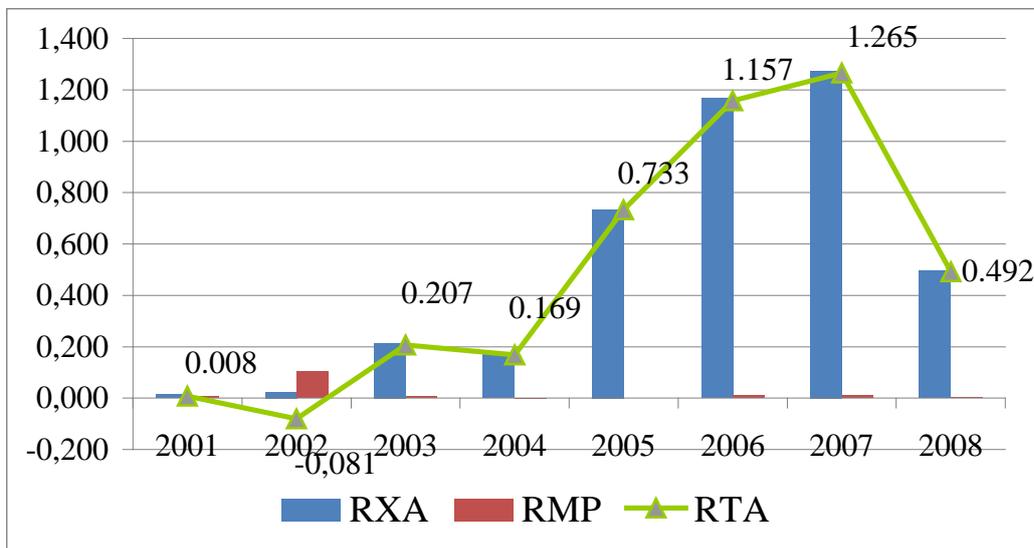


Fig. 2. Comparative analysis of relative competitive advantage indices of domestic soybean seeds [4].

Soybean seeds are also competitive oilseeds in Ukraine, although not quite as sunflower and rapeseed. Relative trade advantage index for soybean seeds during the period was positive (except 2002). The highest index was in 2007 – 1.265, and lowest in 2002 – -0.081. Unfortunately the competitiveness index decreased in 2008 (0.492) compared to 2007 (1.265) (Fig. 2.).

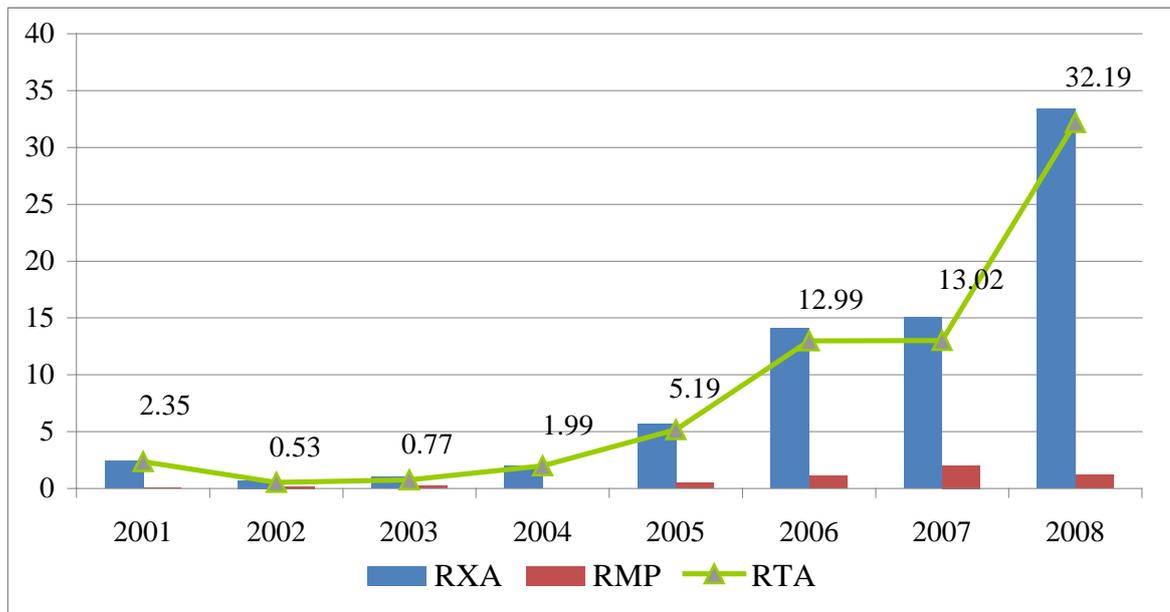


Fig. 3. Comparative analysis of relative competitive advantage indices of domestic rapeseed [5, 6].

In recent years, the competitiveness of Ukrainian rapeseed has significantly increased, which is caused by the growing demand for this kind of product in the world market and increasing its production in Ukraine. Thus, the index of relative trade advantages of rapeseed has grown for the last five years from 0.77 in 2003 year to 32.19 in 2008 (Fig. 3.). This trend results from increasing export competitiveness of domestic rape. To date, the most competitive oilseeds in Ukraine are rapeseeds.

Although oilseed market is competitive, we have to pay more attention to oil and fat production so that Ukraine will not become a raw material appendage. The world demand for vegetable oils continues to grow. The main reason for this is established to be increased consumption of vegetable oils in China and India which was abolished the export tax on vegetable oils and reduced domestic prices [3, p. 23]. Ukraine should continue supporting the trend to increase production of rapeseed and soybeans in the structure of oilseed market and reduce the area under sunflower to science-based volumes, increase its productivity. In 3 - 5 years this will help to increase the production of oilseeds by 1.5 times, which, in turn, will positively affect competitiveness of the industry. The entire amount of produced seed should be processed in Ukraine because the available power processors permit this [4, p. 18].

In addition, rape refers to those plants that can be used for reclamation of radioactive polluted land. This is an important factor for Ukraine, given the consequences of the Chernobyl accident. A specific feature of rape is that only a small portion of heavy metals and radionuclides get into seeds, since almost all of them accumulate in the stems. Rapeseeds from the polluted area can be used for production of oil and subsequent production. Stems with radioactive substances can be subjected to recycling. Thus, the land of the Chernobyl area can be cleared of radioactive substances with gaining economic benefits [4, p. 18].

With the current indicative prices for high quality rapeseed of 220-360 U.S. dollars in a market economy relations, economies have a stable and reliable source of financial income and considerable potential for improving the logistics support – plant protection, machinery, fertilizers, fuel and lubricants, etc. – by concluding

barter agreements. Moreover, increasing production of rape contributes to the introduction of new processing plants, and this in turn results in job creation and effective using of available human resources, especially in rural areas. Perspective is the growing rapeseed for export. At the average price 180 of U.S. dollars per ton and the yield of 1.5 tons per hectare, it is possible to obtain the profit of 1500 USD cash from each hectare. Thus, rape is a profitable export crops.

Research results prove that the main types of oilseeds and products of their processing belong to competitive products. Significant fluctuations in exports of Ukrainian oil crops in different years have been observed. This factor cannot be called positive. This gives evidence to the fact that Ukraine has no permanent segments in the global oil market, the competitiveness of its products is mainly influenced by prices and largely depends on external markets. Therefore, we recommend the following strategy for oil crops sector: maintenance of existing positions and increasing competitiveness by intensifying production. Intensification can be provided by means of implementation of technologies and modernization of the industry's fixed assets, which will improve the yield and quality of oil crops and reduce production costs.

Therefore, to develop its competitive potential, Ukraine should use three main advantages that distinguish it when compared to similar countries: the large size of the domestic market, relatively high level of education of labour force and high potential to innovate.

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## **EURASIAN ECONOMIC COMMUNITY: OPPORTUNITIES AND CHALLENGES FOR UKRAINE**

**Kotvytska O.I. (Kharkiv)**

**Language supervisor: Chornovol-Tkachenko O.O.**

**Summary:** This article is about the Eurasian Economic Community and opportunities and challenges for Ukraine. The first section of the article gives information

about modern situation of relations between EurAsEC and Ukraine. The second section includes possible positive and negative effects of Ukraine's accession to the EurAsEC. The third section is about the Customs Union and plans of Ukraine concerning it.

**Key words:** Eurasian Economic Community, Customs Union, CIS, opportunities and challenges for Ukraine.

**Анотація:** Дана стаття присвячена Євразійському економічному співтовариству, а також можливостям і погрозам для України при вступі в ЄврАзЕс. Перша частина статті надає загальну інформацію про сучасну ситуацію щодо стосунків ЄврАзЕс та України. Друга частина містить можливі позитивні і негативні ефекти для України при вступі в ЄврАзЕс. Третя частина стосується Митного союзу і планів України відносно можливої участі в ньому.

**Ключові слова:** Євразійське економічне співтовариство, Митний союз, СНД, можливості і погрози для України.

**Аннотация:** Данная статья посвящена Евразийскому экономическому сообществу, а также возможностям и угрозам для Украины при вступлении в ЕврАзЭС. Первая часть статьи предоставляет общую информацию о современной ситуации относительно отношений ЕврАзЭС и Украины. Вторая часть содержит возможные позитивные и негативные эффекты для Украины при вступлении в ЕврАзЭС. Третья часть о Таможенном союзе и планах Украины в отношении возможного участия в нём.

**Ключевые слова:** Евразийское экономическое сообщество, Таможенный союз, СНГ, возможности и угрозы для Украины.

The establishment of the Eurasian Economic Community in October 2000, became a landmark in the development of the geo-economic and geopolitical processes on the territory of the former Soviet Union. In that way a group of CIS member states announced their intention to implement the concepts of accelerated integration of the post-Soviet space into practice, which actually presupposed introduction of a model of multi-speed integration of CIS member states and the creation of sub-regional unions of the countries with closer views of the prospects of economic and political integration within the Commonwealth [1, 4].

Officially, Ukraine's relations with the EurAsEC are determined by the observer status it acquired in May 2002. However, the actual scope of relations is much wider, since all of the member states of the EurAsEC, as well as Ukraine, are CIS members and have extensive multilateral economic, social and political ties. Furthermore, there is an on-going practice of bilateral relations between Ukraine and each of the Community member states [5].

Ukraine's relations with EurAsEC member states are governed by a number of multilateral agreements concluded within the framework of the CIS and bilateral treaties with the Community member states. The analysis of the mentioned agreements proves that Ukraine's economic relations with EurAsEC member states generally rest on a developed legal base that encompasses trade, mutual investing and relations in key branches of the economy [5].

At present, the EurAsEC member states are the main trade partners of Ukraine, although Russia occupies a dominant position in the trade relations with them. It is in fact the only serious investment partner of Ukraine, although it takes the lead only in the investments connected with privatization, not with establishment of new

companies. Therefore, the main content of Ukraine's economic ties with the EurAsEC region are made up by the Ukraine-Russian relations, which in principle may effectively develop on a bilateral basis [2].

Possible positive effects of Ukraine's accession to the EurAsEC include:

- some improvement of the conditions for marketing Ukrainian products, first of all, of the processing industry, on the Community markets;
- cancellation of the export duty on the main raw materials supplied from Russia;
- suspension of the existing exceptions from the free trade regime;
- possible removal of quotas of oil and natural gas supplied to Ukraine and corresponding reduction of the average price of Russian crude oil exported to Ukraine;
- possible repudiation of Russia from the collection of VAT on energy resources exported to Ukraine;
- implementation of a more effective mechanism of dispute settlement arising in relations with the member states;
- removal of the practice of special and antidumping investigations against Ukrainian manufacturers;
- improvement of the conditions for industrial and scientific co-operation with Community member states;
- guarantees of equal access to the transit capacities of EurAsEC member states;
- probability of concessions in the issue of Ukraine's gas debts;
- certain strengthening of Ukraine's positions in co-operation with the EU in some critical sectors, first of all, in energy and transport development;
- better possibilities for Ukraine's influence on the prospects of EurAsEC development [3, 4].

Possible negative effects of Ukraine's accession to the EurAsEC include:

- weakening of the country's independence in the formulation of its economic, financial, customs and monetary policy;
- closer integration in the political and defense spheres;
- substantial growth of the degree of subordination of Ukraine's policy to the principles worked out in the Russian Federation;
- the need of revision of the free trade agreements with the countries that are not EurAsEC members;
- possibility of conflict between the commitments of harmonization of Ukraine's legislation with that of the EU and its harmonization (unification) within the framework of the EurAsEC;
- reversal of the positive trend of moderate growth of the share of the EU member states in the structure of Ukraine's trade and strengthening of the advantages of Russian companies over the Western investors in the process of privatization in Ukraine;
- inadequate encouragement of innovation and technology transfer, which may negatively influence the long-term trends of economic modernization in Ukraine; inflow of immigration and establishment of Ukraine's role of a "settling filter" on the borders of the European community [4].

The very fact of joining the EurAsEC, most probably, will be seen by the EU leadership as a fundamental shift in Ukraine's geo-economic and geopolitical orientations, which will rule out the discussion of the issue of Ukraine's EU membership even in the long run and may seriously impair the chances of status of association in the EU [4].

Therefore, Ukraine's full membership in the EurAsEC may hardly be considered practicable, at least in the next five to seven years, although such a step might bring Ukraine some economic benefits. The decision beyond this term will primarily depend on the following: Ukraine's conduct of appropriate internal reforms to increase the country's potential for participation in international co-operation and strengthen its ability to integrate into the EU structures; the reformed and enlarged European Union interest in further expansion, including the admission of Ukraine; the EurAsEC ability to convert its ambitious integration plans into reality [4].

The Customs Union between Belarus, Kazakhstan, and Russia came into existence on January 1, 2010 [6].

Ukraine is still to give the issue of integrating in the Customs Union a thorough analysis before joining it. The government of Ukraine is willing to see how the Customs union will work really, what real advantages of quote it will give. The main aim of Ukraine joining the Customs Union is to revise the formula for gas supply. It is expected that the price for gas for Ukraine should be the same as that for entrepreneurs working on the territory of the Russian Federation. It is also anticipated that as a result of the integration with the Customs Union, the Russian Federation will lower the customs tariff for oil and eliminate the rail tariff [6].

Besides the Russian Federation's geopolitical interests towards Ukraine, the Russian Federation expects that if Ukraine joins the Customs Union in the near future, it will block its independent FTA negotiations with the EU. As trade cooperation with the EU is a priority for both Ukraine and Russia, these countries will have to negotiate together their further cooperation with the EU. By having Ukraine in the Customs Union, the Russian Federation will gain control of the EU-Ukraine cooperation. This will mean that the Russian Federation will finally gain control over Ukraine's further political and economic integration with the EU. Taking into consideration the fact that Ukraine is the third biggest trade partner of the Russian Federation (following Germany and China), the political and economic control of Ukraine would be very favourable for its larger neighbour [6].

Thus, as far as we can see, integration of Ukraine to the Eurasian economic community and to the Customs Union will result both in some positive and negative effects.

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## **BRICS' CURRENT ECONOMIC POSITION AND PERSPECTIVES OF ITS PROGRESS**

**Pykhtina M.S. (Kharkiv)**

**Research advisor: Sidorov V.I.**

**Language supervisor: Chornovol – Tkachenko O.O.**

**Summary:** This paper accounts for the problem of economic integration and its global influence on world policy and trade. The research was built on the analysis of BRICS. Its members, association of Brazil, Russia, India, China and South Africa, are five cultures with markedly different worldviews in terms of politics, philosophy and economics. The members of the group consider themselves to be partners in an effort to gain global economic supremacy in the coming decade. BRICS has a potential to play a crucial role in the growing influence of developing countries on global political, economic and financial systems. At the same time, BRICS united the countries that are the most vigorously developing on the background of the economic decline in North America and Europe.

**Key words:** BRICS, developing countries, economic integration, global economic supremacy.

**Анотація:** У даній статті представлені результати вивчення питання економічної інтеграції та її впливу у глобальному масштабі на світову політику та торговельні відносини. Дослідження було проведено на основі аналізу об'єднання БРІКС. Його члени, Бразилія, Росія, Індія, Китай та ПАР – це п'ять культур з помітно різним світосприйняттям стосовно питань політики, філософії та економіки. Члени цієї групи бачать себе в якості партнерів у досягненні мети надбання глобальної економічної першості в найближчому десятиріччі. БРІКС володіє потенціалом, щоб відіграти вирішальну роль у зростаючому впливі країн, що розвиваються, в глобальній політичній, економічній та фінансовій системах. У той же час, БРІКС поєднує країни світу, що найбільш динамічно розвиваються на фоні економічного занепаду в Північній Америці та Європі.

**Ключові слова:** БРІКС; глобальна економічна першість; економічна інтеграція; країни, що розвиваються.

**Аннотация:** В данной статье представлены результаты изучения вопроса экономической интеграции, а также ее влияния в глобальном масштабе на мировую политику и торговые отношения. Исследование было проведено на основе анализа объединения БРИКС. Его члены, Бразилия, Россия, Индия, Китай и ЮАР – это пять культур с заметно отличающимся мировосприятием касательно вопросов политики, философии и экономики. Члены этой группы видят себя в качестве партнеров в достижении цели обладания глобальным экономическим первенством в ближайшем десятилетии. БРИКС имеет потенциал, чтобы сыграть решающую роль в увеличивающемся влиянии развивающихся стран в глобальной политической, экономической и финансовой системах. В то же время, БРИКС объединяет страны

мира, которые наиболее динамично развиваются на фоне экономического упадка в Северной Америке и Европе.

**Ключевые слова:** БРИКС, глобальное экономическое первенство, развивающиеся страны, экономическая интеграция.

In the current global economic and political situation, when in the terms of aftercrisis period the world is searching for new ways to develop on a global scale, we should pay attention to the activity and dynamics of a relatively new, but rapidly developing association – BRICS.

Since the moment when in 2003 the first report of the financial group The Goldman Sachs Group Inc. (which was devoted to the prospects for Brazil, Russia, India and China in the XXI century) was published, acronym BRIC(S) has been in general use. Interest to the countries of this group is rising with every passing year. Relevance and importance of BRICS are realized not only by business and government structures, but also by civil society, particularly in the scientific community around the world.

BRIC is to be known now as BRICS because South Africa has become its member. Thus, nowadays BRICS is a powerful block of developing economies which, according to the International Monetary Fund, will account for as much as 61% of global growth in three years' time.

The integration combines 3 billion people (that is about 43% of the population) and territory of 39.7 million square kilometers (that is more than a quarter of the Earth's land area). Beneficial position of these countries is ensured by a large amount of the most important resources for the global economy. For example, Brazil is rich in agricultural products; Russia is the largest in the world exporter of mineral resources; India possesses cheap intellectual resources; China is an owner of cheap labor force; South Africa is rich in natural resources. BRICS countries in total also earn about 13 billion dollars of GDP per year, which equals 21% of world production [1, p. 2].

The five countries are located on three continents, have considerable influence both on their region and the whole world. Together they have more important impact on global economy of natural resources. Thus, the BRICS association is the largest in the world market, it has a high regional differentiation in terms of socio-economic development, population density and transport accessibility. Each of them is represented by a different number of federative units. In Russia there are 83 regions, in India – 35 (28 states and 7 union territories), in China – 31, in Brazil – 27, and South Africa has 6 urban districts and 46 districts. In fact, only some regions are attractive to foreign investors, especially the ones which are already on the level of economic development that may compete with the countries of G 6.

Members of BRICS differ from each other in terms of natural resources, level of industrialization and impact on the global economy. It is important to eliminate these differences, since seeing BRICS as an association might lead to wrong assumptions about the five countries' individual current and future roles in the global economy. Therefore, there are five cultures with markedly different and individual worldviews in terms of politics, philosophy and economics. In fact, members of the grouping see themselves to be partners in an effort to gain global economic

supremacy in the coming decades.

According to forecasts of *The Goldman Sachs Group Inc.*, which were made in 2009, it was expected that the GDP of BRIC(S) country-members by 2032 would surpass the GDP of six most developed countries (USA, Japan, England, France, Germany and Italy), that China would be the leader and the largest economy in the world in 2027. Russia (until 2028) and Brazil (until 2036) are expected to exceed Italy, France and Germany. In terms of GDP, India will have exceeded Japan by 2050 and it will yield to the U.S. and China. Only the maximum GDP per capita among BRIC(S) countries in 2050 is expected to be obtained in Russia. Its size will be larger than that of Italy and of Germany, as well as approaching the level of France. In other member states of BRIC(S) this figure will be significantly lower [2, p. 4].

It should also be noted that the analysts of *The Goldman Sachs Group Inc.* did not expect BRIC(S) to coordinate its economic policies. Especially at the initial it wasn't allowed that they would form an economic block. However, over time, we observe the fact that the four BRIC countries (and South Africa) are trying to form a political co-operation and thereby convert its growing economic power into greater geopolitical influence.

In our opinion, BRICS owns a potential to play a crucial role in the growing influence of developing countries in global political, economic and financial system which in nowadays environment are not stable and are subjected to change. At the same time, BRICS united the countries that are most vigorously developing on the background of the economic decline in North America and Europe.

Analysis of the expansion of BRICS provides us with evidence that South Africa has a much lower economic performance. For example, the volume of South African GDP only equals a quarter of Russia, which is GDP used to be the lowest among the other members of the group. Still more illustrative example is the gap between South Africa and China, which ranks the second place (after the USA) in the world. However, South Africa is undoubtedly an influential political and economic power on the continent that is increasingly attracting international attention. In addition, South Africa has access to the markets of many African countries and, which is more important, to their raw materials.

In connection with deepening of economic problems in the world, the African continent obtains a particular importance. Africa is a zone of strategic interests of new centers of power. Thus, the interaction of BRICS, both individually and as an association, with the African continent becomes an important factor in international development. This situation is supported by the fact that over the last decade it has seen an increase of economic activity in Africa by China, India and Brazil. It should also be stated that South Africa is the largest world exporter of a number of minerals and has a substantial scientific and technical potential. Integration of this country is evidence of the importance of African component in the BRICS modern system of international relations.

Integration of South Africa, as a representative of the African continent, allows BRICS to increase its international status and strengthen its position in global economic relations. Due to this fact the inflow of foreign investments into the country becomes probable.

This extension also has a positive impact not only on the power of association, but also on its status, as the new member has the most developed economy in Africa, although in the list of all countries in the world it takes only the 31<sup>st</sup> place. The country is also behind a number of other Asian and Latin American countries. But for Africa BRICS is important in geopolitical terms, namely, to be able to have influence on political and economic cooperation on the territory of three continents. In its turn South Africa needs to take some serious measures to promote its economic growth.

Members of BRICS pursue principles of state sovereignty, loyalty to a polycentric world, in which there should not be a dominant power. And there should also be respect for authority and powers of the UN. BRICS states separately, except China, cannot have a significant impact on the global economic order, but as a unity, they are able to obtain considerable influence. The structure of BRICS is of an effective format in the prospect of gaining a common position with China, which previously was not inclined to do anything with anyone and coordinate its actions [3, p. 148]. Stated most generally, China cannot tolerate the existence of an independent alliance of Russia, Brazil, India and South Africa, therefore, it takes the format of BRICS. Especially because BRICS is a conglomeration of countries in economic power comparable with China.

The world's attitude to BRICS is constantly changing. Members of the group also perceive integration differently. However, it is obvious that the format of BRICS gives them additional opportunity for acting in foreign policy effectively.

Participation of BRICS in the further development of multilateral contacts is evidenced by the fact that the summits are held regularly. Such contacts are supplemented by periodic five-sided meetings between the ministries of foreign affairs, finance ministers and other government agencies.

Summarizing all the above, it should be stated that BRICS is a reality of the world economy and politics. This informal international integration has taken its place in international economic and political relations. BRICS has a vast development potential, both with current composition of countries and prospective partners. With a large resource base and economic potential, BRICS has a real opportunity to take a leading position in world economic relations.

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**TRADE AND ECONOMIC COOPERATION OF UKRAINE  
AND THE REPUBLIC OF HUNGARY: STATE AND PROSPECTS**

**Shliakhova I.V. (Kharkiv)**

**Scientific advisor: Golikov A.P.**

**Language supervisor: Chornovol-Tkachenko O.O.**

**Summary:** This article concentrates on the research of trade and economic cooperation between Ukraine and the Republic of Hungary, integrated assessment of the most important aspects of bilateral relations, current state, perspective areas of intergovernmental cooperation and the mechanism of its improvement. The research includes two main parts: the first one deals with the foreign economic relations of Ukraine and Hungary, history, current state and prospects; the second one focuses on the mechanism of improving economic relations between Ukraine and the Republic of Hungary.

**Keywords:** export, import, trade and economic cooperation, transboundary cooperation, Ukraine and Hungary relations.

**Анотація:** Ця стаття присвячена дослідженню розвитку торговельно-економічного співробітництва України та Республіки Угорщина, комплексній оцінці найважливіших аспектів двосторонніх зв'язків, сучасному стану, перспективним напрямкам міждержавного співробітництва та механізму його удосконалення. Дослідження складається з двох частин: перша розкриває зовнішньоекономічні зв'язки України та Республіки Угорщина, історію, сучасний стан та перспективи розвитку; друга присвячена механізму удосконалення економічних відносин між Україною та Республікою Угорщина.

**Ключові слова:** відносини між Україною та Угорщиною, експорт, імпорт, торговельно-економічне співробітництво.

**Аннотация:** Эта статья посвящена исследованию развития торгово-экономического сотрудничества Украины и Республики Венгрия, комплексной оценки важнейших аспектов двусторонних связей, текущему состоянию, перспективным направлениям межгосударственного сотрудничества и механизма его совершенствования. Исследование состоит из двух частей: первая раскрывает внешнеэкономические связи Украины и Венгрии, историю, современное состояние и перспективы развития; вторая посвящена механизму совершенствования экономических отношений между Украиной и Республикой Венгрия.

**Ключевые слова:** импорт, отношения Украины и Венгрии, торгово-экономическое сотрудничество, трансграничное сотрудничество, экспорт.

International cooperation is the development of various economic, political, social, cultural, legal, ideological, diplomatic, military, scientific, technological and other ties and relationships between participants of foreign economic activity and Ukraine leading to production, sales, distribution and consumption of products based on mutual benefit of all participants.

After Ukraine proclaimed its independence in 1991, Hungary became the first country with which Ukraine signed the Treaty of Friendship and Cooperation. It is important to emphasize that the development of contacts between the states is urgent because the Republic of Hungary joined the EU in 2004. The EU has a direct impact on the system of international relations in Ukraine.

Nowadays, the Republic of Hungary is a country of opportunities. Hungary is an important partner of Ukraine within the bounds of economic cooperation. During the 10 recent years the average annual growth of turnover has been 40%, and in 2010, according to the statistics, the trade turnover between these two countries exceeded

3.121 million US dollars [2]. The turnover of Ukraine ranks 20th in total Hungarian foreign trade turnover. The supplies of energy and mineral products took the largest share in the structure of Ukrainian export to Hungary and made 28%, machinery and equipment also have major positions (13.8%), products of processing industry (13.5%), organic chemical compounds (12.7%), wood and wood products (11.6%). These groups of products provide 79% of Ukrainian export to Hungary. Ukraine imports 86% of food, clothing and footwear from Hungary [5].

Export of Hungary to Ukraine makes 44% and ranks 14th among the exporters. Hungary's import from Ukraine has risen by 51%. Ukraine ranks 21st among the importing countries [2]. The structure of bilateral trade is of interest and lies within abilities of both countries.

Analysis of the five recent years has shown that an important component of bilateral relations is trade of services, where the Hungarian party exports transport and construction services, financial capital, and imports pipeline transportation services.

The main areas of Ukrainian-Hungarian cooperation include:

1. Harmonization of bilateral cooperation in accordance with the obligations of Hungary's EU accession.

2. Investment cooperation. According to the Ukrainian statistics, the amount of investments received from Hungary to Ukraine by the end of the year 2010 made 456 million US dollars (1.6%) and now takes the 13th place among foreign investors. 1095 Hungarian-Ukrainian joint ventures were registered in Ukraine in 2010 [1, p. 56]. Most are located in the Carpathian region and Kiev. The largest investment projects include the construction of shopping and entertainment complex in Kiev, the production of trucks, buses, and spare parts for "Lviv Bus Plant" with the participation of Hungarian companies.

3. Cooperation in transport sector. The main objective of this bilateral cooperation is to create the largest transport hub in the infrastructure which will include a major railway junction, "Chop" auto port, a large port on the Tisa river and "Mukachevo" airport [1, p. 78].

4. Cooperation in tourism. As a result of the work done, the number of Ukrainian tourists who visited Hungary last year rose by 9.7% (75 thousand people). A significant part of Ukrainian tourists are attracted by the resorts of medicinal waters (first of all those located near Hajduszoboszlo).

The economic cooperation between Hungary and Ukraine creates a good basis for intensive high-level talks. Last year two Heads of state and Prime Ministers along with a number of senior executives held official talks in Budapest and in the Carpathian region. Prime Ministers of both states signed a Joint Action Plan in 2007.

Most generally, according to previous estimates, an intensive expansion of international contacts are expected in such areas as energy, reconstruction and development of municipal infrastructure, agriculture, construction, environmental protection and using renewable energy resources. Participation in individual projects creates a possibility of financial support from the European Union and will involve lax credits to the Hungarian Ex-Im Bank [1, p. 83]. Economic Affairs Department of the Embassy of Ukraine in Hungary, along with daily awareness of Hungarian companies, focuses on developing relationships with regional authorities and

business entities to assist the Hungarian enterprises in the development of regional markets.

As a result, Economic Affairs Department of the Embassy of Ukraine in Hungary together with the ITD Hungaria ZRt has held business meetings in Sumy, Kiev, Kharkiv and the Crimea. As an illustration, Ukrainian-Hungarian Business Forum was opened at Kharkiv Chamber of Commerce on May 6th, 2008. The Head of Foreign Economic Relations and European Integration Department of Kharkiv Regional State Administration and Counselor of the Embassy of Hungary in Ukraine were the main participants. The Head of the Department said that, hopefully, Hungarian businessmen would regularly visit Kharkiv. Over recent years, the Kharkiv Region has been implementing new approaches in dealing with foreign investors, as this region is objectively interesting and has prospects for investors, considering scientific, technological, economic and industrial potential of the region. According to this project, a large network of industrial parks will be created around Kharkiv. This network offers investors the so-called "Green Fields" - the free sites with the necessary infrastructure for the rapid implementation of investment projects in all areas of the economy [5].

Holding such business forums in major cities of Ukraine helps to identify specific areas for the further investment projects in Ukraine and the Republic of Hungary.

Despite the negative forecasts of Ukrainian analysts about the negative impact of the EU enlargement on trade and economic relations of Ukraine and Hungary, the trade turnover of these two countries is growing dynamically. It exceeded 4.1 billion US dollars in 2010. In 2009, due to the global financial crisis, export decreased by 48.7%, import by 51.4% and turnover by 49.9% [2].

According to the Ukrainian Chamber of Commerce and Industry, merchandise balance between 1999 and 2004 was positive for Ukraine, but since 2004, after Hungary's accession to the EU, the trade balance has been negative and made 557.0 million US dollars in 2010. Trade balance for Ukraine remains positive and amounts to 23.9 million US dollars.

According to State Statistics Committee, the Ukrainian-Hungarian trade turnover in 2009 made 797.9 million US dollars (export of Ukraine) and 722.1 million US dollars (import of Ukraine). Such differences in statistics of the two countries show that Ukraine exports undeclared goods to Hungary [4].

Another area of cooperation between Ukraine and Hungary may be in providing aviation industry of Ukraine with Hungarian raw materials. Hungary ranks second in the reserves of bauxite in Europe. According to the long-term projections, mining bauxites will continue to grow, and in 2015 will make 5.5 million tons. Antonov Development Department was part of the Soviet Antonov complex, that manufactured aircrafts An-140, An-148, Iliushyn, Tupolev and Yakovlev and is very promising nowadays. Thus, aluminum industry in Ukraine will be provided with raw materials from Hungary, which, in its turn, will provide better rate of aircraft production, which will be exported to the countries of Latin America, United Arab Emirates, Saudi Arabia, Tunisia and Europe.

Transboundary cooperation is another form of economic relations between our two countries, and is a form of economic integration through the intensification

of relations between frontier regions, which furthers free movement of goods, services, capital and people. “The Carpathians” euroregion was created in 1993 upon signing a contract in Debrecen. It consists of 19 administrative units of Ukraine (Transcarpathian, Lviv, Ivano-Frankivsk, Chernivtsi), Hungary, Poland, Slovakia and Romania. The cooperation of Hungarian entrepreneurs in the Transcarpathian region with the Ukrainian ones had a leading position in 2010 [3]. The development of international transport corridor (ITC) № 5 (Kyiv - Lviv - Chop - Budapest - Ljubljana - Trieste) is of international importance. The infrastructure of our national part of ITC № 5 is of a satisfactory quality, as we have technical problems and need improve the funding and infrastructure. Environmental, quarantine, sanitary, border and other services delay cargo transportation, which leads to the violation of the terms of delivery, increasing the transport component. As a result, it is necessary to create a common complex of goods traffic service in this direction.

Assuming that, this mechanism of improving economic relations between Ukraine and the Republic of Hungary affords an opportunity for Ukraine to approach the EU norms and standards, it also allows Ukraine be an active player on the world trade arena.

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## TRANSFORMATION OF THE ROLE OF THE STATE IN GLOBALIZATION CONDITIONS

**Slatenkova M.O. (Kharkiv)**

**Research Advisor: Berveno O.V.**

**Language Supervisor: Chornovol-Tkachenko O.O.**

**Summary:** At the present stage of development of world civilization, special attention is drawn to the role of the state in economic, social, political and other spheres of development of society and a country as a whole. This paper provides arguments for updating the state intervention in economic life in globalization conditions.

Key words: globalization, the role of the state, transformation.

**Анотація:** На сучасному етапі розвитку світової цивілізації особливу увагу привертає питання про роль держави в економічному, соціальному, політичному та інших етапах розвитку суспільства та країни в цілому. В даній статті наводяться аргументи щодо необхідності актуалізації державного втручання у сферу економічного життя суспільства в умовах глобалізації.

**Ключові слова:** глобалізація, роль держави, трансформація.

**Аннотация:** На современном этапе развития мировой цивилизации особое внимание привлекает вопрос о роли государства в экономическом, социальном, политическом и других этапах развития общества и страны в целом. В данной статье приводятся аргументы для необходимости актуализации государственного вмешательства в сфере экономической жизни общества в условиях глобализации.

**Ключевые слова:** глобализация, роль государства, трансформация.

Questions concerning the state, its concept, nature, and role in society and the economy have for a long time been fundamental and discussion provoking. This is due to three reasons, at least. First, the mentioned issues directly and immediately affect the interests of various strata and classes of society, political parties and movements. Second, an organization cannot compete with the state in a variety of tasks and functions in influencing the future of society. Third, the state is a very complex and internally contradictory socio-political phenomenon [4, p. 111].

Below you will find description of four principal aspects of the concept “state” relevant for our investigation.

### **1. The essence (nature) of the state.**

At the present stage of development of world civilization, special attention is drawn to the role of the state in economic, social, political and other stages of development of society and the country as a whole. In the genesis of the present world leaders, there have been a lot of opinions on this issue, but a definite solution has not been worked out.

History of the state is inseparable from society history. Alongside with society it undergoes a long historical way connected with development, acquires new features and properties on this way. The state becomes developed gradually, in the process of achievement of a certain level of a civilization and democracy. It «provides organization in the country on the basis of economic and spiritual (cultural) factors and realizes the main thing that the civilization gives to people – democracy, economic freedom, individual freedom» [1, p. 12-13]. In such a state all its institutes and structures develop, their social potential reveals. At the same time, the state changes and improves not in itself. People of different epochs and countries transformed adapt it for changing conditions. Therefore, there is enough ground to consider the state as one of the most considerable achievements of world history and civilization.

The following wording will be exact: the state is a political organization of society providing its unity and integrity implementing by means of mechanism of government over administrative office of society sovereign public power, granting the right will obligatory significance, guaranteeing rights, freedoms of citizens, legality and order [2, p. 151].

The definition cited reflects general concepts of the state, but better characterizes the modern state. In emphasizes the fact that the state is a political organization of society as a whole, all its citizens. The state is urged to guarantee the rights and freedoms of citizens comprehensively, to support reliable and humane law and order in society.

### **2. The state and the market.**

State participation in economy is important not only at times of recession, but it is also necessary in periods of economic growth when economy is rather

stable. There are several reasons to it: firstly, because it is naturally present, where there are «market failures», secondly, because it plays an important role in maintaining the balance of public interests, social stability and protection of national interests when conducting both internal and foreign policy.

We find it necessary to distinguish a number of general approaches to research of the problems connected with interaction of the state and the market. These approaches are traditionally told apart: questions of theory, methodology, system, etc. Thus, general approaches are:

1. Theory and methodology of optimizing the role of state and market account as a factor of time, including historical experiences and contemporary realities, reflecting rationally chosen tactics and strategy of economic development.

2. Stability of a market system is largely determined by a systematic approach to the forms and methods of state influence on the effective development of economy. In this sense, searching for an optimal combination of the state and the market is not appropriate to carry out maintaining principles of opposition, but through effective interaction in the face of globalization.

3. In transition economies, in close interaction of state regulation and market mechanism determining the strategy and growth, it is necessary to take into account specific features associated with the transition. An important moment in the transition to a market economy advocates preservation by the state of its forms and methods of regulation of economic life, social stability of society.

### **3. The economic functions of the state.**

Today, no country can do without the public finance system, active fiscal and tax policies, without government price controls, social programs, and many other institutional foundations of economic development, which manifest functions of the state. This is a result of the global trend of active nationalization of economy which began before last century. A country cannot develop out of a certain economic policy of the state. This policy has the full impact not only on the activity of economic entities, but also on the whole social situation in the country. Economic policy is a powerful factor in the organization of society. However, without using the function of authoritativeness characteristic of the government, it turns in a mixture of politicians' irresponsible promises and citizens' unrealized hopes instead of a real force mobilizing society to solve pressing problems [5].

Much has been written about what the state is and what the objective of this crucial phenomenon is. But, having entered the 21<sup>st</sup> century, we regret to claim the paradox: almost nothing has been published. The image of the social world, previously embodied by nation-state is rapidly changing, according to some researchers. The state is «disappearing» before our eyes: its functions and prerogatives are being modified, power is being transformed and changing its nature, a network political space is being formed, etc. Transformation of the state is taking place against the background of new phenomena of the present, which are at times in drastic mutual contradiction: globalization and sustainable development, the new world order and the construction of the United Europe; formations of the multipolar world and forecasts concerning the future collision of civilizations. Historical challenges of today urge a change in the whole architectonics of social processes.

#### **4. The impact of globalization on the state.**

Globalization is not an artificial problem, but an objective process which has arisen on the basis of developing integration and cooperation. The problem of globalization could not but occur because the process of international integration cannot be possibly stopped. Global computer networks are a reality. They providing unique opportunities for communication and document management, financial globalization, world trade and transportation, etc.

Thus, globalization in the conventional economic sense implies new stage in the creation of global economic system which ensures free movement of resources depending on their economic feasibility.

In general, globalization is one of the most serious challenges humanity faces in the 21<sup>st</sup> century. This challenge cannot be predicted. For, on the one hand, it is a factor of growth in productive forces, possibility of economic and ecological protection of the planet, providing growth of production efficiency and improving welfare of the world's population. On the other hand, increasing the power of transnational corporations is sweeping away all boundaries.

The transformation that took place in the world economy in the late twentieth century highlighted many new issues concerning both geo-political and geo-economic realities of the modern world, and the role and place of the state in changing parameters of global economy. First of all, the world has become more dynamic, diverse, and offensive. Aggravation of disagreements between civilizations, according to Professor Samuel Huntington, will take place in all spheres, including the economic sphere, trade and investment [6].

Since the state is one of the key subjects of socio-political and economic reforms, challenges of globalization are first of all aimed at the state. The debates on the future of the nation state are becoming more acute.

The positions of politicians, futurologists, business leaders, scientists about the fate of the state in different aspects of political life today are diametrically opposed: some authors suppose that the state in the conditions of globalization should «hand over» part of its sovereignty and accept growing economic and cultural interaction [8, p. 28], while others believe that the state must be subordinated to the interests of international business, «consumer sovereignty» is more important than «state sovereignty» [7, p. 11]; for the third group – «state peace» must provide their own autonomy in the face of other forces in the «multicentric world», advocating the interests of transnational corporations, markets, non-governmental organizations, international groups [3, c. 6].

Despite the fact that economic, social, financial and even national government policies have objectively become more vulnerable to numerous international and political forces; the state continues to address issues of its security, development and citizens' quality of life.

Realities of the modern globalizing world are such that the power of the state-nation is undermined, on the one hand, by forces from above – at the transnational level, but on the other hand, by the forces from below, the trend toward regionalization and fragmentation of states. Politically, the state remains sovereign, but economically their power can be changed under the influence of globalization forces.

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## THE ESSENCE OF THE GLOBAL FOOD PROBLEM

**Malakhova L.V. (Kharkiv)**

**Language supervisor: Chernovol-Tkachenko O.O.**

**Summary:** The article deals with the essence of the global food problem. The results of the study are as follows: the food problem is of international significance and its solution cannot be achieved by isolated efforts of individual countries; statistics on the number of starving people around the world is analyzed; the main causes, affecting the aggravation of food situation in the world in general and especially in developing countries are identified.

**Key words:** developing countries, global food problem, the reasons of the food problem.

**Анотація:** Стаття присвячена розгляду суті глобальної продовольчої проблеми. У результаті дослідження було виявлено, що продовольча проблема має міжнародне значення і її рішення неможливо досягти ізольованими зусиллями окремих країн; проаналізовані статистичні дані про кількість голодуючих людей у всіх регіонах світу; виявлено основні причини, що впливають на загострення продовольчої ситуації в світі в цілому і, особливо, в країнах, що розвиваються.

**Ключові слова:** глобальна продовольча проблема, країни, що розвиваються, причини продовольчої проблеми.

**Анотация:** Статья посвящена рассмотрению сущности глобальной продовольственной проблемы. В результате исследования было выявлено, что продовольственная проблема имеет международное значение и её решение невозможно достичь изолированными усилиями отдельных стран; проанализированы статистические данные о количестве голодающих людей во всех регионах мира; выявлены основные причины, оказывающие влияние на обострение продовольственной ситуации в мире в целом, и особенно в развивающихся странах.

**Ключевые слова:** глобальная продовольственная проблема, причины продовольственной проблемы, развивающиеся страны.

The food problem, characterized as a problem of providing a stable access to food in sufficient quantity, range and quality according to medical standards, remains one of the most important and urgent problems, which is considered and addressed on a global, national and regional levels. The importance and relevance of this problem is determined by leading role of food in supporting human life, his/her physical and mental development, and the stable functioning of society [1, p. 78].

The food problem is a complex multidimensional phenomenon, which combines economic, social and political aspects.

The food problem is global, both due to its humanistic value, and to its close interrelation with the challenge of overcoming the socio-economic backwardness of developing countries. Unsatisfactory food supply to a large number of people in these countries is one of the main causes of their socio-economic and political instability.

The global nature of the food problem also becomes apparent from another point of view. While some countries are suffering from famine, others are struggling with a surplus of food, or with its excessive consumption, as far as, the world's food resources, in general, are sufficient to ensure satisfactory nutrition of humanity. The world economy has enough agricultural resources and technologies to feed twice as many people as there live on the earth. However, food production is not provided, where people need it [3, p. 53].

FAO estimates that the number of chronically undernourished people in the world remains unacceptably high, it has grown from 850 million in 1990 to 1 billion in 2011 [4, p. 10]. At the same time, the systematic under-consumption of food per capita on the national average in terms of the existing social and economic inequality means a massive chronic famine among the poorest developing countries. In general, the phenomenon of hunger and malnutrition is not typical for industrialized countries. However, at the same time, due to the pronounced social differentiation, the poorest population in developed countries suffer from famine or close to it; and their number amounts to 19 billion people [4, p. 11].

There is an extensive zone of hunger and malnutrition on the Earth, stretching out on both sides of the equator. This zone begins in South America, covers a large part of Africa and then continues in Asia. The epicenter of this zone has long been located in Sub-Saharan Africa, the poorest region in the world. In the early 70s there were 90 million starving people in Africa, in the early 80's – 110 million, in the mid-80s – 140 million, in the mid-90's – 210 million, and in 2010 there were already 240 million people [5]. The situation is complicated by the fact, that due to extremely low incomes, about 90% of its residents live below the poverty level. This factor and deepening environmental and energy problems, as well as high rates of population growth cause the prolonged, chronic food crisis.

Despite the achievements of the "green revolution", food situation remains grave in South West, South and South East Asia. For example, in South and South East Asia the total number of starving people in the 70-80s remained at the level of 280-290 million people, and in 2010 this figure rose to 400 million [5].

Considering these facts, the problem of nutrition in Latin America is less acute. However, area of malnutrition covers many Andean countries (Peru, Ecuador, Bolivia), as well as many of the Caribbean Basin (Haiti, Cuba, El Salvador, Honduras, Guatemala, etc.). And the number of undernourished people here reaches 53 million [5]. In some countries the proportion of undernourished people in the total population may reach 40-45 %.

Three groups of factors, namely climatic, financial speculation, market (changes in demand and consumption) and demographic causes influenced the aggravation of food problem in the world during the first decade of the 21st century, which was characterized by the growing number of starving people and dramatic increase in prices.

The first group of causes is natural disasters that struck a significant part of agricultural regions. These are a drought in Russia in 2010, a frost in the U.S., floods in Pakistan, poor harvest due to a drought in China, climate change.

Causes of the financial and speculative nature. A number of scientists say that the availability of food supplies is not critical at present, but because of the fact that the products are intentionally kept back and not laid out on shelves, the price rocket at an unrivaled speed. In this situation, a negative impact on the food market situation of food is rendered by speculation in the commodity and stock exchanges. Financial speculation and "financial bubbles" arising out of this process are the most important factors that contribute to sharp fluctuations in world market prices of food and energy resources. In addition, a huge impact on the food market has increased the prices of other goods and services, especially of utility service and fuel prices. In this situation, people simply cannot afford to buy goods, which lie on the shelves. The IMF activity is another reason. Crediting poor countries, they set strict conditions for the payment of foreign debts, which need a currency from exports, while in developing countries agriculture is the main item of foreign trade. That is the reason why, the residents of these countries are experiencing food shortages in the domestic market [2, p. 170].

As a special group of factors, causing the growth of food prices, stand out the processes occurring under the present conditions of the global food market. Significant monopolization is a characteristic feature of this market. Large monopolistic corporations in the U.S. and the EU do not allow smaller national enterprises to develop. Agricultural and food concerns, growing a large amount of monocultures, and putting the setting price for most enterprises of the Third World, displace weaker competitors from the market. This helps to inflate the monopolistic market prices of food products. There are other market factors that led to the aggravation of the food crisis in the world, such as the growing demand for food in countries with high rates of economic growth and income (China, India), an increase in demand for vegetable raw materials for biofuels production under conditions of high oil prices. World croplands are being increasingly used for the cultivation of biomass for biofuel rather than for food. Production of ethanol can inhibit the growth of oil prices and helps to reduce inflation in the countries, which are the major importers of petroleum products. Bank of America Merrill Lynch estimates, that termination of the production of biofuels will lead to an increase in prices for oil and gasoline by 15% [2, p. 173]. This increase, in its turn, will lead to an increase in the cost of agricultural products.

The problem of food supply in the world aggravated particularly sharply during the global financial crisis in 2008-2010. The aggravation of food situation occurred mainly due to increasing prices. The peak of growth of food prices in the world had been reached by July 2008. Food price index of FAO rose by this time to 200 points in relation to the average level of prices in 2002-2004. By June 2010, the index had fallen to 168 points. Then prices began to rise again and the average index of food prices of FAO, amounting to 232 points in April 2011, remained almost unchanged compared to the revised estimated rate in March; it was a 36 % increase compared April 2010, but it was 2% lower than its maximum value, registered in February 2011. However, it is the highest ever rate since the index was calculated in 1990 [5].

The demographic situation has a great influence on the food problem. In the 20th century, the world population has increased 3.7 times. Population growth amounted 4 billion 380 million people. For the period from 1900 to 1950, the world population increased by almost 900 million people (excluding about 100 million people, who died in the First and Second World Wars), and in the next 50 years – by 3 billion 485 million people. Average annual growth of world population in the first half of the twentieth century was 17.9 million people. In the second half of the twentieth century, the population growth rate increased 4 times and amounted to 69.7 million people a year. As a result, on October 31, 2011 the world population reached 7 billion people [5]. Rapid population growth is accompanied by the aggravation socio-economic problems.

Thus, the food problem is classified as global. To solve the food problem the efforts of individual country are not enough, but it is necessary to provide well-established cooperation of all countries. According to FAO statistics, the total number of starving people on the earth is 1 billion. Developing countries are the main setting of famine and malnutrition in the world today, where almost 4/5 of the world population lives and about 1/3 of all food is produced, and slightly more than a third of global food production is consumed. The greatest number of undernourished people is concentrated in the Asia-Pacific region, Sub-Saharan Africa and Latin America. Three groups of factors, such as climatic, financial speculation, market (changes in demand and consumption) and demographic reasons cause the aggravation of the global food problem.

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## THE ENTITY OF ECONOMIC DYNAMICS

Filiakova T.(Kharkiv)

Language supervisor: Cherkashina N.I.

**Summary:** The importance to solve the problem of the entity of economic dynamics with the help of spatial-temporal dynamics analysis in modern life is substantiated. Various methods and approaches for carrying out analysis of spatial-temporal dynamics in the system of economic dynamics are considered. The basis of the generalized analysis of spatial-temporal dynamics in economic system is offered.

**Key words:** movement, volatility, growth, value, economic dynamics.

**Анотація:** Визначено вважливість рішення проблеми сутності економічної діяльності з допомогою просторово-часового динамічного аналізу у сучасному світі. Розглянуто різні методи та підходи для проведення аналізу просторово-часової динаміки у системі економічної динаміки. Представлений базовий аналіз просторово-часової динаміки в економічній системі.

**Ключові слова:** рух, мінливість, розвиток, вартість, економічна динаміка. **Анотація:** Определена важность решения проблемы сущности экономической динамики при помощи пространственно-временного динамического анализа в современном мире. Рассмотрены различные методы и подходы для ведения анализа пространственно-временной динамики в системе экономической динамики. Представлен базовый анализ пространственно-временной динамики в экономической системе.

**Ключевые слова:** движение, изменчивость, развитие, стоимость, экономическая динамика.

The volatility of economic dynamics is due to an objective historical process of social change in its progressive development. The nature of these changes is quantity and quality and spatial-temporal basis. The new state of economic dynamics is due to a qualitative transition, preparing the economy to new forms of functioning in the progressive development process of productive forces.

The economic dynamics is the change (quantitative and qualitative movement) of the economic nature of the phenomena which have a common basis, which affect the qualitative and quantitative characteristics of these phenomena. These changes contribute to the establishment of strict laws in economic development that can remain unchanged for a long time.

Economic theory studies two branches of the economic dynamics: economic statics and economic dynamics. The terms were proposed for the first time by Auguste Conte in sociology. Stuart Mill was the first who began to use them in economics. Later the terms were explained by Ragnar Frisch.

According to Dj. Clark statics is the lack of volatility in five states: number of population, demand for capital, production methods, business forms and desires of people.

R. Harrod considers static analysis as the state of mind. Such dormancy does not mean a state of complete inactivity, but only a lack of investment; as a result economy repeats itself over the time. Dj. Hicks considered statics as the situation that precludes any change and requires no relation either to the past or to the future. That is, the category of time is excluded.

According to R. Frisch, in statics we study only the relationship between states in different periods of time (sequence connection, logs, etc.). An illustration of static analysis is the usual theory of supply and demand, which reflects the relationship between supply and demand at any given time.

The dynamics is a movement, change over time. According to R. Harrod, the economic dynamics is mainly related to the ongoing changes. R. Frisch expanded the concept of economic dynamics, so economic dynamics is the process of change and should embody the functional relationships at various time intervals.

P. Samuelson's definition of economic dynamics states that economic differences in various time intervals correspond functionally. In this definition economic dynamics includes cyclical growth, speculation, stagnation, long-term planning, etc.

Consequently, in statics we study the change of one equilibrium state in comparison with others as a result of changes in the parameters of these states. Thus, professor D.J. Keynes used equilibrium shifts in the comparative statics.

J. Schumpeter also studied the issue of economic dynamics. J. Schumpeter and P. Samuelson called for the use of the mathematical apparatus in the research issues of economic dynamics, but if J. Schumpeter only agreed with the terms of naturalness in application of mathematical methods, than P. Samuelson showed in his work practical need of those methods. P. Samuelson said about the implicit presence of dynamic analysis in the study of Walras, arguing that the statistical system is a degeneration of the special cases in the dynamic system.

Thus, issues of economic dynamics in one or another form are considered by many scientists. However, to date there is no clearly formulated position on the intrinsic characteristics of economic dynamics, there is no clear understanding of the basic forms of economic dynamics its factors and proportions. Also there are no clearly expressed views on the spatial-temporal and quantitative-qualitative component of economic dynamics.

The development of economic dynamics concept nature implies the adoption of dialectically interrelated principles of economic dynamics: the unity of the absolute and the relative, the continuous and the discrete, the stable and the volatile, potential and actual, which will allow to understand the dual nature of economic dynamics, caused by the common bond with the private, as a result of the objectively existing high –quality transitions, some elements of the economic system strengthening and gradual weakening of the absolute or relative of other elements within the existing quality.

The economic dynamics as a complicated and complex phenomenon is characterized by a number of quantitative and qualitative indicators that reflect not only economic but also social outcomes. But the simplicity of economic dynamics measuring through the rates of economic growth is mistaken for its essence. Characteristics of economic dynamics will be such limits as qualitative, quantitative, spatial and temporal.

The world is constantly changing. All current events are nothing more than a movement – or change of the current conditions of the “game”. But one could argue – we are committed to stability. Then, is stability the state of rest? Stability or relation of any matter that surrounds us is some interaction between the backbone particles of

this matter. But any kind of interaction that occurs in space and time is a movement, as well as the movement is the interaction of various elements of the surrounding matter.

What is the basis of any movement? It is the change. The change of the particular set of backbone elements of the system or their interaction.

So, the source of any movement is the interaction of backbone particles, but not all particles, only opposite ones. So the relations between the opposites, is, as Lenin said, citing Hegel, [3, p. 125] is the root of all motion. Such an assertion of inconsistency makes it necessary to specify these opposite sides. The basic contracts in economic dynamics which gives direct impulse toward the movement is the pair volatility-unvolatility. The volatility is consistent variability, the change of certain states of matter, its properties and relations. It is a direct change of the system itself. Unvolatility or relative constancy of matter (the system) is stability, preservation of the previous properties, states of the system, its internal characteristics.

In the real world it is impossible to find a system with well-defined states of motion – whether volatility or unvolatility. The movement, the life of the system itself is a constant struggle of the opposites: volatility and unvolatility. And any system can exist without its basic categories: as a nucleus and the atom. Volatility is the system's ability to the direct change. Unvolatility of the system, like a basic core –is the system's ability to accumulate experience, the historical filament's development of the system. The movement, the development – the life of the system, its dynamics, is a constant interaction between the two basic opposites – volatility, as the ability to adapt to new forms and conditions, and unvolatility as an immutable core of the system, conservation of its base, heritable traits that enable direct differentiation. Any development, any dynamics is the interaction of these states. The community development also includes a “struggle” of opposites in the form of volatility – some external attributes- how material goods are produced, with what kind of means and methods, manual labor, or with the help of modern robots that provide full or partial waiver of manual labor. And unvolatility – the direct product of labor – the needs of people since ancient times, in fact, have not changed: there are basic needs which are also a part of human unchangeable nature, such as the need for food, materials values – clothing, shelter. It is rather the quality of the desired product that changes.

Thus, the basic characteristics of economic dynamics that display its essence is a pair of volatility – unvolatility, not just availability, of these characteristics in the dynamics, but their unity in the struggle of opposites. Only in the course of this struggle the impetus to the movement is born.

### **Conclusions:**

The value of economic dynamics provides a theoretical basis for understanding, practical application and formalization of the complex interaction of time and process. This is a meta-theory in the sense that it can be applied to different species, areas of analysis. Economic dynamics provides general principles of methods formalization.

The basis of such an approach to economic dynamics nature study is the method of dialectical contradiction, it is the struggle of opposites, which continuously forces changes in the state of the system, while retaining the basic unvolatility.

Methodological and theoretical basis is a synthesis of philosophic and economic principles and methods of scientific inquiry.

The issues of spatial and temporal aspects of economic dynamics as universal characteristics of economic dynamics are considered. Certain parameters of economic dynamics space-time category make it possible to understand the criteria for putting into practice the essence of the dynamics, to explore options for its development.

Further direction of development of this approach is to develop a system of indicators which would provide a transition to a new level or stage of development, or made it possible to calculate the reason of any recession, or growth and how to overcome it/ achieve. In the specificity of today's economic conditions absence of spatial-temporal consideration' aspects of economic dynamics can lead to disastrous consequences in the form of inadequately existing conditions of building models of economic dynamics, the specifics of inappropriate economic practices.

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## IMPROVEMENT OF CUSTOMS CARGO OPERATIONS ON UKRAINE'S STATE BORDER

**Ugnenko J.K. (Kharkiv)**

**Scientific advisor: Potaman N.V.**

**Language supervisor: Storchak O.**

**Summary:** The article considers the improvement of customs cargo operations on Ukraine's state border. Shown a model of the process of customs cargo processing.

**Key words:** custom cargo operations, process.

**Анотація:** У статті розглядаються удосконалення митних обробок вантажу на українському державному кордону. Показано модель процесу митної обробки вантажу.

**Ключові слова:** митна обробка, процес.

**Аннотация:** В статье рассматривается усовершенствование таможенных обработок груза на украинской государственной границе. Показано модель процесса таможенной грузовой обработки.

**Ключевые слова:** таможенные обработки груза, процесс.

The European integration of Ukraine has set to solve a number of current tasks for the State Customs Service of Ukraine. One of them is to improve quality and accelerate the process of cargo handling at the state border checkpoints. Customs policy must ensure the implementation of economic, social, financial, trade and political intentions of the state.

Last years the principles of logistics have frequently been applied to deliver cargo in international traffic. An important role is played by the effective interaction

of all the parts of logistics chains which include the process of customs processing of goods [1, p. 128].

The comparative analysis of the flows of cargo, vehicles and peoples through the check point Uzhgorod is made. At present in Ukraine there are three international check points on the Ukrainian border with Hungary. They are Chop, Vilok, Solovka check points. As of 2008-2010, the largest amount of cargo transported via the international checkpoints of Ukraine falls on the shoulders of Chop and Vilok checkpoints. Within the mentioned period 10,835,000 tons were transported in both directions. Comparison of the results of 2008-2010 indicates that the amount of imported cargo is growing by 23% [2, p. 60].

The research object is the process of customs cargo processing, and the subject is the impact of hourly customs cargo processing parameters on the overall delivery time of cargo in international traffic.

The paper objective is to build a model of the process of customs cargo processing, which allows making technological, design and management decisions, changing the input parameters, carrying out long-term planning based on information about the employment of customs checkpoints, customs teams and types of customs regimes. It gives an opportunity to analyze the time of carrying out customs procedures in different types of customs regimes. To create the model, the Petri nets theory is used. It allows investigating processes taking into account the probability of failures and queues.

Time for customs check depends on appropriate types of checks: environmental, phytosanitary, radiological and veterinary. If a process of the customs processing of goods is presented as a model of "grey box", it will have the following external influence factors: checkpoint efficiency ( $P_{np}$ ); quantity of lines ( $n_{cm}$ ); availability of equipment to control and communication on the check points (In) to receive timely information about the theft of car, drugs smuggling or weapons smuggling, the number of employees of the customs post in a shift (Npp). Input parameters are the volume and type of cargo (Qv), the type of customs regime (RCI), type of vehicle (A) and frequency of vehicles approach (Ntz). The output is the time of carrying out customs procedures for different types of customs regimes (Tmp). Internal elements of the system are: the process of dispatching the car to the shipper, the process of loading, access to the internal customs, the process of drawing up documents for internal customs, entrance to the customs checkpoint, the process of customs control and clearance, access to the customs office of destination, delivery of cargo to the consignee.

The condition for efficient customs processing of goods is to minimize the time spent on the customs processing of goods:

$$T_{\text{min}} = \sum_{i=1}^m T_{\text{mi}} \rightarrow \min$$

(1)

where  $T_{\text{mi}}$  - time for customs processing of goods in the  $i$ -th phase, h;  
 $m$  - number of phases.

To develop the model of the customs processing of cargo it is expedient to apply the system of information parallel processing and the objects which work in parallel. The processes can be modeled using Petri nets. Petri nets are a mathematical tool that can be used in any industry for any system where possible graphical representation of the object in the form of schemes and where needed means of representation of parallel processes are needed [3, p. 120]. The total model of Petri nets which describes the process of customs cargo processing, is shown in fig.2. A system of parallel operations of customs clearance and customs control is considered in details.

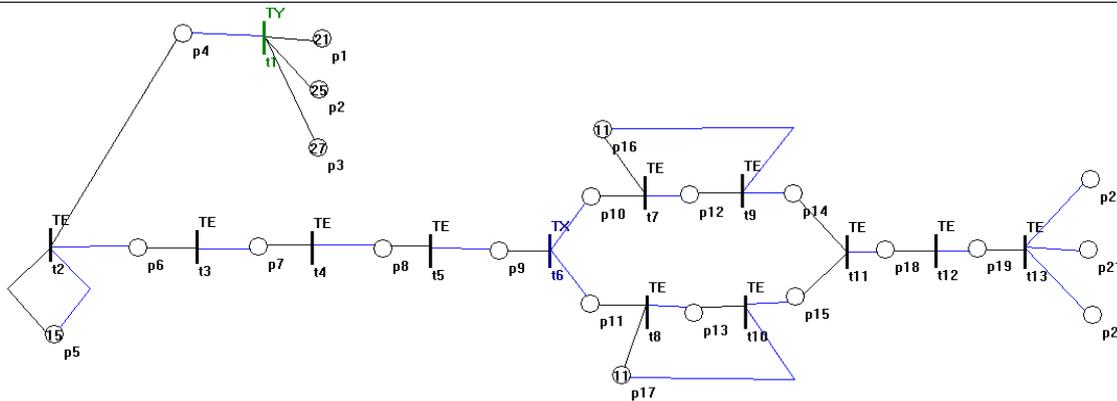


Fig.1. Process of custom cargo processing

The following model positions (R1-R25) represent the intermediate states of the system and each transition (T1-T13) - operation phases of the customs processing of goods.

The designation of the model position is as follows: P1, P2, P3 - the number of cars that are ready for dispatch carriers, P4 - the number of cars that came to the shipper and are ready to load; P5 - free handling mechanisms in the shipper; P6 - the number of loaded cars ready for shipment; P7 - the number of cargo, which was received by the internal customs; P8 - the number of vehicles have passed customs procedures at internal customs; P9 - the number of cars that are ready for implementation of customs procedures; P10 - the number of cars that are ready for customs clearance; P11 - the number of cars that are ready for customs clearance; P12 - the work of customs officers at customs control procedures, P13 - the work of customs officers at customs clearance procedures, P14 - customs control procedures completed; P15 - the procedure of customs clearance is completed; P18 - the number of cars that sends a customs office of destination; P19 - the number of cars that passed the procedure of customs clearance, P20, P21, P22 - the number of cars, as received by the consignees.

The designations of the transitions in the model are as follows: T1 - the intensity of the flow of cars from the carrier; T2 - the duration of load in shipper; T3 - the duration of delivery to internal customs; T4 - the internal customs; T5 - time to approach the vehicle to the checkpoint, T6 (transition- switch) - the distribution of performance of customs operations (procedures) T7 - time for customs inspectors to approach the car at customs control; T8 - time for customs inspectors to approach the car at customs clearance; T9 - downtime under customs control, T10-downtime during customs clearance; T11 - time to approach the vehicle to the customs office of

destination; T12 - time for customs clearance; T13 - the duration of delivery to the consignees.

Thus, the model enables to model and predict the whole process of customs processing and its separate components, such as time of customs clearance and control depending on the number of workers and cargo traffic. In perspective the phases of the customs processing which take the largest amount of time will be studied.

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## ADVANTAGES AND DISADVANTAGES OF METHODS OF ROUTING OF PART-LOAD CONSIGNMENT

**Shytiy M.I. (Kharkiv)**

**Scientific advisor: Nefedov V.N.**

**Language supervisor: Gubareva O. S.**

**Summary:** The article considers the advantages and disadvantages of routing of part-load consignment's methods and determination of a rational route of load dispatch.

**Key words:** rational route, method, load dispatch.

**Стаття:** У статті розглядаються переваги та недоліки засобів транспортування відправки дрібної відправки вантажу, та визначення раціонального маршруту розподілу завантаження.

**Ключові слова:** раціональний маршрут, метод, розподіл завантаження.

**Статья:** В статье рассматриваются преимущества и недостатки способов транспортировки мелкой отправки груза, и определение рационального маршрута распределение загрузки.

**Ключевые слова:** рациональный маршрут, способ, распределение загрузки.

The task of determination of a rational route of load dispatch is based on the classic mathematical task of determination a ring route passing through a few separate points which are visited once and the point of start and destination is the same point (so-called "the traveling salesman problem"). The route having the time spent for load supply, the expenditures, the fare and the distance minimum is considered to be optimum depending on the aim.

The task of routing of transportation of a part-load consignment is known to have two performances, that is "the traveling salesman problem" – when there is the one route of transportation for one truck to be developed in order to pass through all

the points of destination and “vehicle routing problem” – when there are a few routes to dispatch the loads by the only one carrier [5].

As known, to define optimum routes of transportations of loads is a complicated mathematical problem. This problem consists of two independent questions, the first one is to route (that is to set the point of a transport network) and the second one is to order these set of points. Thus, in the process of planning of these kinds of transportation there is a task of routing when the carrying capacity of the selected cars does not exceed the norms and total distance is minimum.

Zhytkov [5] says that the task solving of routing of a part-load consignment needs the following developed set of methods presented below:

1. Exact ones mean dynamic programming; integer linear programming; branch and bounds algorithm (method).

2. Approximate ones are methods of local optimization; methods of random search; heuristic methods.

Application of the first group methods provides the task solving appropriate to the objective optimum of the efficiency function (it is usually the minimum mileage). The methods of the second group give rational solutions but not optimum ones. Therefore they are named the methods of approximate task-solving. The first attempt to receive the exact solution of “the traveling salesman problem” was to use the method of the dynamic programming [2, p. 6]. These methods allow to find optimum solution of 12 – 15 points tasks.

The scientific work written by Azizov and others [1] says that the “the travelling salesman problem” presents a task integer programming. The basic idea of this approach consists in joining the basic system of linear equations with additional limits determining the conditions under which the variables are integral numbers there is no subcycle in the optimum task-solving.

Branch and bounds method [3] is the most popular. At first, among the great number of feasible solutions the minimum limit presented by the lowest number is determined. The task-solving consists in the continuous gradation of a great number of feasible solutions for less and less submultitudes where the minimum limit is defined and the following submultitude is chosen with its own the most minimum value of the limit. As a result the subdivision with the only solving the lowest limit of which is equal to the value of the efficiency function is chosen. This method is the least laborious.

As it was above mentioned, the approximate task-solving methods of “vehicle routing problem” consist of 3 groups of methods: random search, local optimization and heuristic methods.

Methods of random search mean, which are the most optimum, is chosen from the great number of variants of route (by the random generator of numbers). Its advantage is of very low labourious. The disadvantages are based on the low quality of decision.

Local optimization joins other methods and is used for optimization of early made task solutions in order to improve them. The most known method of local optimization is an inversion method.

The inversion method means that on every stage of the task solving the route is inversed in such a way that a vehicle on its way back must pass the same point. A

choice is made taking in consideration the minimum length of the route. The basic idea of this method consists in dividing an existing route for 2 parts by cancelling 2 random links which are then reunited in one consolidated route by including the links different from the cancelled ones. To renew such a route there are only 2 links and one variant is to reunite the route. Thus, one of the parts will be passed in the opposite to the initial direction, so it will be inversed.

The most widespread methods of “vehicle routing problem” task solving are heuristic ones divided into two groups:

1. Methods projecting the man’s actions in modeling the routes: the sweep algorithm, an angle method, model and dynamic method.
2. Methods realizing ones ideas about the best route: a Danzig-Ramster method, a Clark-Wright method, a total-count method.

The sweep algorithm is the most known [8]. Two points of destination are chosen. A ray is drawn between 2 points. This ray can be moved for or against an hour-hand. The consequent point to be touched by the ray the first, is included into the route.

The sweep algorithm is the simplest in calculation but the quality of task-solving is not very high (in simple enough cases this method does not find an obvious solution). Therefore it is usually used in combination with methods of local optimization allowing forming an initial decision very fast [7]. The angle method likes the sweep algorithm has the same characteristics related to geometrical interpretation of “delivery tasks”. It is simpler than the sweep algorithm but it is more labourious. The disadvantages are low quality solutions.

The most widespread method of task-solving of “vehicle routing problem” is a method developed by Clarke and Wright [4]. The pendulum routes form multi-drop ones and as a result empty mileage decreases. The main disadvantage is that modeled routes intersect, that increase the mileage.

The first method of decision of “vehicle routing problem” is a method offered by Danzig and Ramster [7, p. 8]. This method wasn’t widespread because of unsatisfactory quality of decision, bulkiness and high labour intensiveness of calculation. The principle aimed at uniting points into groups worse than the sweep algorithm because it doesn’t take into account the location of the nearest points.

Another approximate mathematical method of task-solving “vehicle routing problem” that is the choice of the shortest distance routes [4].

The method of summation of series is one of the simplest approximate methods used for routing with the known set of the points included in each route and with the symmetric matrix of distances [4]. Its lack of consist in labour intensiveness of calculation with plenty of points of delivery because there is a need to define distance between all the points. In addition, the great number of variants of approximate place’s researching include new points which have to regard.

Having conducted the analysis it can be concluded that there are methods which increase the quality of the accepted decisions. Each of them can play an important role in achieving the aim. However, as the practice of application of economical and mathematical methods shows that exact methods can be used only for the task of small multitude (30-40 points) to solve “vehicle routing problem”. However, the method developed by Clarke and Wright has become the most famous

but it also has its own disadvantages. A little change in task, introduction of additional limits makes the methods less effective and demands a special way of task-solving for each different problem or dispatcher's solution improvement.

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## OPERATION EFFICIENCY INCREASING OF A LOGISTIC CENTER

**Karabylo V.S. (Kharkiv)**

**Scientific advisor: Shramenko N.Yu.**

**Language supervisor: Gubareva O.S.**

**Summary:** The article considers the efficiency increasing of a logistic center operation and its disadvantages. Shown the analysis of theoretical foundations of the logistics centers' operation

**Key words:** logistic center operation, disadvantages, theoretical foundation

**Анотація:** У статті розглядаються ефективність збільшення дії центру логістики і його недоліки. Показаний аналіз теоретичної підстави дій центрів логістики.

**Ключові слова:** дія центру логістики, недоліки, теоретична підстава

**Аннотация:** В статье рассматривается эффективность увеличения действия центра логистики и его недостатки. Показан анализ теоретического основания действий центров логистики.

**Ключевые слова:** действие центра логистики, недостатки, теоретическое основание.

In today's market environment, the process of improving logistics of supplying goods objectively leads to the integration of the enterprises taking part in this process. There is a need to regulate the entire goods supplying system while the efficiency of a different supply chain depends on the level of all trade participants' economic relationship. The effective forms of enterprises interaction and integration are presented as logistics centers and associations.

Study of the problem of the logistics centers operation is particular important nowadays, because the logistics is often identified with the transportation and storage operations. That is efficiency increase of a logistics centers' operation can provide the consumer with a lower cost of goods and ensure their continuous supplying.

Analysis of theoretical foundations of the logistics centers' operation resulted in performing and sharing a producer-consumer logistics chain.

Disadvantages of logistics centers operation are the following:

- downtime;
- terminal capacity;
- high resources costs;
- small range of services;

The purpose of this research is to determine a rational number of terminal resources in order to improve its efficiency.

The technology of goods processing will be selected according to customer requirements, technical provision of a logistics center will be selected to minimize the product processing costs, and the optimal amount of material and human resources will be calculated.

Network planning was selected as a modeling method, because it displays all operations performed at the logistics center the most clearly and completely.

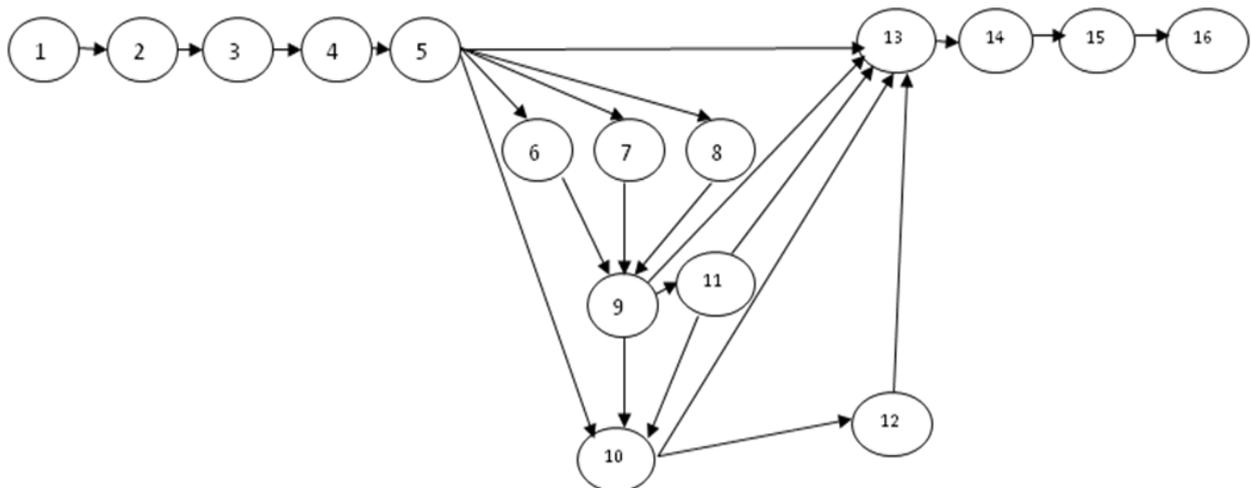


Fig. 1. The scheme of logistics center technological process

The network graph shows the following operations:

- $t_{1-2}$  – primary integrity test;
- $t_{2-3}$  – primary quantity test;
- $t_{3-4}$  – unloading;
- $t_{4-5}$  – paper work;
- $t_{5-6}$  – packing;
- $t_{5-7}$  – marking;
- $t_{5-8}$  – lot enlargement;
- $t_{6-9}, t_{7-9}, t_{8-9}$  – sorting;
- $t_{5-10}, t_{9-10}, t_{11-10}$  – storing;
- $t_{9-11}$  – custom operations;
- $t_{10-12}$  – picking the whole packet or its part;

$t_{5-13}, t_{9-13}, t_{10-13}, t_{11-13}, t_{12-13}$  – moving to the dispatch;  
 $t_{13-14}$  – paper work;  
 $t_{14-15}$  – shipping;  
 $t_{15-16}$  – taking off the accounting.

A certain amount of resources is required for the goods processing with each technology, both technical and human resources:

$$N_j = \max \left\{ N_j^{\min}; \frac{Q_i}{w_j} \cdot \eta \right\}, \quad (1)$$

where  $N_j$  – is the number of j-type resources, units;

$N_j^{\min}$  – is the minimum number of j-type resources that provides continuous functioning process, units;

$Q_i$  – is the volume of incoming goods, tones;

$w_j$  – is the productivity of j-type resource unit;

$\eta$  – is an index of the arrival irregularity (1.1...1.5).

Thus, it can be presented as an algorithm of selection of the logistics center rational resource amount:

- 1) calculation of the minimum number of resources for each technology;
- 2) calculation of  $Q_i$  cargo passage probability with the technology  $T_j$ ;
- 3) analysis of  $Q_i$  cargo passage probabilities with the technology  $T_j$ ;
- 4) calculation of the rational number of  $N_j$  resources for each kind

of resources.

The total cost for maintenance and management of both human resources and freight storage ones is selected as a criterion of a logistics center's operation efficiency. It can be calculated with the following formula:

$$C = C_1 + C_2 + C_3 + C_4 \rightarrow \min, \quad (2)$$

where  $C_1$  – is the costs for  $i$ -kind resource maintenance, hrn;

$C_2$  – is the costs for  $i$ -kind resource operation, hrn;

$C_3$  – is the costs for a vehicle downtime to serve the cargo, hrn;

$C_4$  – is the costs for cargo storage, hrn.

In general, the model provides with the choice of a rational amount of  $N_i$  resources reducing the total costs calculated with the following formula:

$$C = \sum_{i=1}^k C_i^{\text{maint}} + \sum_{i=1}^k C_i^{\text{oper}} \cdot N_i + C_{dt}^{\text{auto}} \cdot t_{serv} + C_{storage} \cdot t_{proc} \rightarrow \min, \quad (3)$$

where  $i$  – is the kind of resource;

$C_i^{\text{maint}}$  – is the costs for  $i$ -kind resource maintenance, hrn per unit.;

$N_i$  – is the number of  $i$ -kind resources, units;

$C_i^{\text{oper}}$  – is the costs for  $i$ -kind resource operation, hrn per unit;

$C_{dt}^{\text{auto}}$  – is the costs for a vehicle downtime to serve the cargo, hrn per hour;

$t_{serv}$  – is the time to service the cargo during its loading or unloading, hours.;

$C_{storage}$  – is the costs for cargo storage, hrn per hour.

$t_{proc}$  – is the time fot complete cargo processing at a stock, hours.

According to the the chosen modeling method a network graph of logistics center operation was developed, time characteristics of different kinds of work such as duration and time reserves were defined. Also the critical way of fulfilling, a full range of the kinds of a logistics center work was found.

The criterion of efficiency was chosen that takes into account the total cost for logistics center resources maintenance and operation. On its basis the mathematical model was developed to determine the optimal resources number according to the cargo volume at the input and the total cost for logistics center resources maintenance and operation.

The expected duration of processing the load was found. The standard deviation of the full range of logistics center kinds of work fulfilling was determined to predict and plan the activities of a logistics center. It is proposed in terms of fulfilling works for the minimum time to fulfill works with the reserves in standard mode, which reduces costs.

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## QUALITY OF PASSENGER SERVICE

**Samchuk A. (Kharkiv)**

**Language supervisor: Voronova Ye.**

**Summary:** The problem of the quality of passenger service is consideration in the present paper. Some ways of improving it are given. The implementation of quality systems is suggested.

**Key words:** the quality of passenger service, the implementation of quality system.

**Анотація:** В статті розглядається проблема обслуговування пасажирів. Подані деякі шляхи вдосконалення обслуговування. Запропоноване здійснення систем якості.

**Ключові слова:** якість обслуговування пасажирів, здійснення системи якості.

**Анотация:** В статье рассматривается проблема обслуживания пассажиров. Предложено выполнение систем качества.

**Ключевые слова:** качество обслуживания пассажиров, выполнение системы качества.

Urban passenger transport organization is one of the most serious problems the solution of which provides the livelihood of modern cities. Any city space is a property of its residents and public transport uses it much more effectively than private motor transport. There is a theory asserting that public transport can reduce traffic congestion, air pollution and energy consumption [1]. People will be diverted from automobiles by public transport if it duplicates any automobile flexibility. In this situation it is necessary to develop public transport as an alternative to private one.

Travel both by public and private transport becomes more complicated with each year. At morning and evening rush hours the streets connecting the city centre with the residential areas experience high congestion. One of the main reasons of it lies in the excessive use of private vehicles. There are already 370 vehicles per a thousand residents in Kiev [2]. It is known as a fact that 20 percent [3] of all motorized passenger transportations is realized by privately-owned automobiles being more expensive than the usage of buses or rail. The Ukrainians would rather waste time in traffic jams than spend an hour to reach their office by public transport. The reason can be easily understood and it happens because buses and trolleys are neither comfortable nor fast, currently in Ukraine public transport lags behind the needs of the population. Therefore to solve the problem of transport quality is considered to be rather urgent.

The high quality of transport services in passenger road transport is the key to transport safety, satisfaction and customer loyalty.

In times of financial crisis and economic instability, reduction of costs and improvement of service quality management is the basis for any transport company operation. International experience shows that 95% competitiveness depends on the quality.

Despite the importance of service there is no system of integrated approach aimed at improving the quality of service at present.

The accumulated theoretical and practical developments require further improvement, firstly, because the recommendations on quality management in passenger transportation need a fundamentally new market basis according to MS ISO 9000 version 2000 and focus on customers (passengers and other interested parties.) Secondly, the existing quality management system does not fully take into account the specific services provided by passenger automobile company. The importance of solving these problems led to the relevance of the study.

According to the current market conditions it is offered to enter consumer's evaluation of services quality where a little national experience has been currently accumulated, methods of evaluating of the effect of the consumer are just beginning to develop.

New economic conditions, the formation of the transport market, the emergence and intensification of competition between transport companies have helped develop and consolidate on practice organizing and planning such term as "transport services". Service is defined as an activity of transport aimed at meeting consumer needs in transportation characterized by the presence of necessary technological, economic, legal information and resources. Thus, under the service we

understand not only transportation but also any operation that is not directly a part of the transportation process but is related to its preparation and implementation.

It is known what attracts service users, namely: minimum time of traveling, traffic safety, reliability of transportation, regularity of traffic, guaranteed time of rolling stock on the route, presence of additional services, presence of different levels of transportation services adapted to customers requirements (flexibility of transport services), organized system of information, acceptable fare of transportation.

Taking into account everything mentioned above we can offer Lamben model for evaluating quality of services and apply it to transport [4]. The first phase is the questionnaire. The main part contains questions on satisfaction with the quality of the process, questions on the importance of individual parameters and test questions (additional indicators of satisfaction).

In general the analysis is conducted in three stages starting with assessment of satisfaction degree with the service and then to assess satisfaction for each attribute and its importance. For these three measures using the same 10-point scale which adds the ability to answer "I do not know".

At the beginning of the second phase it the average value and standard deviation for each attribute are calculated. These estimates are compared with the average of the studied segment. This comparison allows to make a picture of the market perception of service quality.

The answers to various questions on attributes were divided by two axes, the first one corresponding to the average estimation of satisfaction and the second one to the standard deviation estimates. A large deviation means that the same view is supported by a small number of customers. Selected point of axes intersection represents a subtle question, usually chosen the average result of joint assessments.

The third phase of assessing the quality of services is to identify the attributes of services being most important for the client and estimating the level of customer satisfaction concerning each of them. Visually the results can be represented as a matrix, put on the abscissa of customer satisfaction with the service and the importance of a particular attribute to a mark on the vertical axis. As a point of intersection of the axes it is needed to take a point with coordinates corresponding to an average rating of 8 marks and standard deviation equals 1. It is substantiated by the assumption that if a client puts the attribute evaluation below 8 points it means that there are reasonable grounds and specific reasons. A pretty good indicator of quality attributes is rated higher than 8 points. The value of standard deviation "1" is critical to determine how unanimous the opinion of customers on the assessment attribute is.

Comparing the obtained data to the importance of assessing the degree of presence attribute in the product or service is valuable because it allows to check whether the quality of the service is expectable for clients.

In sum the method gives an accurate information for strategic planning. Graphic representation of data can be used to respond quickly to changes in consumer preferences and to take a corrective policy decision. The relative simplicity and clarity of the results make this method attractive for the application in the context of the audit of internal marketing.

In order to increase service quality global changes are needed to be applied. It can be improved by giving priority to buses, trams, bicycles and pedestrians, so public transportation becomes faster, safer and more attractive.

Some ways of public transport improvement can be borrowed from foreign experience. Residents of European countries commute to and from their places of work by trams or buses. Public transport operates there regularly as clockwork.

German cities are trying to raise the quality of bus and tram transport through numerous activities in the field of planning. It is known that regularity is one of the main components of quality, since 2000 there have been special lanes for public transport on main highways in Paris. They are separated from the road by markings or low curbs. Therefore public transport avoids traffic jams and can move on schedule.

In Helsinki, for example, public transport is considered to be one of the best in Europe because of the high level of service, comfort and great government allocations to transport development.

Except separate travel lanes, priority at traffic lights the introduction of integrated tickets (one ticket for subway, bus, tram and minibus) for intermodal passenger transportation is included to improve the public transport.

As comfort and the number of transfers are components of quality the role of intermodal transportation systems has become increasingly important. The basic ideas and solutions to develop intermodal transport are published in the White Paper, prepared by the European Commission EU in September 2001 entitled "European transport policy for 2010: time to decide" [5]. The intermodal approach involves looking at how individual modes can be connected and managed as a seamless and sustainable transportation system. The main objective is to foster an approach to transport systems aiming at better integration of various modes in order to achieve "seamless" travelling, targeting policy making, planning and management of mobility services at different levels (national, regional, local). Such a system should support efficiency, safety, mobility, economic growth, protection of the natural environment. Any person departing from any of the available modes of transportation (trolleybus, bus, tram, metro) may get on the intermodal system additional services to reach its final destination. Public transport interchange is the key element in any urban transport system.

In recent years increasing emphasis to the development of intermodal transport centers as tools for improving urban mobility has been given. A transport centre is an established point of interchange between two or more public transport lines serving any urban area. In order to serve adequately a high volume of transferring passengers, pedestrians and cyclists passing through points of interchange should be provided with attractive and convenient transfer facilities. Comfort and attractiveness of passenger transport systems depend largely upon the quality of transfers at interchanges between public transport modes. So, the crucial elements of a successful intermodal transport system are coordination of schedules, synchronizing arrival and departure times between modes as much as possible to minimize passenger's travel and waiting time.

Integration of different modes within the transport chain will mean the improved flexibility, quality, cost effectiveness and will stimulate the competition among transporters but not the competition of transport modes.

Thus, public transport must take an increasingly flexible and competitive approach to meet the needs of the commuted public and become more service-oriented. It has to increase its punctuality, frequency, attractiveness and comfort. The further development of passenger transportation should be directed towards implementation of the quality systems, creating a database of performance and quality of passenger service, the development of systems of voluntary certification service carriers.

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УДК 338.2

## DEFINITION OF THE TERM “SUSTAINABLE DEVELOPMENT OF NATIONAL ECONOMY”

**Klyuchko V.G. (Kharkov)**

**Research Adviser: PhD in Economy, Doctor Lisovitskiy V.N.**

**Language supervisor: Litovchenko Y.N.**

**Summary:** At the end of the last century, humanity faced global socio-economic and environmental problems, and the conception of sustainable development was developed and adopted to solve them. The article studies the concepts of economic growth and development. Theoretical points of sustainable development conception are analyzed, its main components are described, the significance of sustainable development of national economy to ensure the fulfillment of the conception of sustainable development is grounded, and the definition of the term sustainable development of national economy is given.

**Key words:** economic development, economic growth, sustainable development of national economy, sustainable development.

**Анотація:** В кінці минулого тисячоліття людство зіштовхнулося з глобальними соціально-економічними та екологічними проблемами, для вирішення яких була розроблена та впроваджена концепція сталого розвитку. В статті досліджуються поняття економічного зростання та розвитку. Проведено аналіз теоретичних положень концепції стійкого розвитку, охарактеризовано його основні складові, обґрунтовано значимість сталого розвитку

національної економіки для забезпечення виконання концепції сталого розвитку, надано визначення поняттю сталий розвиток національної економіки.

**Ключові слова:** сталий розвиток, економічне зростання, економічний розвиток, сталий розвиток національної економіки.

**Анотація:** В конце прошлого тысячелетия человечество столкнулось с глобальными социально-экономическими и экологическими проблемами, для решения которых была разработана и внедрена концепция устойчивого развития. В статье исследуются понятия экономического роста и развития, а так же понятие устойчивого развития. Проведен анализ теоретических положений концепции устойчивого развития, охарактеризованы его основные составляющие, обоснована значимость устойчивого развития экономики для обеспечения выполнения концепции устойчивого развития, предоставлено определение понятию устойчивого развития национальной экономики.

**Ключевые слова:** устойчивое развитие, устойчивое развитие национальной экономики, экономический рост, экономическое развитие.

At the beginning of the XXIst century world economy is changing more and more into integration in which different and contradictory processes are forming and taking place. Together with positive tendencies in the world economy's development, there are also negative ones – problems and threats which occur in certain regions are getting global and influence not only specific regions but also the whole world. On the condition of high interdependency of national economies and continuing transformations of socio-economic relations the conceptions targeted to support sustainable economic growth considering social and ecological factor, namely the conceptions of sustainable development are becoming especially important. Efforts of scientists, public authorities and public organizations in most countries are aimed to search the opportunities of ensuring sustainable development of single countries as well as humanity in whole. The problem of ensuring sustainable development is becoming especially actual for developing countries and transition economies, in which standards of living still remain low, social oriented economy isn't formed, there isn't rational consumption of natural recourses. Questions of sustainable development are analyzed in many works of foreign and domestic scientists. In addition, this term is the main correctional addendum almost to all documents, programs and strategies at international and state levels [1, p.62]. At the given stage of word's development, any country must follow the concept of sustainable development more or less if it wants to be a full partner in the international arena.

There are many definitions of the term sustainable development in the scientific literature, which differ one from another depending on the object and the subject of study, set goals and the level of study.

Efforts of foreign scientists are essentially aimed at the solution to the problems related with ecological and social components of sustainable development. Domestic scientists pay particular attention to studying conceptual frameworks of sustainable development and explanation of its ensuring in different economic sectors (industry, energy sector, agriculture) or researching the models of economic growth. At this rate the need of exact definition for the term sustainable development of national economy and its major components arises.

At first, let's consider the terms of economic development and economic growth that are associated with the development but aren't identical. More often, in

domestic and foreign literature economic growth refers to the increases in country's production of goods and services and income per capita [7, p.9]. In addition to that, the main macroeconomic index, which is used to measure the economic growth, is gross domestic product. Thereby growth defines quality changes in public production and economic capacities to maintain increasing humanity needs in goods and services. Economic development means qualitative transition from one stage to another, in which an extended reproduction is additionally defined by the production of new goods and services using innovations and increase in country's economic health over a long period of time [6, p.145]. That is economic development is a wider concept against economic growth and can't be defined without it.

It is essential to note that when researching economic development and studying its models, the development is mainly considered as unlimited process and human-nature cooperation isn't taken into account. The first person who doubted unboundedness of human development was the English scientist Thomas Robert Malthus. He supposed that population is rising in geometric progression while means of subsistence are increasing in arithmetic progression. It follows that population increase will be restricted by wars, epidemics and famines. Thus, the theory of limited natural recourses was founded, but Malthus's ideas didn't get necessary attention at that time.

At the end of the XIXth and at the beginning of the XXth century the theory of noosphere appeared and scientists' attention to the problems of human-nature cooperation raised, but changes in human development, targeted to conservation of natural recourses, didn't occur.

The characteristic of the last century was irresistible human desire for ensuring economic development and technological progress. The success was measured by an increase in gross domestic product. It was considered, that it would lead to welfare and considerable rise in standards of living automatically [4, p.180].

The progress almost always was ensured by cruel exploitation of natural resources and, as a result, at the end of the XIXth and at the beginning of the XXth century the world faced global ecological problems, increase in poverty and regional and interethnic conflicts. Such changes made the community and nongovernmental organizations draw attention to limited resources and the need of adoption the new human the development conception – conception of sustainable development.

For the first time the exact definition of sustainable development was given by the World Commission on Environment and Development in their report *Our Common Future* in 1987. According to this definition, sustainable development is development, which meets the needs of the present without compromising the ability of future generations to meet their own needs. The idea, formed at the report *Our Common Future*, received the official recognition only in 1992 at United Nations Conference on Environment and Development (UNCED), Rio de Janeiro. Following the result of the conference a new conception of human development – the conception of sustainable development was accepted. Due to the fact that the above mentioned definition is very general and contains only the idea and doesn't contain certain decisions or tools for implementation of sustainable development this definition is constantly supplemented and specified.

Thus, the International Institute for Sustainable Development gives the following definition to the term: sustainable development means consolidation of single environment, economic efficiency and welfare.

In Russia, at the legislative level, sustainable development is considered as development which ensures balanced solution to social and economic tasks and problems of conservation favorable environmental as well as natural potential for the purpose of meeting needs of the present and future generations [1, p.3].

V.V. Kazakov and A.S. Li define sustainable development as the development under which the quality of life increases at the expense of innovation economy, which first of all focuses on ecology-oriented production (the development of scientific and technical potential) while decreasing anthropogenic pressure to ecosystems, which allows to save natural resources for future generations [2, p.2].

Onufryk I.P. and Tabachuk define sustainable development as the economic growth in which the most important life support system problems are solved in the most efficient way without depletion, degradation and environmental pollution [4, p.3].

In Ukraine the term sustainable development is legally approved, the Project of Ukrainian conception of sustainable development, in particular, defines it as a process of state extension on the basis of agreement and harmonization of social, economic and ecological components with the purpose to meet present and future generation needs.

Thus, all definitions of sustainable development are based on harmonization of economic, ecological and social subsystems with the purpose to meet present and future generation needs. Notably, three component of such a development i.e. economic, social and environmental are recognized.

Economic component means producing goods and services on a continuing basis, maintenance manageable levels of government and external debt, and avoiding extreme sectoral imbalances which damage agricultural or industrial production.

Environmental component must maintain a stable resource base, avoiding over-exploitation of renewable resource systems, and depleting non-renewable resources only to the extent that investment is made in adequate substitutes.

Social component means achievement distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation [6, p. 5-6].

To ensure environmentally and socially stable subsystems means to create economic stability and growth, as a rational use of resources. Implementation of resource-saving technologies and satisfactory level of social services are impossible in unstable and unfavorable macroeconomic environment. It proves again the need of ensuring sustainable development of national economy to secure fulfillment of the conception of sustainable development. Specific approaches to its ensuring differ in different countries and regions, but they all must be based on general principles and consensus on the main conceptions of sustainable development. It is necessary that such a conception should be considered not as the achievement of specified values of economic activity indexes, but as a direction in which society and national economies must move.

To sum up, sustainable development of the national economy must be considered as a process which is characterized by quantity transformation from one stage of the economy to another and under which the quality of life improves and social justice at the expense of innovative economy, which focuses on rational consumption and conservation of natural resources is granted.

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## THE EVALUATION OF INTEGRATION OF UKRAINE WITH CIS COUNTRIES

**Shokalo K.S. (Kharkiv)**

**Language supervisor: Riabenskaia I.V.**

**Summary:** The integration of Ukraine is a rather dicey term. According to current economic and political circumstances the integration of Ukraine with CIS countries has a big interest for scientists. The degree of integration development is defined basing on calculations of index of intrasectoral trade. The processes which currently take place on the territory of Ukraine are described.

**Key words:** index of intrasectoral trade, cooperation, CITSC, CIS, external turnover.

**Анотація:** Інтеграція України є досить невизначеним поняттям. У сучасних політичних та економічних умовах, особливий інтерес проявляється в інтеграції України з країнами СНД. Ступінь розвитку інтеграції визначений на основі розрахунків індексу внутрішньогалузевої торгівлі. Описані процеси, що мають місце на території України в даний час.

**Ключові слова:** індекс внутрішньогалузевої торгівлі, кооперація, УКТЗЕД, СНД, зовнішній товарообіг.

**Аннотация:** Интеграция Украины является весьма неясным понятием. В современных политических и экономических условиях, особый интерес представляет интеграция Украины со странами СНГ. Степень развития интеграции определена на основе расчетов индекса внутриотраслевой торговли. Описаны процессы, имеющие место на территории Украины в данное время.

**Ключевые слова:** индекс внутриотраслевой торговли, кооперация, УКТВЭД, СНГ, внешний товарооборот.

Despite the number of tries of cardinal reformatations, currently CIS is just a virtual integrate unification with sophisticated badly manageable bureaucratic structure.

To deal with the processes which were taking place on the territory of CIS countries exactly after USSR collapse, we are supposed to discuss disintegration which was highly speeded every year and was shown in the decrease of external turnover sign between CIS countries and also in the reduction of CIS countries' share in the whole external turnover in favor of the third countries.

In spite of the fact that the former union republics were characterized by the number of features that should be the stimulus for economic integration, the stable deferent trends were observed. The main factors of these trends became:

- The implementation of the idea of economic integration under the circumstances of increasing economic recession among all CIS countries and the fact of the breakdown of a single nation's economic gear.
- The occurrence of tangible differences in terms, rate, nature and ways of implementation of market transformation, the building of home market and price setting, one's own currency and budgetary-financial systems and, at last, the degree of external economic relationship liberalization [1, с. 23].

To date if we talk about the attitude to the integration it is a little different from the one which was prevailing for the first 10-15 years on the territory of CIS countries. If at that time the achievement of their own political and economic sovereignty was the core aim for most countries, in addition to any other achievements, and the economic integration went by the wayside, nowadays the integration processes are cared the most.

A lot of scientists who were researching the integration processes on the territory of CIS countries suggested different approaches analyzing chronological frames or spatial frames (observing intraregional consolidations). The aim of the essay is to evaluate the condition of economic integration of Ukraine with CIS countries based on the signs of intrasectoral trade.

Firstly, it is necessary to highlight sufficiently high bench of Ukrainian external trade orientation on CIS, which on average is 39% for 5 last years [3].

Observing the whole situation in CIS we may say about the tendency of increasing turnover. However the financial crisis of 2008 also had the impact on the forming of this tend and led to the considerable decrease of export/import dimension [4]. This situation is very similar with the developing of the economic relationships with every country except Kazakhstan and Turkmenistan. The turnover with these countries goes on decreasing even after the crisis. Based on the turnover benches, the shares of countries in the external turnover of Ukraine with CIS countries were also worked out (Attachment 1). They can be the foundation of the detection of core trade partners (if the country's share is more than 10% we can call this country "core partner"). No doubt, Russian Federation is the leader in external turnover of Ukraine. Meanwhile its RF's share reached the pick of last 7 years in 2010 and is the same with the bench of 1998 year – 77% [1, с.115]. This fact shows the invariable Ukrainian dependence on Russian Federation and cannot be evaluated as a positive

(for economic integration) feature, as it resulted in “tug-of-war” by RF and other countries in the region don’t have any chance to build manufacture relations. It should be mentioned that the calculation of countries’ share in the external turnover revealed only one “core partner”. The only country which can aspire to the role of “core partner” is Belarus as its share in the external turnover reached the boundary number of 10% (Attachment 1).

The fact of the existence of turnover increase between Ukraine and CIS countries cannot be considered as a positive one and be the evidence of economic integration development. For more objective evaluation the bench of intrasectoral trade should be worked out. It shows the existence of stable economic relations between the countries, the development of cooperation and specialization (Figure 1).

Figure 1

Index of intrasectoral trade between Ukraine and CIS countries

Country/ year	Azerbaijan	Belarus	Kazakhstan	Uzbekistan	Kyrgyzstan	Moldova	RF	Tajikistan	Turkmenistan
2004	0,05	0,16	0,06	0,01	0,01	0,08	0,23	0,01	0,00
2005	0,05	0,16	0,06	0,01	0,01	0,08	0,23	0,01	0,00
2006	0,05	0,16	0,04	0,00	0,01	0,09	0,26	0,00	0,00
2007	0,04	0,17	0,03	0,01	0,02	0,08	0,27	0,00	0,00
2008	0,02	0,13	0,04	0,00	0,02	0,09	0,33	0,00	0,00
2009	0,01	0,11	0,01	0,00	0,02	0,07	0,23	0,00	0,00
2010	0,01	0,11	0,01	0,02	0,01	0,09	0,24	0,00	0,01

Considering that for faint inclination to the intrasectoral trade the bench should be higher than 50%, we can say that Ukraine doesn’t have intrasectoral trade with the CIS countries. Basing on this fact we can claim that Ukrainian international trade is explained by the theory of comparative advantages, which does not indicate the existence of economic cooperation and this means the absence of modern economic integration.

To provide more objective evaluation the intrasectoral trade index was calculated for each section of SITC for three countries which have the largest share in external turnover with Ukraine [2]. They are Russian Federation, Belarus and Kazakhstan. The results of last two countries are not of a particular interest as the index of some sections of SITS is only slightly higher than the average national index. It is ranging from 0 to 50%, but not more. This fact completely denies the existence of intrasectoral trade. The situation with Russian Federation is a little bit different which we can find out from the Figure 2.

Figure 2

Index of intrasectoral trade between Ukraine and Russian Federation  
calculated for each section of SITC

SITS section	Year						
	2004	2005	2006	2007	2008	2009	2010
A	2	3	4	5	6	7	8
I	0,09	0,09	0,34	0,24	0,14	0,20	0,17
A	2	3	4	5	6	7	8
II	0,07	0,07	0,06	0,05	0,13	0,07	0,07
III	0,15	0,15	0,22	0,10	0,12	0,26	0,15
IV	0,36	0,36	0,36	0,36	0,36	0,28	0,96
V	0,05	0,05	0,01	0,02	0,15	0,11	0,14
VI	0,21	0,21	0,20	0,20	0,19	0,21	0,24
VII	0,50	0,50	0,53	0,48	0,47	0,47	0,47
VIII	0,34	0,34	0,25	0,31	0,20	0,18	0,26
IX	0,28	0,28	0,32	0,38	0,47	0,40	0,28
X	0,21	0,21	0,21	0,20	0,19	0,23	0,24
XI	0,23	0,23	0,22	0,23	0,26	0,26	0,27
XII	0,50	0,50	0,29	0,23	0,21	0,12	0,21
XIII	0,50	0,52	0,48	0,45	0,50	0,37	0,36
XIV	0,15	0,08	0,44	0,41	0,32	0,31	0,43
XV	0,34	0,34	0,33	0,38	0,48	0,34	0,34
XVI	0,50	0,50	0,46	0,44	0,41	0,32	0,35
XVII	0,29	0,29	0,45	0,47	0,45	0,41	0,30
XVIII	0,77	0,77	0,67	0,66	0,77	0,75	0,78
XIX	-	-	-	-	-	-	-
XX	0,53	0,52	0,52	0,51	0,46	0,34	0,30
XI	0,03	0,03	0,30	0,01	0,10	0,20	0,21

According to Figure 2 we can claim that there is a stable intrasectoral trade in the XVIII section (optical tools and apparatus for photography or cinematography, measurement, control, medical and surgical aids, watches, musical instruments and their parts). In addition, the reduction of the index in VII, XIII and XIV sections shows us the destruction of the cooperation relationships between Russian Federation and Ukraine since USSR collapse.

All the calculations we have done allow us to talk about the flaccid nature of the integration processes in the CIS countries. All countries are characterized by the high degree of economic dependence on other countries. And the potential of CIS countries can be effectively used only in collaboration teamwork, the persistence of community facilities which are based on close cooperation relations, common transport communications and power lines and on the willingness to preserve and expand their presence on the market of other countries market. All CIS countries possess a huge number of problems, the main of which is poorly defined market nature of integration and too high orientation on the development of intergovernmental relations.

The evaluation of Ukraine's integration with CIS countries was based on the working out of the index of intrasectoral trade. According to the results obtained, we

can speak about the absence of modern economic integration and the destruction of economic cooperation between the countries which is shown in the decrease of intrasectoral trade index calculated for every SITC section. So we can say that 20 years after of CIS existence, real economic integration between Ukraine and CIS countries is absent.

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### Attachment 1

#### External turnover of Ukraine with CIS countries

Country/ year	RF		Kazakh- stan		Uzbeki- stan		Kyrgyz- stan		Moldova		Tajikistan		Turkme- nistan		Belarus		Azerbaijan		Armenia		CI S
	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	million US\$	Share	
200 4	202 60	0,7 4	853	0, 03	348	0,0 1	37	0	763	0, 03	52	0	275 7	0, 1	183 0	0, 07	317	0,0 1	110	0	27 32 7
200 5	202 60	0,7 4	853	0, 03	348	0,0 1	37	0	763	0, 03	52	0	275 7	0, 1	183 0	0, 07	317	0,0 1	110	0	27 32 7
200 6	220 99	0,7 2	165 4	0, 05	571	0,0 2	43	0	793	0, 03	44	0	255 7	0, 08	247 7	0, 08	458	0,0 1	157	0, 01	30 85 3
200 7	296 91	0,6 8	307 4	0, 07	401	0,0 1	78	0	107 9	0, 02	56	0	527 0	0, 12	300 5	0, 07	660	0,0 2	250	0, 01	43 56 4
200 8	350 06	0,6 6	426 7	0, 08	192 6	0,0 4	93	0	134 8	0, 03	83	0	413 2	0, 08	491 5	0, 09	984	0,0 2	287	0, 01	53 04 1
200 9	214 86	0,6	305 8	0, 09	286 7	0,1	88	0	746	0, 02	84	0	315 7	0, 09	295 1	0, 08	909	0,0 3	193	0, 01	35 53 9
201 0	328 86	0,7 7	206 6	0, 05	309	0,0 1	81	0	787	0, 02	78	0	240	0, 01	445 7	0, 1	151 9	0,0 4	218	0, 01	42 64 1

УДК 341.49(477)

## THE INSTITUTE OF PROBATION AND PRACTICALITY OF ITS USE IN UKRAINE

**Ovdienko G.V. (Kharkiv)**  
**Language supervisor: Avdeenko I.M.**

**Summary:** This article has considered the features of the institute of probation and the possibility of its use in Ukraine. The main attention is paid to the use of probation in different countries. The research has identified the main characteristics of the institute and the best options available to its introduction into Ukrainian law.

**Key words:** institute of probation, Ukrainian law.

**Анотація:** У цій статті розглянуті особливості інституту пробації та можливості його використання в Україні. Основна увага приділяється використанню пробації у різних країнах. У ході дослідження були виявлені основні характеристики даного інституту та надано оптимальні варіанти його впровадження в українське право.

**Ключові слова:** інститут пробації, українське право.

**Аннотация:** В этой статье рассмотрены особенности института probation и возможности его использования в Украине. Основное внимание уделяется использованию probation в разных странах. В ходе исследования были выявлены основные характеристики данного института и предоставлены оптимальные варианты его внедрения в украинское право.

**Ключевые слова:** институт probation, украинское право.

Probation is an institute of infliction alternative punishment of offenders. According to its meaning, probation is a criminal supervision, which is realized by special government institution or non-government structures. Roots of probation origin should be searched in the Anglo-Saxon legal system. Thus the use of probation in Great Britain began in 1820. At first, this alternative punishment was used only to the minors, but later supervision began to be used in relation to adult persons because of expanding of the institute use.

Many scientists think that probation is a very progressive institute, which will almost completely replace deprivation of freedom in the future. There are a lot of reasons for such opinion. First, it is impossible to change a person and their views by imprisonment. Such means of punishment can only cause an unsound mind or injury that will likely lead to even more socially dangerous consequences. Moreover, a person sentenced to imprisonment lose all social relationships that are seldom updated after their release. So a prisoner feels lonely, unnecessary and unfortunate. What is more, even after the release he seldom manager to restore their own life.

Probation has also advantages for both the state and the society. Huge sums of money are spent on detention while probation would not only save them, but also multiply by the community work that is valuable to society. Imposition of probation as a more flexible system of penalties according to severity of the offence is useful for humanization of the penal system. So distribution of the institute of probation in the world is quite useful in the improvement of society. It is provided that in the countries where this institute operates successfully, crime rate is much lower than in those where such institute does not exist. Introduction of the institute of probation into the criminal executive system of the countries of post-socialist space is an open issue. At present only few of them have made such step towards democratization of punishment. In Ukraine several draft laws about probation were created in time of independence but none of them found support in the Parliament. So this article will identify the best option for the reception for international practice in probation into the legislation of Ukraine [3].

There are several standard models of criminal supervision in the world. There is opinion that Ukraine doesn't have an opportunity to use fully one of them for creation of an appropriate law because of specific character of its social, cultural, legal and historical traditions. By composing appropriate elements of each model we should create our own model that will take into account feature of our statehood development.

The model of the Estonian institute of probation is the closest to the reception. In fact this country has built this system “from scratch”, having only Soviet inheritance in the form of the incomplete and not democratic legal system. Here the punishment in the form of probation is used not only in relation to minors, as it is in Finland, but also to adult persons. Probation system was introduced here as an experiment which gradually became compulsory. Functions of Estonian probation are executed by Department of the ministry of justice. But probation in Ukraine has to be executed by the State department on execution of punishments. It will allow improving its work and connection with other bodies. As about local representative of supervisory body, there we should develop a system according to the administrative and territorial structure of Ukraine, as it happens in most European countries. Workers in the field of probation have to work at courts but you shouldn't unite the functions of inspectors of probation and court clerks or other office holders who exercise administrative functions. Indeed, the experience of Czech Republic showed that in such case office holders consider the post of inspector as a secondary thing and don't perform their duties in a proper manner. As about non-state formalization of probation service that takes place in some states of the USA and in Great Britain, this experience can't be used in Ukraine. This formalization will cause negative results, lack of effect and illegal work of this institution [1].

Requirements to the occupational structure of the probation service in European countries are quite the same. Thus, persons with sociological, pedagogical and psychological education work in the probation service. In some countries because of lack of staff special courses are introduced for people of other profession who want to have this work. Administrative jobs in the probation service are occupied by persons with economic and legal education. There are also special courses that provide basic knowledge in law for all the officers of the service.

Turning to the organizational forms of probation we should emphasize on their variety. In most countries the inspector of probation starts working after finding true bill. But in Denmark, for example, the inspector also cooperates with the bodies of pre-trial investigation. Is this experience useful for Ukraine? After all, such politics allows inspector to make deep conclusion concerning the suspected person, his social qualities and possibilities of rehabilitation. This data will be necessary at the next stage of the proceedings, when the inspector gives to the court full information about the accused in a special report. This report is prepared on a basis of the characteristics of the person made by of the colleagues, members of the family, friends and their own attitude to the crime. The inspector also gives recommendation to the court about possibility of providing the accused with surveillance. Carrying out such procedures in Ukraine can enable a deeper consideration of the case not only by law but also by psychologist and psychoanalyst [4].

Describing the functions of probation we should emphasize that in Ukraine, unlike in many other European countries, this institute should be used in relation to not only minors, but also adult persons. The existence of social and correctional works which are controlled by relevant sentence-implementation service can't completely substitute probation. Indeed, its main function is not a control over the execution of punishment not connected with deprivation of liberty, but avoiding committing another crime by the person. That's why inspectors of probation talks

with prisoners, provide psychological aid, help to get used to new conditions of life, fulfill educational and resocial programs for prisoners. One of the probation goals is to support a convicted person. For example, in Lithuania probation authorities can restore lost documents, take part in the person's placement into some work or hostel. Such practices can be very useful for Ukraine because it will help to reduce the crime rate considerably. The majority of people who commit a crime for the second time do it because of hopelessness, absence of working skills, accommodation, friends, etc. Probation contributes not only to the improvement of the convicted but also to supporting them in difficult moments of life.

Also, one of the important functions of probation is to ensure implementation of restrictions and obligations set by court. In particular, the person under surveillance can be prohibited to consume alcohol and toxic substances, drive vehicle, be at some places and communicate with some people, etc. A person may also be obliged to do valuable to the community work, undo the damage, undergo treatment in specialized centers, get education employment, care for members of his family. The person can't change job, residence, can't refuse certain types of social care without permission of the probation authorities. All these things can't be associate with some institute of execution of a punishment that exist in Ukraine now. But, at the same time, these statements are very important to improve the offender [5].

The experience of Sweden is also interesting. There has been introduced a system of electronic monitoring which includes a special device that controls the movement of people and gives signals about the breach of prohibitions and order of the day which is set for the convicted. This experience shows the integration of the high technology into the sphere of punishment and, therefore, it's a step towards optimization of the system.

As about the use of probation in relation to minors it should have some features. The number of hours of valuable to the community work should be reduced, minors have to participate in some youth organizations, there should be restrictions in displacing after particular time (here the above system of electronic monitoring is quite useful). In general, the system of supervision of minors will be more educational, but at the same time won't be so severe.

Use of supervision in relation to person released from prison by parole is quite rational. Indeed, the actions of social and psychological aid given above will keep such persons from committing new crimes.

The term of probation is quite debatable issue, it ranges from 3 month to 10 years in the world practice. So you should use your common sense in this issue. Ukraine should use the experience of Finland, where the term of probation is equal to the term of possible imprisonment and relevant quantity of valuable to the community work is set in proportional to the term. Such system will allow the criminal to understand the possible long duration of imprisonment and the value of alternative punishment.

Providing a standard porter of a person sentenced to probation, we can call statistic of Estonian social research. This is a person, aged 21 – 33, who has higher education and is convicted for the first time. Most persons who are supervised committing crimes against property or were drunk while driving some vehicle [2].

Thus, institute of probation is the practice of alternative punishment that should be used in Ukraine, which will lead to the improvement of the society and reducing the crime rate in general.

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УДК 345.25

## DEATH PENALTY- HUMAN (?) ASPECT

Bespala T. (Kharkiv)

Language supervisor: Strelchenko D.V.

**Summary:** This article deals with the death penalty. The definition of the death penalty seems somehow inadequate when it is compared to the crime. It is a paragon of situational ethics, and solid moral arguments are slim. But, the facts against the death penalty are less vague. Concrete examples of false convictions, unnecessary pain, and barbaric practices can be found in this article. Due to the imperfect nature of human behavior, no human entity possesses the arbitrary ability to end the life of another human being.

**Key words:** death penalty, penalty, human behavior, justice ability, crime.

**Анотація:** У цій статті розглядається страта. Визначення страти здається так чи інакше неадекватним, іноді навіть її порівнюють із злочином. Це - зразок ситуативної етики, і тверді моральні аргументи тонкі. Але, факти проти страти невизначені. У цій статті розглядаються конкретні приклади неправдивих засуджень, непотрібного болю, і варварських методів. Из-за недосконалої природи людської поведінки, ніхто з людей не має довільної влади закінчити життя іншої людини.

**Ключові слова:** смертний вирок, покарання, людська поведінка, здатність правосуддя, злочин.

**Аннотация:** В этой статье рассматривается смертная казнь. Определение смертной казни кажется так или иначе неадекватным, иногда даже её сравнивают с преступлением. Это - образец ситуативной этики, и твердые моральные аргументы тонки. Но, факты против смертной казни неопределенны. В данной статье рассматриваются конкретные примеры ложных осуждений, ненужной боли, и варварских методов. Из-за несовершенной природы человеческого поведения, никто из людей не обладает произвольной властью закончить жизнь другого человека.

**Ключевые слова:** смертний приговор, наказание, человеческое поведение, способность правосудия, преступление.

*"The arc of the universe is long, but it bends toward justice."*

*Dr. Martin Luther King, Jr*

The 10<sup>th</sup> of October in 2011 was the first World Day Against the Death Penalty. This event was launched by the World Coalition Against the Death Penalty, which gathers international non-governmental organizations (NGOs), bar associations, unions and local governments from all over the world [7, p. 42]. Established by the organizations who participated in the first international Congress against the death penalty (Strasbourg, 2001), the Coalition aims to encourage the establishment of national coalitions, the organization of common initiatives and the coordination of international lobbying efforts to sensitize states that still maintain the death penalty. This World Day focuses on the inhumanity of the death penalty as a cruel, inhuman and degrading treatment and punishment. The dreadful conditions on death row inflict extreme psychological suffering and execution is a physical and mental assault. Death row inmates around the world are held in appalling conditions: the cells are not suitable for a human being; the dietary regime is inadequate; and an access to medical care is difficult. Not only are inmates placed in physically cruel and unusual circumstances, but their mind is also greatly affected by their situation, with many death row inmates suffering from mental illness and mental disabilities as a result of their death sentence. Executions, regardless of the method used, are cruel and inhumane. They can and do go wrong in many cases.

Murder by definition is the destruction of another human being. When polled, ninety percent of adults, aging from twenty to forty, responded that murder was wrong. In 1994, Polly Klaas, a twelve-year-old girl was abducted from her own home. Her body was later found, and her killer, Richard Alan Davis, pleaded guilty to charges of kidnapping and first degree murder. When polled, seventy-five percent of the same adults felt that sentencing Richard Alan Davis to death was not wrong. The death penalty can often be approached in this matter [6, p. 55]. The definition seems somehow inadequate when it is compared to the crime. It is a paragon of situational ethics, and solid moral arguments are slim. As with many debates of human rights, the moral implications tend to be individual. But, the facts against the death penalty are less vague. Concrete examples of false convictions, unnecessary pain, and barbaric practices can be found within this practice. Due to the imperfect nature of human behavior, no human entity possesses the arbitrary ability to end the life of another human being.

Richard Alan Davis did indeed commit what the government considers to be the most heinous of crimes. By lawful standards, if anyone deserves to be executed, it would be him. To some, it would appear that executing Davis would be the fitting punishment for the crime committed. In such cases, any other form of punishment can simply seem inadequate. Jailing these people for life just doesn't seem punishment enough. However, there is a sincere irony found within the death penalty. It brings to mind the parental saying, «Do as I say, not as I do». The government, in essence, has granted itself rights that the individual has not. Furthermore, these individuals are murdered just the same. If it were indeed moral to take the life of one who has killed, there would be nothing. A massive domino effect would be unleashed wherein retribution would be the accepted norm. Eventually, we would all fall victims to capital punishment.

Despite the opinion, the death penalty is cruel and unusual punishment. Whether it is by gas chamber, electric chair, or lethal injection, the process is entirely

savage. There have been tales of faulty electric chairs or ineffective cyanide tablets. In a satiric comic dating from 1994, Newsweek portrayed a man awaiting death in the gas chamber. He is thinking to himself that had he known execution to be so painless, he would have killed from an earlier date. «Execution can never be made humane through science.» - New York Times [7, p. 47]. The eighth amendment to the U.S. Constitution strictly prohibits cruel and unusual punishment. In recent years, science has provided what is thought to be a less cruel form of execution. Sitting upon death row, waiting to die is cruel. Every time we execute someone, we as a society sink to the same level as the killer. How can we hope to end barbaric practices, if we still stand in acceptance of them?

In theory, the death penalty serves as a deterrent for further murders. Many politicians argue that executions prevent heinous crime, while virtually no criminologists agree. Some studies indicate that the crime rate actually increases following an execution. In Louisiana, for example, during the summer of 1987, eight people were executed. In the same period, the murder rate in New Orleans rose 16.9%, the highest the area had seen in years. Statistics also indicate that those states with the death penalty do not have a lower rate of crime than the states without it.

In the endless arguments over capital punishment, questions of the agony suffered by the victims and their families' are raised. The eventual result always produces one more dead body, one more set of grieving parents, and one more cemetery slot. Those ones who support the death penalty feel that the only vindication the victims' family can receive is to execute the criminal. But the criminal has a family too. When a person is executed, not one, but two families must grieve. When a person is dead, the punishment is over. Only those left behind are punished. Like the families of terminally ill patients, families of condemned killers experience grief and loss of anticipation of eventual death. «They feel as helpless bystanders in a slow dying process they know can be stopped...their relatives' death is highly desired since homicide is nearly universally condemned» – Masour. As the great philosopher H. L. Hart once wrote: «To take any life is to impose suffering not only on the criminal, but also on many others. That is an evil to be justified only if some good end is achieved thereby that could not be achieved by any other means» [6, p. 33].

Today, executions and the process leading up to them cost more than two million dollars, versus the eight-hundred thousand dollars it costs to house an inmate for life. Ironically, most people tend to assume that execution would be less expensive of two routes. This money could be used on rehabilitation programs, outreach programs, and preventive programs. In California, the average death row inmate spends close to a decade on death row. Inmates in normal detention cells actually have a higher death ratio than do those on death row. This is most probably due to the fact that death row inmates are segregated from the majority of the prison community [8, p. 35].

Perhaps the sad story of Jimmy Wingo, a black man executed in Louisiana can best express the injustices of the death penalty. He was arrested under questionable circumstances and prosecuted by a small district attorney only hoping to secure convictions. Because of his meager financial standings, he received a poor defense. The majority of the witnesses were subpoenaed under the same procedures as the arrest, and some were intimidated before even reaching the stand. His conviction was

based upon what could be considered circumstantial and inferential considerations. He, in fact, had never even set foot inside the home of the victim. Regardless, he was sentenced to death and executed. The case of Jimmy Wingo presents the universally most argumentative factor of the death penalty: the execution of the innocent. It was recently reported that at least 350 people had been wrongly sentenced to death, 23 of which were found to be innocent after they had been executed. A pardon cannot be granted to the inmate who is no longer alive.

Every time we execute someone, we are sending the most profound message about the value of human life. Despite the nature of one's actions or flaws, we are all still human. We all bleed, cry, and hurt. Where we cannot crawl inside the head of another, the agony of awaiting death must be torture. Would we be so quick to judge if the convicted killer was a loved one or a friend? So many moral questions are raised; one cannot even define the tip of the iceberg. Perhaps if we did not attempt to fight hatred and anger with hatred and anger, there would be less of it to fight. We all possess a certain amount of fallacy within us, as we are all imperfect beings. In exacting the truths about right and wrong, we can never be sure. Rather, within our own imperfections, we must attempt to define it.

There are no universally accepted parameters for judging the value of human life. Opinions and beliefs vary from individual to individual, and we all possess free will. One cannot hope to change the past. When a person is murdered, it is one of the most heinous thoughts imaginable. But, to advocate execution will only leave us as hypocrites, rather than avengers of justice.

The validity of the death penalty is negligible, as is the human ability to weigh the value of life. Conceivably it is possible to decrease the levels of heinous crime today. But, when heinous crime is punished with the same, we are no better than the criminals are. Rationalization of the death penalty only equates to judicial murder. The same judges inflict unnecessary pain on the loved ones of the executed. If what we are all striving for is less pain, than we should not be advocating more. There are no easy answers, nor is there a clear line of right and wrong. Individual free will leads to differences within us all. Nevertheless, we are all still human.

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**COMPARATIVE ANALYSIS OF PROBLEMATIC ASPECTS  
OF THE PRESIDENT IMPEACHMENT PROCEDURE  
IN UKRAINE AND RUSSIA**

**Cheker I.V. (Kharkiv)**

**Language supervisor: Fomenko T.M.**

**Summary:** The author undertook a research of the procedural drawbacks the impeachment of President in Ukraine and Russia. A comparative analysis of the procedure of impeachment in both countries was done and the solutions to the problems of simplifying of impeachment were proposed. The author presented institutional, lawmaking and procedural alterations that could ameliorate the today's possibility to impeach the President.

**Key words:** constitutional law, impeachment, impeachment of President, President of Ukraine, President of Russia.

**Анотація:** Автор здійснив дослідження процедурних недоліків імпічменту президента в Україні та Росії. Був проведений порівняльний аналіз процедури імпічменту в обох країнах та запропоновані рішення до проблеми спрощення імпічменту. Автор представив інституційні, законодавчі та процедурні зміни, які могли б покращити сьогодишню можливість зняти з посади президента.

**Ключові слова:** конституційне право, імпічмент, імпічмент президента, президент України, президент Росії.

**Аннотация:** Автор провел исследования процедурных погрешностей импичмента президента в Украине и России. Был проведен сравнительный анализ процедуры импичмента в обеих странах и предложены решения проблемы упрощения процедуры импичмента. Автор представил институционные законодательные процедурные изменения, которые могли упростить возможность снятия с должности президента в наше время.

**Ключевые слова:** конституционное право, импичмент, импичмент президента, президент Украины, президент России

As the impeachment of the President is a form of political responsibility of the president, the problems of this institution, in practice, are relevant and are the object of attention of many national scientists.

The relevance of this study is that in the process of the structuring of the institute of presidency in the Russian Federation and Ukraine, a number of legal and political issues in the relationship of the President with other public authorities, parties and other political institutions arise, which can largely be compared with the problems of the functioning of the presidential authorities in foreign countries.

Exploring the practice of impeachment on the President in Ukraine and the Russian Federation, the following can be stated. At the present stage of development there is no equal partnership between the head of state and the parliament in these countries. The effect of presidential politics in the state grows rapidly in comparison with the legislature. In practice, it turns out that the impeachment procedure is complicated with the involvement of several judiciary bodies and the decision on dismissal of the president should be passed by too large qualified majority (3 / 4 in Ukraine). This negates any attempt to initiate impeachment even in the case of the president's misconduct. In this case, there can be no question of absolute domination

of political responsibility, which is expressed with the support of the president by the parliament.

The grounds and procedures for bringing the president to justice are mentioned in the Constitution and the legislation of the country, and they are distinguished by their originality. However, despite their differences, they have maintained a unified conceptual approach - the president can not be held liable on general grounds as other citizens because of a special official status. In this connection, the division of the president's responsibility into political and legal is largely contingent and the grounds and the procedure, and the consequences of bringing the head of state accountable for the offense obtain primarily political rather than legal reasons.

Article 111 of the Constitution of Ukraine governs the impeachment process as follows: "The question of removing the President of Ukraine from office on impeachment is initiated by a majority of the constitutional composition of the Verkhovna Rada of Ukraine. To investigate the Verkhovna Rada of Ukraine shall establish a special ad hoc commission of inquiry, composed of special prosecutor and special investigators. Conclusions and suggestions of temporary investigatory commission are considered at a meeting of the Verkhovna Rada of Ukraine. If there are grounds, Verkhovna Rada of Ukraine with not less than two-thirds of its constitutional composition makes a decision on charges against the President of Ukraine. The decision to remove the President of Ukraine from office on impeachment is adopted by the Verkhovna Rada Ukraine with not less than three quarters of its constitutional composition, after verification of the case by the Constitutional Court of Ukraine and the receipt of its opinion on compliance with the constitutional procedure of investigation and consideration of the case of impeachment, and obtaining the opinion of the Supreme Court of Ukraine that the acts in which the President is accused, contain elements of treason or other crimes[1].

In the Russian Federation the impeachment procedure is even more complicated. According to Art. 93 of the Constitution of the Russian Federation, the President may be removed from office by the decision of the Council of Federation on the basis put forward by the State Duma on charges of treason or other grave crime, confirmed with the findings of the Supreme Court of the Russian Federation in the actions of the President of the Russian Federation of a crime and the conclusion of the Constitutional Court of the Russian Federation on compliance with established procedures when charging. The decision of the State Duma to bring an accusation and the decision of the Federation Council on impeachment of the President from office must be accepted by two-thirds vote of all members of the chambers by at least one-third of the State Duma and the findings of the special commission established by the State Duma. The decision of the Federation Council on impeachment of the President from office must be made not later than three months after the State Duma accused the President. If at that time the decision of the Federation Council will not be accepted, the charges against the President shall be deemed rejected [2].

As for Ukraine, it should be noted that neither the Constitution nor other legislation provides guidance on the consequences of impeachment. There is also no law that would regulate the procedure of impeachment. Nonetheless a number of bills on the subject were drafted. These are the draft law "On elimination from the post of

President of Ukraine (impeachment)", submitted to Parliament in January 2001, by people's deputies of Ukraine G. Buyko, P. Kuznetsov and the draft law "On the procedure of removing the President of Ukraine from office by impeachment," submitted in August 2002 by people's deputy Mykola Rudkovsky [5, c. 187].

Attention is drawn to the shortcomings of Ukrainian model impeachment, which significantly reduces the possibility of applying this procedure in practice.

If bringing charges against President with not less than two-thirds of the constitutional composition of the Verkhovna Rada is more or less probable, a decision on removal from the post of President of Ukraine with not less than three-fourths vote of its constitutional composition is more than doubtful.

Nowadays in Ukraine the majority of possible violations of the Constitution by the President are faultless in any legal sense. They do not form compounds not only of serious, but in general criminal and constitutional violations. So, on the one hand, according to Art. 104 of the Constitution of Ukraine when President takes office he gives his people the oath which clearly undertakes "to respect the Constitution of Ukraine and laws of Ukraine" and, on the other hand, for violation of this oath he often faces, just hypothetically, no electoral victory for another term. But no impeachment and criminal penalties are involved to any extent.

In this regard, a list of reasons named in art. 111 of the Constitution of Ukraine should be added with "an intentional violation of the Constitution." The above ground is determined by the Basic Law of Germany. Constitutions of Bulgaria, Poland, Croatia provides such a ground as "a violation of the constitution". Also, it would be appropriate to apply to the President of Ukraine the institute of impeachment only for crimes committed by intent taking into account the significance of the President in the country. Of interest is the opinion of R. Dworkin and K. Sunstein which admits that an essential element of the offense for which the President is subject to impeachment - "this is a clear link between the abnormal behavior of the official and his or her official duties (only the acts such as murder and rape are an exception) [4, c. 56].

In the scientific researches the proposals are expressed to simplify the procedure of impeachment and add alternative subjects that can remove the President from office. Thus, according to Ms. Malkina, it would be also appropriate to arrange a referendum on early termination of powers of the President and the dissolution of parliament in case of maintenance the President by the voters at a referendum on the initiative of the Verkhovna Rada of Ukraine all-Ukrainian. But, in our opinion, the dissolution of Parliament is a form of political accountability of Parliament for inefficiency and inability to make decisions, and is unlikely to set the automatic dissolution of the parliament with the support of the people of the President in a referendum, as this could lead to a prolonged political crisis in the presence of the charismatic head of state and oppositional majority to him present in parliament [7, c. 162]. Thus, the real opportunity, in addition to impeachment, the adoption of the referendum decision to eliminate the post of President will serve as a good leverage over the behavior of the head of state, because now the expression of no confidence to President of Ukraine does not involve his mandatory retirement, since it is not envisaged by the Constitution of Ukraine.

Speaking about the role of the Verkhovna Rada of Ukraine and the Ukrainian Constitutional Court, it is difficult not to agree with Ju. G. Barabash, who notes that the role of the Constitutional Court of Ukraine should be limited to the expert and supervisory authority [3, c. 52]. Thus the politically biased Constitutional Court of Ukraine is invited to obtain the expert authority, which is now assigned to the Supreme Court of Ukraine.

As for the problematic aspects of the implementation of impeachment in the Russian Federation, the following shortcomings should be noted:

- it should be mentioned that the constitutional legislation of the Russian Federation does not know the term "impeachment".

- Russian President may be impeached by the Federation Council only on the grounds put forward by the State Duma on charges of treason or other grave crimes (Part 1 of Art. 93 of the Constitution).

First of all, treason (st.275 of the Criminal Code) – refers to *gravest* crimes. According to Article 15 of the Criminal Code all the crimes are divided into minor offenses, crimes of average seriousness, grave crimes and the gravest crimes. Based on the analysis of the same constitutional provision treason is one of grave crimes.

Secondly, it remains unclear how to behave in the case if the president commits any other of the gravest crimes or any crime of minor or average severity. It turns out that the offender has the right to stay on as head of state.

Moreover, the Constitution does not regulate a situation where the incumbent president is not formally violating any law, but, is notwithstanding, he is seriously harming state interests. As grounds for impeachment are not merely purely criminal, but also involve specific offenses, the President shall not be politically liable. In the Russian context, it turns out that the political responsibility of the president can be spoken of only in the sense of non-reelection for the next term. So, the leverage to force the president to fulfill their obligations properly has not been worked out properly [6, c .263].

All these problems suggest that the current Russian Constitution establishes such a basis for the impeachment of the President, under which it is virtually impossible.

More detailed procedure of removal the President from office is stated in the regulations of the State Duma and Federation Council. In this aspect, it is necessary to draw attention to an inconsistency between the regulations of the chambers.

Based on the foregoing, we can draw the following conclusions: the institute of impeachment proceedings in Ukraine and the Russian Federation is primarily a deterrent value, since the president bringing to justice through the impeachment process was not applied. Secondly, the grounds and the procedure for bringing to justice the president under the Constitution and laws of the Russian Federation and Ukraine, despite their differences, have maintained a unified conceptual approach - the president can not be held responsible on the common grounds with other citizens due to the special employment status. Thirdly, the range of offenses for which the possible involvement of the president to account, is extremely narrow and limited as a rule, treason and serious crimes and, finally, the existence of the institute of impeachment plays the role of a warning and means to check and balance the government system in both countries.

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## THE PROBLEM OF THE ELECTRONIC CONTRACT AS EVIDENCE IN CIVIL RELATIONS

**Dashkovets A.V. (Kharkiv)**

**Language supervisor: Cherkashina N.I.**

**Summary:** The paper considers the problem of e-contract as evidence in legal proceedings. It addresses the main aspects of legal regulations both in international law and in various national legal systems.

**Key words:** E-commerce, electronic contract, validity, digital signature.

**Анотація:** В статті розглядається проблема електронного договору, як доказу у судовому процесі. Розглядаються основні аспекти правового регулювання, як у сфері міжнародного права, так і в різних національних системах права.

**Ключові слова:** електронна торгівля, договір в електронному вигляді, юридична сила, електронний підпис.

**Аннотация:** В статье рассматривается проблема электронного договора, как доказательства в судебном процессе. Затрагиваются основные аспекты правового регулирования, как в области международного права, так и в различных национальных системах права.

**Ключевые слова:** электронная торговля, договор в электронном виде, юридическая сила, электронная подпись.

E-commerce as an effective means of conducting operations in international trade is rapidly developing now. Its use for commercial and administrative purposes has already received a significant attention in several key industries in Europe, North America, Australia, New Zealand and Asia.

The growing use of electronic commerce is radically transforming the international trade practice, replacing traditional trade based on paper documents by alternative electronic systems. Instead of sending and receiving of the original written documents signed by hand, members of trade operations transfer structured business data from one computer system to another by electronic means, using electronic signatures more often.

However, domestic and international law can provide a very different rule on the admissibility of replacing paper documents with electronic messages. Many conventions and agreements related to international trade do not provide for possible use of electronic documents. This is largely due to the fact that during the development of these international conventions and agreements electronic documents simply did not exist and therefore some necessary changes should be made. Many national laws also raise uncertainty as to the validity of electronic documents or inconsistency in their approach to new technologies. Jurisprudence is more conservative. To adopt a new law regulating new, not previously encountered relationships, it is necessary to conduct extensive preparatory work that can take years. The result is the situations which have become standard for us, do not exist in terms of law.

Speaking about the electronic documents in Ukraine, the law which regulates these relations [1][2] was adopted only in 2003. By this time the Internet has long been spreading ads, negotiated and concluded agreements.

So, are the agreements sent by an e-mail considered valid? If there is no dispute with the counterparty, you shouldn't worry. The basis for resolution of potential problems is a private trust. But if you have transferred a certain amount of money, and your partners are not in a hurry to fulfill their obligation, what is to be done? To protect your interests it is necessary to claim to the court. Here a problem of the evidential value of electronic documents arises.

Nowadays lawyers are increasingly facing the situations where correspondence is conducted through the electronic document. It means they should have effective means of protection when computers are actively used in business.

If the partners do not have sustainable long-term relationship then the contract, which is drawn for a single transaction, may include approximately the following: "The Parties recognize the equal validity with the originals of correspondence and documents received by fax, internet and other electronic means of communication." The presence of such a rule in the contract will be of great value in the event of a lawsuit.

From a procedural point of view it is necessary to prove that the letter was sent with an authorized person and received by an authorized person. The computer stores information which letters have been sent, when and to whom. And if this information does not change or remove, such computer data could be evidence. However, to refer to them, it is necessary to conduct a forensic examination of the computer equipment. Then it can be even more difficult. Facts of sending messages from your computer and receipt of messages by the recipient's computer are proved. But your ex-partner states that he personally did not receive this letter. How to prove the opposite? Article 11 of the Law of Ukraine "On electronic documents" says that in case the author (addresser) does not receive confirmation, the electronic document

is considered not received by the addressee. The above-described evidentiary methods are associated with great technical and material costs. The court also assesses the evidence collected in conjunction with the position of their adequacy. Thus, the more arguments in support of their case you submit the more convincing will your position be.

Although Ukraine (as well as Russia) has gained very little experience in legal regulation of electronic document management and application of relevant law, these relations have already been given significant attention in the UN and the European Union. Two model laws have been developed by the United Nations Commission on International Trade Law – UNCITRAL [3][4]. The European Union has also adopted two directives: Directive on electronic commerce and the Directive on electronic signatures. Countries of the European Union are trying to organize relations with regard to electronic documents.

This goal is pursued, for example, in German proposal on the basis of Digital Signature Act of August 16, 2000, adopted by the Bundesrat on March 9, 2001. Electronic document management, in particular electronic signature is an independent sphere of activity in the telecommunications industry, along with television broadcasting, providing access to the Internet, and, according to the German legislator relations in this sphere should be placed under strict state control. German approach to giving effect to contracts in an electronic form such as legal force of treaties with the handwritten signature is to construct a fairly strict order on the basis of regulating the use of cryptography, public or private key in the process which addresses the technical requirements for certification bodies, which must fully comply with the law in order to obtain a permit to operate. The main emphasis is on the law creating the infrastructure for digital signatures, rather than on the recognition of legal validity of contracts in electronic format.

On March 13, 2000 in France amendments [5] were enacted, which mainly concerned the form and evidential value of the contracts. These changes are aimed at establishing common rules that allow to equalize the legal force of electronic signatures in documents and signatures in paper documents in all aspects of relationships.

Evidence in electronic form by which the person who can reveal the data and the way they have been created can be identified to a sufficient degree of certainty, in case of conflict with paper documents, signed by his own hand, is estimated by the court, which determines which of them have great probative value, based on a thorough examination of all circumstances and in an unbiased attitude to the media you are using. Keeping to the principle of functional equivalence is much more liberal than in German law, which recognizes the validity of a specific type of electronic signatures. Electronic documents are valid and can be reliably assessed by the court without reference to the technological nature of the document and the associated electronic signature.

Thus, France's position is even more liberal than the provisions of the Directive on electronic signatures because in France, electronic documents have the same recognition of their validity as signed paper documents without reference to specific technological means.

In the United Kingdom implementation of the two Directives of the European Union began with the Act on Electronic Communications, which received Royal Assent on May 25, 2000. Being intermediary between legislation in France and Germany, the Act proposes to extend the legal recognition of electronic signatures that meet certain general criteria and the criterion of functional equivalence. The act has simply created a guarantee that the documents signed with electronic signature will be accepted in the court.

As concerns Ukraine and Russia, the application of laws on electronic document, is still difficult in practice. If the parties have previously agreed in a written form, for example, in the master agreement, to use electronic digital signature (EDS) in their subsequent transaction, it can serve as a basis for the partners, third parties and the court to consider the deal, sealed with EDS, made. However, for this transaction to be recognized as legally significant the parties must properly execute the contract on the use of EDS. Conditions and procedures for electronic documents and EDS used by the parties should be clearly defined in the contract.

Given that the arbitration practice in the use of digital signature at the conclusion of business transactions (contracts) has not been developed yet to date, summarizing some practical results, including the judiciary results, we note that arbitration while clarifying the issue of concluding a contract, pays a special attention to the following circumstances: negotiation between the parties to the contract of the terms on the recognition of legal validity of documents exchanged by fax (e-mail or another form of communication); body of evidence confirming the expression of will of the Parties to the agreement on the conclusion and execution of the disputed contract (business correspondence of the parties, invoices, payment orders, the acts of reconciliation, evidence of the parties, etc.).

Today, the law does not clearly regulate drawing contracts through electronic communications. Consequently, the issue of electronic contracts requires a more detailed and thorough study, both from the regulatory and practical aspects of electronic contracts application in civil law relations.

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## SPATIAL ORGANIZATION OF RESTAURANT INDUSTRY IN KHARKIV REGION

**Kobylin P. (Kharkiv)**

**Language supervisor: Cherkashina N.I.**

**Summary:** The article defines the term «restaurant industry», its place in economic development, have been analyzed the dynamics of trade turnover of restaurant industry companies, their number and the factors affecting on the distribution of restaurants' network by districts of Kharkiv region have been found out.

**Key words:** cafe, cafeteria, catering, public catering, restaurant industry, trade turnover of restaurant industry enterprises.

**Анотація:** В статті визначено поняття «ресторанне господарство», його місця в розвитку господарства, проаналізовано динаміку розвитку товарообороту підприємств ресторанного господарства, їх чисельності та з'ясовано чинники, які впливають на розподіл мережі ресторанного господарства по районах Харківської області.

**Ключові слова:** громадське харчування, їдальні, кафе, кейтеринг, ресторанне господарство, товарооборот підприємств ресторанного господарства.

**Аннотация:** В статье определено понятие «ресторанное хозяйство», его место в развитии хозяйства, проанализирована динамика развития товарооборота предприятий общественного питания, их численности и выяснены факторы, влияющие на распределение сети ресторанного хозяйства по районам Харьковской области.

**Ключевые слова:** кафе, кейтеринг, общественное питание, ресторанное хозяйство, столовые, товарооборот предприятий ресторанного хозяйства.

**Relevance.** One of the components of the service sector is service in restaurants or catering. Restaurant industry is a sector of economy, a set of enterprises, which provides production, distribution and organization of culinary products' consumption [2, p. 405]. Restaurants contribute to saving of social work, material resources, increase of free time of visitors, provide income into the state budget from local residents, tourists; stimulate development of economy, promote meetings with people, expand business contacts, develop public and cultural life.

But along with the constant development of the industry there are disproportions in territorial organization of restaurant industry at a regional level, in particular in Kharkiv region. Therefore the purpose of our research is to analyze territorial differences in development of restaurant enterprises' network in Kharkiv region.

Theoretical research of organization in restaurant industry enterprises was studied by N.O. Puatnitska [3], V.V. Arkhipov [1], L.I. Nechuk [5], N.N. Liashuk [4] but they consider this activity area in terms of economics and management or at the national level. However, there is shortage of literature on territorial features of the development in this sector at the district levels and regions.

The network of restaurant industry includes restaurants, cafés, coffee bars, dining halls, beerhouses, dumpling bars, snack bars, snack-bar serving patties bars, pizzerias, culinary shops.

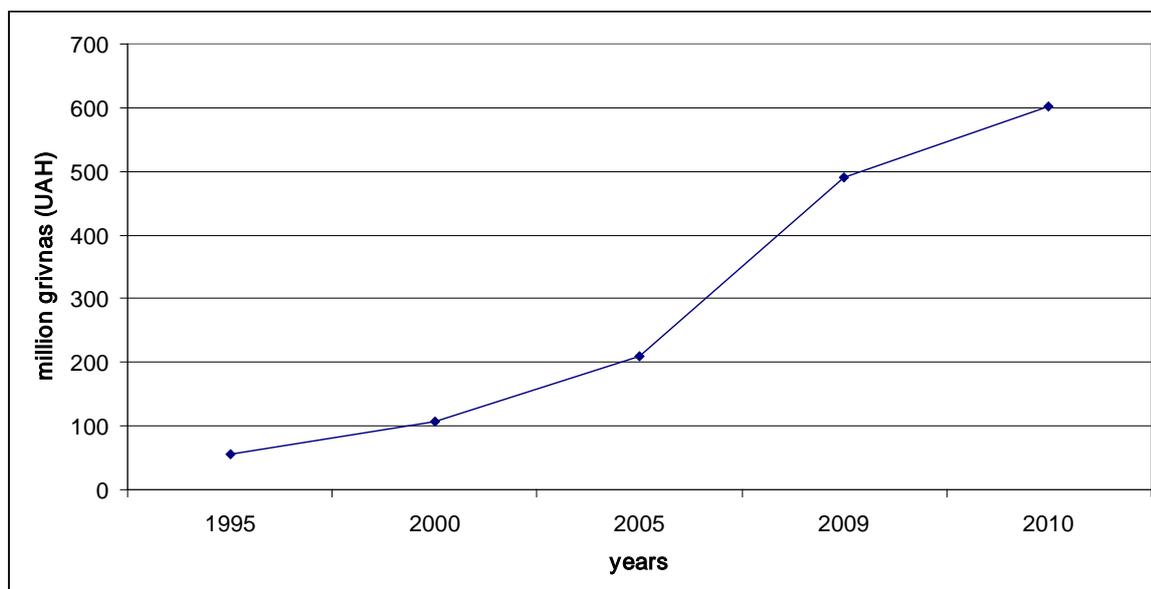


Fig. 1. Trade turnover's evolution of restaurant enterprises in Kharkiv region in 1995-2010 [6, p. 205]

The important factor which characterises the activity of restaurant industry enterprises is a turnover. Fig. 1 shows that trade turnover of restaurant enterprises is constantly increasing. It is connected with inflation, rise in food prices and, accordingly it is reflected on the prices of different dishes, and from the consumers with the view point constantly growing requirements for these services. Evolution of restaurant facilities has unstable dynamics but lately the number of the facilities has been decreasing (figure 2), which is connected with crisis phenomena, as a result some catering enterprises became bankrupt, a competition also gives some results.

In the structure of the restaurant enterprises in Kharkiv region cafeterias and cafes dominate – these types are more accessible by prices level for ordinary citizens, therefore they are widely spread in the region (Fig. 3). Accordingly, there are fewer restaurants because they are of high prices, but the restaurants guarantee high service quality.

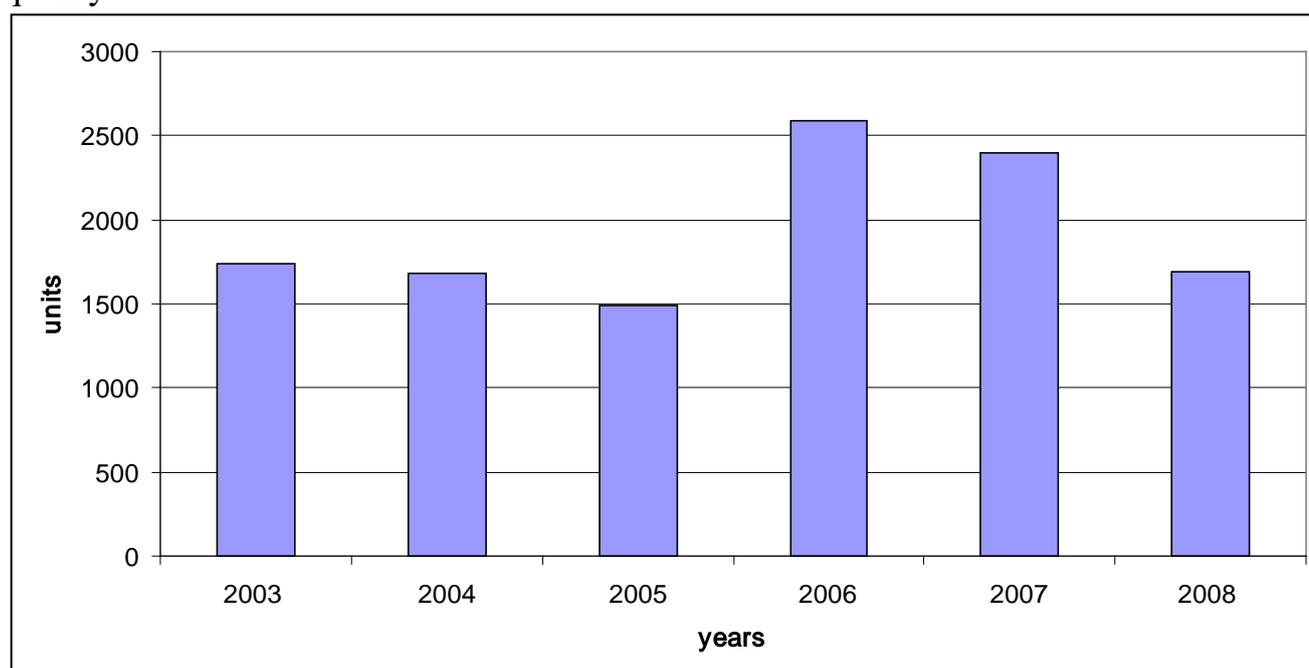


Fig. 2. Evolution of restaurant enterprises number in Kharkiv region in 2003-2010 [6, p. 215]

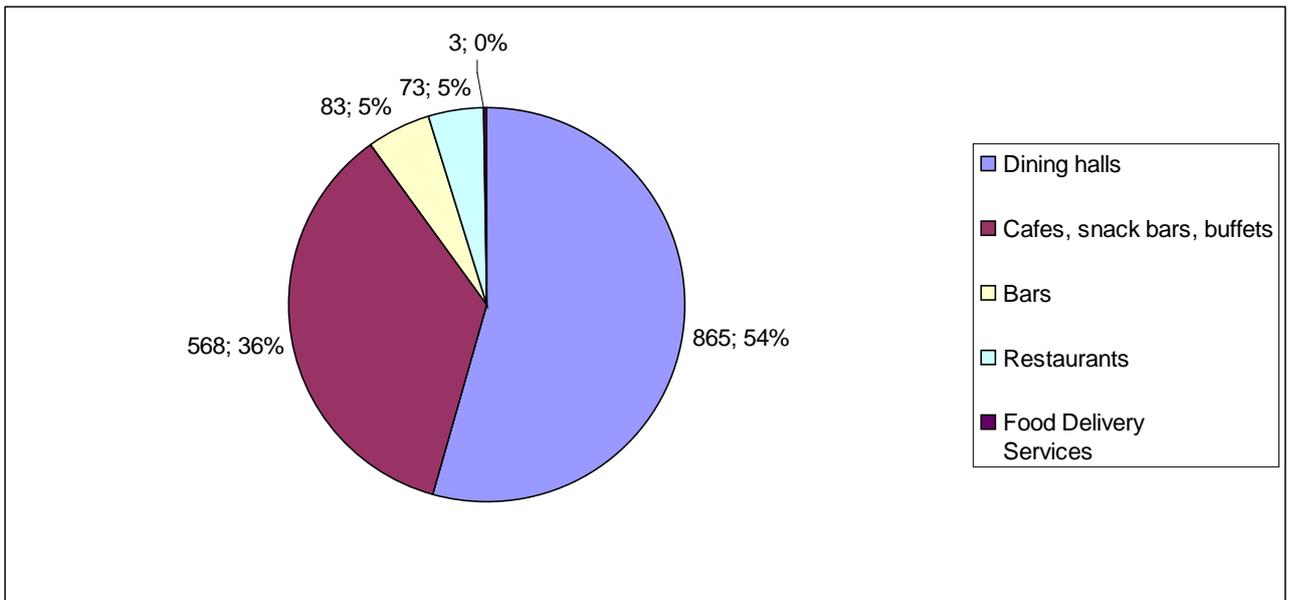


Fig. 3. Specialization of restaurant enterprises network in Kharkiv region in 2010 [6, c. 218]

Recently we have noticed a trend in moving services transfer from restaurant enterprises' halls to workplaces (offices, agencies), recreation zones and homes. Modern enterprises have been opened in towns and districts of region: cosy and comfortable mini-restaurants for a small number of visitors, fast food enterprises like "Бистро", "Pizza", «Пузата хата» which specialize in cooking dishes of Ukrainian cuisine [7].

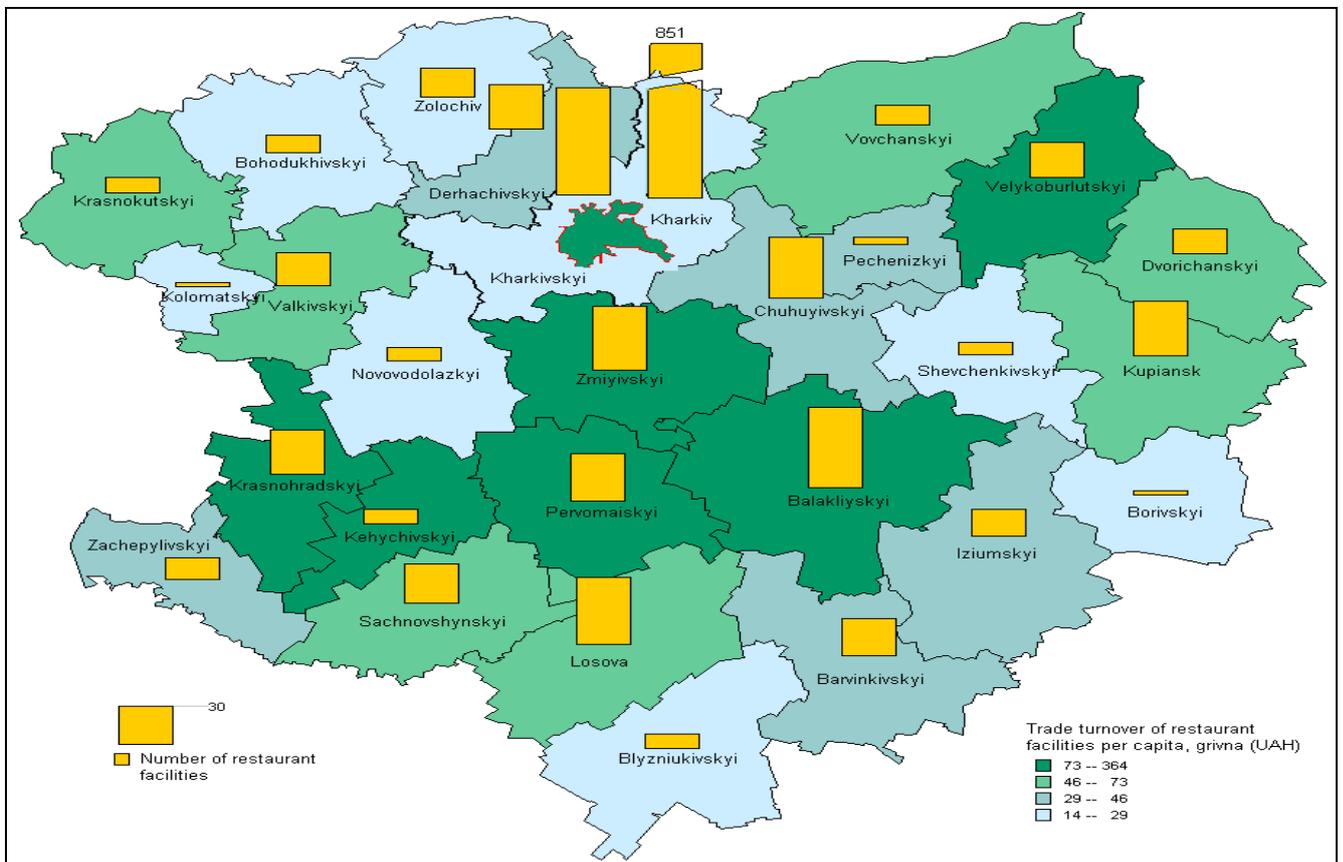


Fig. 4. Restaurant service of Kharkiv region's population in 2010 [6, c. 217]

The distribution of restaurant enterprises trade turnover levels in Kharkiv region is uneven (Fig. 4). The highest trade turnover level is in Kharkiv. This is due to the presence of a powerful consumer like the population of a city. As the purchasing power is higher in Kharkiv than in other towns of the region, the network of restaurants, cafes is wider there, and there is a large assortment of service types. Balakliyskyi, Valkivskyi, Krasnohradskyi, Kupiansk, Lozova, Pervomaiskyi districts are the transportation centers, and so there is a demand on the catering services. Hotel industry develops together with restaurant industry, that is demonstrated by Zmiyivskyi district. There are significant tourist flows in Krasnohradskyi district which requires catering services. Catering services are poorly developed in the most depressed areas (Kolomatskyi, Novovodolazkyi, Borivskyi, Blyzniukivskyi, Bohodukhivskyi, Zolochiv districts). A small share of trade turnover per capita is in Kharkivskyi, Chuhuyivskyi, Derhachivskyi districts which is explained, on the one hand, by the fact that district residents are catered in the regional center, and, on the other hand, the development of this sphere in district is insufficient.

Conclusions. So, we can conclude that restaurant industry is one of the main components in services ones for the population of a region, restaurant activity is unevenly distributed in Kharkiv region, the overwhelming number of establishments is located in Kharkiv, the rest is located in small towns of the region. In the absence of real research in restaurant system development there is the need to continue social and geographical research to solve problems even in the distribution of the restaurant activity at the regional level.

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## MASS MEDIA INFLUENCE UPON SOCIETY

Sazonova N. (Kharkiv)

Language supervisor: Serdiuk V.N.

**Summary:** The article deals with the influence of mass media on society. Social and cultural impact upon society is considered. The conclusion is made that mass media influence all the spheres of life, activities of people and society.

**Key words:** cultural influence, mass media, social influence, social violence, society.

**Анотація:** Стаття присвячена впливу засобів масової інформації на суспільство. Розглядається соціальний та культурний вплив на суспільство. Зроблено висновок, що засоби масової інформації впливають на всі сфери життя, діяльності людини та суспільства.

**Ключові слова:** засоби масової інформації, культурний вплив, соціальне насильство, соціальний вплив, суспільство.

**Аннотация:** Статья посвящена влиянию средств массовой информации на общество. Рассматривается социальное и культурное влияние на общество. Сделан вывод, что средства массовой информации оказывают на все сферы жизни, деятельности человека и общества.

**Ключевые слова:** культурное влияние, общество, социальное насилие, социальное влияние, средства массовой информации.

The media has a strong social and cultural impact upon society. This is predicated upon its ability to reach a wide audience which often sends a strong and influential message. Marshall McLuhan uses the term “the medium is the message” as a means of explaining how the distribution of the message can often be more important than the message itself [1, p.4–5]. It is through the persuasiveness of media such as television, radio and print media that reach the target audience. These have been influential media as they have been largely responsible in structuring people's daily lives and routines [4, p. 5–7]. Television broadcasting has a large amount of control in the content that society watches and the times in which they are viewed. This is a distinguishing feature of traditional media and although they are by no means redundant, the development of the internet has challenged the traditional participation habits involved in media such as television. The internet has lifted some of the restrictions, heightened level of consumer participation. There have been suggestions that allowing consumers to produce information through the internet will lead to a bombardment of too much information. It can however allow society a medium for expressing opinions and moving away from the political restrictions placed on society [4, p. 35–36].

There are three degrees of involvement of mass media into social life. The first of these is primary involvement, in which the audience is solely concentrating on consuming the media text. For example, they are sitting down solely to watch their favorite program on television. Secondary involvement is when an audience's concentration is split between the media text and another distraction. For example, working on the computer while watching television.

Tertiary involvement is when the media text is merely in the background, with no real concentration upon it at all. For example, glancing at a newspaper on a

crowded train. While this theory is somewhat simplistic, it provides a clear and probable explanation as to the changes in audience reception.

Perhaps the most widely accepted theory on audience reception is Denis McQuail's Uses and Gratifications model. This places emphasis on why audiences consume media. The first reason outlined in the model is the need to reinforce your own behavior by identifying with roles, values and sex presented in the media. Secondly, we need to feel some kind of interaction with other people; this is offered by text such as soap operas and lifestyle magazines. The third reason is the need for security in our lives. Media offer us a window to the world that allows education and the acquisition of information. The final reason is the need for entertainment through both escapism and the need for emotional release, such as laughter. Strength of this theory is the emphasis on the audience as active in the reception of media. However, this would suggest no passivity within the audience whatsoever. A person may, for example, be too lazy to turn off their television and so consume any media that is available. This theory also pays little attention to the short term and long term effects of media on the audience.

David Gauntlett, the Professor of Media and Communications at the University of Westminster, proposed ten criticisms of the Media Effects model. First, that media effects researchers go about their research starting with the assumption that media does in fact cause violence, and thus producing studies where media is administered and violent reactions are looked for, whereas, Gauntlett prefers that things should be done the other way around.

To explain the problem of violence in society, researchers should begin with that social violence and seek to explain it with reference, quite obviously, to those who engage in it: their identity, background, character and so on [5].

Gauntlett goes on to criticise studies that focus on children by stating that they do not utilize adults as a control group, and that the studies are conducted primarily to further a "barely-concealed conservative ideology", and counters the premise of these studies with the concept that not all depictions of violence are even bad to witness.

David Gauntlett explains further that objects that are "violent" or "anti-social" may not be such in the minds of the viewer. Additionally, he claims that the effects model makes no attempt to understand the meanings of media. Historical criticisms situate the "meta-narrative" of effects theory within a long history of distrust of new forms of media, dating as far back as Socrates's objections to the deleterious effects due to the written alphabet.

Political criticisms pose an alternative conception of humans as rational, critical subjects, who are alert to genre norms and adept at interpreting and critiquing media representations, not passively absorbing them.

Supporters of effects theory contend that commercials, advertising and voter campaigns prove that the media influences people's behavior. In the 20th century aggressive media attention and negative depictions of trials revolving around celebrities as Roscoe Fatty Arbuckle or Michael Jackson have influenced the general public's opinion, before the trials effectively started. However, these critics do point out that while the media could have an effect on people's behavior this isn't necessarily always the case [2, p. 1–2].

Critics of the media effects theory point out that many copycat murders, suicides and other violent acts nearly always happen in abnormal upbringings. They were raised in a violent, emotionally neglected or aggressive environment which influenced their behavior more rather than watching certain programs, films or listening to certain music. Most people who carry out these acts are also mentally unstable to begin with. Critics also point out that just because an audience sees acts of violence on TV, etc, this does not mean they will actually do it themselves. Of the millions of people who watch violent films, only a small number have carried out acts of violence as a direct result. People regularly exposed to violent media usually grow up to be completely normal people. If there are any effects from media, they only affect a very small number of people.

Also there are other thinkers who criticize effects based research, such as Terry Flew and Sal Humphreys, Barker and Freedman. Martin Barker criticised Elizabeth Newson who alleged link between media violence and real life violence in her report in 1994, Brooke, for example talks about this in details. And the report gained the media concerns and attentions when it claimed that the horror film "Child's Play 3" had influenced 10 years old boys behaviors and led to murder of James Bulger in Feb 1993. After examining and assessing Newson's report case studies in his research and other researches, it was apparent that there is no clear link between film and crime. Bulger case was one of examples of her case studies in the report and which was contested by Barker. Critics criticized her report by pointing out that her case studies was very reliant on press accounts and opinions rather than independent research. However, Newson's report was influential, it has influenced public and institutions and result in more concern on censorship on videos and more concern from the British Board of Film Classification on Psychological effects of media violence. The attention and question become whether they were watching violent media.

But Barker doesn't agree with Elizabeth Newson. He rejects her claim about the connection between media violence and real life violence. In his argument, he indicates that there was not a scrap of evidence that the boys had seen the movie and «Child Play 3» is a moral film. He also criticized anti media campaigns and described them as ignorant and disguised political campaigns. He states that these claims are represented by media and most of people have no chance to check the credibility of them, he also points out that these films including "Child play 3" are often attacked because they deal with political issues.

Moreover, he lists real cases, for example "a man takes a gun and shoots his entire family after watching the news, arrested and tried, he explains his actions on the basis that the world news was so bad there seemed no point anyone going on living". Barker suggests that this case for example is no different that other putative cases of media a causing violence, Barker said that we should not always blindly blame the media because people are not copycats, instead we should be aware of someone mental state and take other factors into account before making such claims. For example, in his case he states that the man reaction was abnormal. Therefore, his behavior could not be explained by suggesting "the effects of the news". There are other social and cultural factors in criminal acts in which the media are not the basic influence. Barker also suggests "that we must look beyond a specific film to think

about the specific context in which it has been consumed, and the wider social background of the people”. According to Barker there is no such thing called violence in the media that either could or could not cause violence, we should rather pay attention to how social factors and background make some people consume media in specific way. For instance, even the news also show lots of violence, so people should rather pay attention to how social factors and background make some people consume media in particular way. In addition Barker proposes further research, he suggests that the theory of media violence connection must be tested because identification with particular element in a film is not something can be seen. He also noted problem with campaigners treating delinquents as normal people who become influenced by the media. Therefore, he suggests further research on how these people understand and consume media [3, p. 10–14].

Critics of effects based research see no connection between exposure to media violence and real life violence, because human are not copycats and they can realize what is wrong and what is right. Although some research states claims that heavy exposure to media violence can lead to more aggressive behavior, but not criminal violence and even in these researches it has been suggested that exposure alone does not cause a child to commit violence and media alone are not seen to be the main influence.

Also the ones that claim such connection are rare.

Flew and Humphreys said that the assumptions of effects researches are frequently flawed. According to Flew and Humphreys, Freedman and Goldstein have found that the number of studies on games and violence is small and the research suffers from flawed methodologies and ambiguous results which do very little to prove a direct link. Terry Flew and Sal Humphreys also state ‘that differing context of consumption will always mean we need to take account of the particularities of players and how and why they play, effects researches often give insufficient account to the relevance of cultural contexts and the way in which media are actually implicated in the circulation of meanings in our cultures.

Freedman is another thinker who rejects this idea, in reference to the FCC “the Federal Communications Commission in US” report that suggests link between media violence and real life violence, Freedman indicates the lack of discussion and states that the FCC does not make a sufficient distinction between people’s opinions, intuitions and musings on the one hand, and the hard scientific data on the other, and he indicates the lack of discussion of one of the strongest arguments against the idea that media violence causes aggression. According to Freedman the rate of violent crime in the United States increased sharply from 1965 to 1980 and some people blamed that increase on media. The rate of violent crime leveled off until about 1992, since that time, television continued to have violent programs, there was also more scenes and media showing more violence, if exposure to violent media cause real violence one would surely expect the rate of violent crime to have increased sharply, yet, since 1992 there has been a dramatic drop in violent crime, it seems clear that media violence did not cause the earlier increase. Therefore, it is widely accepted that there is no convincing evidence that prove that media violence cause violent crime or any type of real life violence [6].

Thus, mass media influence all the spheres of life, activities of people and society. But the problem of bringing violence into social life by mass media is controversial.

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УДК 070(410)

## THE PECULIARITIES OF THE NATIONAL PRESS IN GREAT BRITAIN

**Kalinina A.S. (Kharkiv)**

**Language supervisor: Serdiuk V.N.**

**Summary:** The article deals with the peculiarities of the national press in Great Britain. The term ‘national press’ is defined. The national press is classified into types. Different newspapers are considered. The conclusion is made that the British press includes all the characteristics of the Ukrainian press.

**Key words:** broadsheet, daily press, national press, tabloid.

**Анотація:** У статті розглядаються особливості національної преси у Великобританії. Визначається термін ‘національна преса’. Національна преса класифікується на типи. Розглядаються різноманітні газети. Зроблено висновок, що британська преса включає в себе всі характеристики української преси.

**Ключові слова:** бульварна газета, листівка, національна преса, щоденна преса.

**Аннотация:** В статье рассматриваются особенности национальной прессы Великобритании. Определяется термин ‘национальная пресса’. Национальная пресса классифицируется на типы. Рассматриваются различные газеты. Делается вывод, что британская пресса включает в себя все характеристики украинской прессы.

**Ключевые слова:** бульварная газета, ежедневная пресса, листовка, национальная пресса.

We cannot imagine our everyday life without different kinds of media such as press, broadcast talk, TV, Internet, etc. All of them are unique, because they cover heterogeneous audience and use different methods of influence. Media, especially newspapers, have got great social importance.

Information is the strongest weapon. Newspapers influence the people thanks to the information. That is why more and more scientists are researching this topic.

This issue is being studied in comparison with the Ukrainian one. The article deals with the features of the national press in Great Britain. It concerns the

importance of the national press for the British, secondly, analyzes two types of national newspaper and the characteristics of the national press.

British people watch television a lot. They are also reported to be the world's most dedicated home-video users. But this does not mean that they have given up reading. Swedes buy more. For example, Scotland's newspaper "The Sunday Post" sells well over a million copies.

Newspapers publication is dominated by the national press, which is an indication of the comparative weakness of regional identity in Britain. Nearly 80% of all households buy a copy of the main national papers every day [2, p.150]. There are more than eighty local and regional daily papers, but the total circulation all of them together is much less than the combined circulation of the national 'dailies'. The non-national papers with significant circulations are published in the evenings, when they do not compete with the national papers, which always appear in the mornings.

Most local papers do not appear on Sundays, so on that day the dominance of the national press is absolute. The 'Sunday papers' are called in such a way because that is the only day on which they appear. Some of them are sisters of dailies (published by the same company) but are employing separate editors and journalists [1, p. 43].

The morning newspaper is a British household institution; such an important one that until the laws were relaxed in the early 1990s newsagents were the only shops that were allowed to open on Sundays. People could not be expected to do without their newspapers for even one day, especially a day when there was more free time to read them. The Ukrainians can be expected to do without their newspapers for a day or even more. The Sunday papers sell slightly more copies than the national dailies and are thicker. Some of them have six or more sections making up a total of well over 200 pages.

Another indication of the importance of 'the papers' is the morning 'paper round'. Most newsagents organize that, and more than half of the country's readers get their morning paper delivered to their doors by a teenager who gets up at around half-past five every day in order to earn a bit of extra pocket money.

There are two types of national newspaper. Each of the national newspaper can be characterized as belonging to one or two distinct categories: the 'quality papers', or 'broadsheets', and the 'popular papers', or 'tabloids'. The latter contain far less print than the broadsheets and far more pictures. They use larger headlines and write in a simpler style of English. While the broadsheets devote much space to politics and other 'serious' news, the tabloids concentrate on 'human interest' stories, which often means sex and scandal [3, p. 152].

However, the broadsheets do not completely ignore sex and scandal or any other aspect of public life. The same situation is in Ukraine. Both types of paper devote equal amounts of attention to sport. The difference between them is in the treatment of the topics they cover, and in the preference of whose topics the most prominent are given.

The reason that the quality newspapers are called broadsheets and the popular papers are called tabloids is that they are of different shapes. The V ' broadsheets are twice as large as the tabloids. It is a mystery why in Britain reading intelligent papers should need highly-developed skills of paper-folding! But it certainly seems to be the

rule. In 1989 a new paper was published, the Sunday Correspondent, advertising itself as the country's first 'quality tabloid'. It was closed in one year time.

The way politics is presented in the national newspapers reflects the fact that British political parties are essentially parliamentary organizations. Although different papers have different political outlooks, none of the large newspapers is an organ of a political party. Many of them are often obviously in favour of the policies of this or that party (and even more obviously against the policies of another party), but none of them would ever use 'we' or 'us' to refer to a certain party [4, p. 280].

What counts for the newspaper publishers is business. All of them are in the business first and foremost to make money. Their primary-concern is to sell as many copies as possible and to attract as much advertising as possible. They normally put selling copies ahead of political integrity. The abrupt turnabout in the stance of the Scottish edition of the Sun in early 1991 is a good example. Previously, it had along with the Conservative party which it normally supports, vigorously opposed any idea of Scottish independence or home rule; but when it saw the opinion polls in early 1991 (and bearing in mind its comparatively low sales in Scotland), it decided to change its mind completely.

The British press is controlled by a rather small number of extremely urge multinational companies. This fact helps to explain two notable features. One of these is the freedom from interference from government influence, which is virtually absolute. The press is so powerful in this respect that it is sometimes referred to as 'the fourth estate' (the other three being the Commons, the Lords and the monarch). This freedom is ensured because there is a general feeling in the country that 'freedom of speech' is a basic constitutional right. A striking example of the importance of speech freedom occurred during the Second World War. During this time the country had a coalition government of Conservative and Labour politicians, so that there was really no opposition in Parliament at all. At one time, the cabinet wanted to use a special wartime regulation to temporarily ban the Daily Mirror, which had been consistently critical of the government. The Labour party, which until then had been completely loyal to the government, immediately demanded a debate on the matter, and the other national papers, although they disagreed with the opinions of the Mirror, all leapt to its defence and opposed the ban. The government was forced to back down and the Mirror continued to appear throughout the war.

The other feature of the national press which is partially the result of the commercial interests of its owners is its shallowness. Few other European countries have a popular press which is so 'low'. Some of the tabloids have almost given up even the pretence of dealing with serious matters. Apart from sport, their pages are full of little except stories about the private lives of famous people. Sometimes their 'stories' are not articles at all, they are just excuses to show pictures of almost naked women. During the 1980-s page three of the Sun became infamous in this respect and the women who posed for its photographs became known as 'page three girls'[3, p.155].

The desire to attract more readers at all costs has meant that, in the late twentieth century, even the broadsheets in Britain can look rather 'popular' when compared to equivalent 'quality' papers in some other countries. They are still serious newspapers containing high quality articles whose presentation of factual information

is usually reliable. But even they now give a lot of coverage to news with a 'human interest' angle when they have the opportunity. (The treatment by The Sunday Times of Prince Charles and Princess Diana is an example).

This emphasis on revealing the details of people's private lives has led to discussion about the possible need to restrict the freedom of the press. This is because, in behaving this way, the press has found itself in conflict with another British principle which is as strongly felt as that of freedom of speech - the right to privacy. Many journalists now appear to spend their time trying to discover the most sensational secrets of well-known personalities, or even of ordinary people who, by chance, find themselves connected with some newsworthy situation. There is a widespread feeling that in doing so they behave too intrusively.

Complaints regarding invasions of privacy are dealt with by the Press Complaints Commission (PCC). This organization is made up of newspaper editors and journalists. In other words, the press is supposed to regulate itself. It follows a Code of Practice which sets limits on the extent to which newspapers should publish details of people's private lives. Many people are not happy with this arrangement and various governments have tried to formulate laws on the matter. However, against the right to privacy the press has successfully been able to oppose the concept of the public's 'right to know' [5, p. 752].

Of course, Britain is not the only country where the press is controlled by large companies with the same single aim of making profits. That is why the British press is more frivolous [3, p. 155]. The answer may lie in the function of the British press for its readers. British adults never read comics. These publications, which consist entirely of picture stories, are read only by children. It would be embarrassing for an adult to be seen reading one. Adults who want to read something very simple, with plenty of pictures to help them, have almost nowhere to go but the national press. Most people do not use newspaper for 'serious' news. For this purpose they turn to another source - broadcasting.

In conclusion, we can say that the British press consists of two main types of national newspapers: quality and popular. They have got their own topics. Most newspapers have their own political point of view and support a particular party or group. The British press includes all the characteristics of the Ukrainian press: features of the audience and perspective, style, design, etc.

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**MUSIC THERAPY IN EDUCATION****Lavska V. (Kharkiv)****Language supervisor: Ivanova L.A.**

**Summary:** The article deals with the use of music therapy in the field of education. Different aspects of music are analyzed. Some advantages and disadvantages of music therapy are considered. Special attention is paid to the use of music therapy in the Zaporozhye State University. The conclusion is made that there is no adequate training in Ukraine regarding the educational needs of students with disabilities and limited knowledge of effective teaching strategies to meet those needs.

**Key words:** brainwaves, health, help, music, university.

**Анотація:** Стаття присвячена використанню музикотерапії в галузі освіти. Аналізуються різні аспекти музичної терапії. Розглядаються недоліки та переваги музичної терапії. Особлива увага приділяється використанню музикотерапії у Запорізькому державному університеті. Висновком є те, що на сьогодні в Україні відсутня незалежна професійна підготовка для викладачів для того, щоб використовувати ефективні методи викладання для задоволення потреб учнів і студентів з обмеженими можливостями.

**Ключові слова:** допомога, звивини мозку, здоров'я, музика, музикотерапія, університет.

**Аннотация:** Статья посвящена использованию музыкотерапии в области образования. Анализируются различные аспекты музыкальной терапии. Рассматриваются недостатки и преимущества музыкотерапии. Особое внимание уделяется использованию музыкотерапии в запорожском государственном университете. Выводом этого является то, что на сегодня в Украине отсутствует необходимая профессиональная подготовка для преподавателей, чтобы использовать методы преподавания для удовлетворения потребностей учащихся и студентов с ограниченными возможностями.

**Ключевые слова:** здоровье, извилины мозга, музыка, музыкотерапия, университет.

Music therapy is known in over the world. But on the materials of the faculty of Social Pedagogy and Psychology of the State Zaporozhye University Ukraine doesn't have so much practice as Europe and USA have. This article can be helpful if you want to find out more information about sound healing. Research has shown that music has a profound effect on your body and psyche. In fact, there's a growing field of health care known as music therapy, which uses music to heal. Those who practice music therapy are finding a benefit in using music to help cancer patients, children with ADD, and others, and even hospitals are beginning to use music and music therapy to help with pain management, to help ward off depression, to promote movement, to calm patients, to ease muscle tension, and for many other benefits that music and music therapy can bring. This is not surprising, as music affects the body and mind in many powerful ways.

The idea of music as a healing influence which could affect health and behavior is as least as old as the writings of Aristotle and Plato. Profession formally began in the 20th century after World War I and World War II when the community of musicians of all types, both amateur and professional, went to Veterans hospitals around the country to play for the thousands of veterans suffering both physical and emotional trauma from the wars. The patients' notable physical and emotional responses to music led the doctors and nurses to request the hiring of musicians by

the hospitals. It was soon evident that the hospital musicians needed some prior training before entering the facility and so the demand grew for a college curriculum. A very brief historical glimpse of this fascinating profession follows below [3, p. 59].

The earliest known reference to music therapy appeared in 1789 in an unsigned article in *Columbian Magazine* titled "Music Physically Considered." In the early 1800s, writings on the therapeutic value of music appeared in two medical dissertations, the first published by Edwin Atlee (1804) and the second by Samuel Mathews (1806) [3, p. 70]. Atlee and Mathews were both students of Dr. Benjamin Rush, a physician and psychiatrist who was a strong proponent of using music to treat medical diseases. The 1800s also saw the first recorded music therapy intervention in an institutional setting (Blackwell's Island in New York) as well as the first recorded systematic experiment in music therapy (Corning's use of music to alter dream states during psychotherapy).

Interest in music therapy continued to gain support during the early 1900s leading to the formation of several short-lived associations. In 1903, Eva Augusta Vescelius founded the National Society of Musical Therapeutics in USA. In 1926, Isa Maud Ilsen founded the National Association for Music in Hospitals. And in 1941, Harriet Ayer Seymour founded the National Foundation of Music Therapy. Although these organizations contributed the first journals, books, and educational courses on music therapy, they unfortunately were not able to develop an organized clinical profession [4, p. 132].

In the 1940s, three persons began to emerge as innovators and key players in the development of music therapy as an organized clinical profession. Psychiatrist and music therapist Ira Altshuler, MD promoted music therapy in Michigan for three decades. Willem van de Wall pioneered the use of music therapy in state-funded facilities and wrote the first "how to" music therapy text, *Music in Institutions* (1936). E. Thayer Gaston, known as the "father of music therapy," was instrumental in moving the profession forward in terms of an organizational and educational standpoint. The first music therapy college training programs were also created in the 1940s. Michigan State University established the first academic program in music therapy (1944) and other universities followed suit, including the University of Kansas, Chicago Musical College, College of the Pacific, and Alverno College [4, p. 135].

The National Association for Music Therapy (NAMT) was founded at the meeting in New York City on June 2, 1950. NAMT succeeded where previous music therapy associations failed by creating a constitution and bylaws, developing standards for university-level educational and clinical training requirements, making research and clinical training a priority, creating a registry and, later, board-certification requirements, and publishing research and clinical journals. NAMT operated from 1950-1997 and saw the creation of a board-certification program (1985), a critically-acclaimed Senate Hearing on Aging (1991), and the growth of music therapy from a few dozen practitioners to thousands [4, p. 165].

From 2000 there has been a new era of music therapy in Ukraine. The first steps in modern approach to music therapy were made in Zaporozhye, in one of the largest cities of the land with its population of about 900,000 people. The faculty of Social Pedagogy and Psychology of the State University Zaporozhye (Ukraine) and

the faculty of music-therapy of the University of Applied Sciences Magdeburg-Stendal (Germany) have started a new collaborative project with the title 'Social-pedagogical rehabilitation with music'.

Dr. Thomas Wosch, the director of music therapy of the University of Applied Sciences Magdeburg-Stendal, visited Zaporozhye in September 2000 to make a presentation on 'Active Group Music therapy' (AGM) to the academic staff at the State University Zaporozhye. A year later, during Dr Wosch's second visit, a student group at Zaporozhye had the opportunity to take part in AGM themselves, then to listen to the lectures given over the internet and to visit Magdeburg in order to learn more about the context of using music therapy in Germany. It is proposed to continue this distance-study method and some of 12 Ukrainian students will have a certificate as a qualification, which gives them the right to use different methods of active music therapy. Some social organisations of Zaporozhye have already learned about this project and would be glad to have a sociologist or a psychologist with such an extra education with whom to collaborate.

There is a license for this MT-course given by the Ministry of Education of Ukraine, in two years the State University Zaporozhye is going to get a license for music therapy as a specialization and eventually for music therapy as a faculty within the university [5, p. 59].

Music therapy currently doesn't have professional status in the Ukraine. There are no special music therapy rooms and there aren't enough music instruments to use in Active Music Therapy, however some necessary prerequisites for its development are emerging now and there is a great enthusiasm from everybody here who are working hard to give a new chance to people who need music therapy.

The research has shown that music with a strong beat can stimulate brainwaves to resonate in sync with the beat, with faster beats bringing sharper concentration and more alert thinking, and a slower tempo promoting a calm, meditative state. Also, the research has found that the change in brainwave activity levels that the music can bring can also enable the brain to shift speeds more easily on its own as needed, which means that music can bring lasting benefits to one's state of mind, even after a person has stopped listening.

With alterations in brainwaves come changes in other bodily functions. Those governed by the autonomic nervous system, such as breathing and heart rate can also be altered by the changes music can bring. It can mean slower breathing, slower heart rate, and an activation of the relaxation response among other things. This is why music and music therapy can help counteract or prevent the damaging effects of chronic stress, greatly promoting not only relaxation, but health.

Music can also be used to bring a more positive state of mind, helping to keep depression and anxiety at bay. This can help prevent the stress response from wreaking havoc on the body, and can help keep creativity and optimism levels higher, bringing many other benefits.

Music has also been found to bring many other benefits, such as lowering blood pressure (which can also reduce the risk of stroke and other health problems over time), boost immunity, the ease of muscle tension etc. With so many benefits and such profound physical effects, it's no surprise that so many people are seeing music as an important tool to help the body in staying (or becoming) healthy. With all

these benefits that music can carry, it's no surprise that music therapy is growing in popularity. Many hospitals are using music therapists for pain management and other uses. Music therapists help with several other issues as well, including stress [1, p. 45].

While music therapy is an important discipline, you can also achieve many benefits from music on your own. Music can be used in daily life for relaxation, to gain energy when feeling drained, for catharsis when dealing with emotional stress, and in other ways as well.

BBC News has reported that “music therapy can be used to improve treatment of depression, at least in the short term”. This story was based on a trial in which people being treated for depression with standard therapy were also given 20 one-hour music therapy sessions. During the sessions they could play a mallet instrument, a percussion instrument or an acoustic, West African djembe drum. After three months, patients receiving music therapy had a significantly greater improvement in their symptoms than those who had only received standard therapy. However, assessments made a further three months after the therapy finished showed that these differences were no longer statistically significant [2, p. 299].

Published research studies indicate that music educators often report lacking adequate training regarding the educational needs of students with disabilities and limited knowledge of effective teaching strategies to meet those needs. The Zaporozhye State University discovered studying music therapy in Ukraine and other universities will take an example soon. We conducted a survey and found out that 17 of 20 students of the Kharkiv National University named by Karazin want to try music therapy on themselves.

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## OBJECTS OF INTELLECTUAL PROPERTY RIGHTS IN UKRAINE

**Rubina Z.O. (Kharkiv)**

**Language supervisor: Serdiuk V.M.**

**Summary:** The present article is devoted to the problems of the objects of intellectual property rights in Ukraine. The articles of the Civil and Economic Codes are studied. The laws of the Constitution of Ukraine (01.02.11) are considered. The article is based on the materials of the conference in Yalta (2008). The conclusion is made that the main task of the legislation is to

introduce and to develop mechanisms of converting the intellectual resources of the nation, the intellectual capital of the Ukrainian people.

**Key words:** the Civil Code, the Constitution of Ukraine, the Economic Code, mechanism of converting, object of intellectual property right.

**Анотація:** Стаття присвячена проблемам об'єктів прав інтелектуальної власності. Вивчаються статті Цивільного та Господарського кодексів України. Розглядаються закони Конституції України (01.02.11). Стаття базується на матеріалах конференції в Ялті (2008). Робиться висновок, що головне завдання законодавства – вводити та розвивати механізми перетворення інтелектуальних ресурсів, інтелектуального капіталу українського народу.

**Ключові слова:** Господарський кодекс, Конституція України, механізм перетворення, об'єкт права інтелектуальної власності, Цивільний кодекс.

**Аннотация:** Статья посвящена проблемам объектов прав интеллектуальной собственности. Изучаются статьи Гражданского и Хозяйственного кодексов Украины. Рассматриваются законы Конституции Украины (01.02.11). Статья базируется на материалах конференции в Ялте (2008). Делается вывод о том, что главная задача законодательства – вводит и развивать механизмы превращения интеллектуальных ресурсов, интеллектуального капитала украинского народа.

**Ключевые слова:** Гражданский кодекс, Конституция Украины, механизм превращения, объект права интеллектуальной собственности, Хозяйственный кодекс.

Today the world economy is developing under the influence of new information and telecommunication technologies that require significant intellectual charges. So the main value of modern society is highly-qualified specialists, who effectively use their intellectual potential, by generating new ideas aimed at improving science and technology. An important source of economic growth in developed countries is also the industry of copyright and related rights [8].

National regulatory and legal framework in the field of intellectual property currently meets the international norms and standards, constantly evolving and being improved. Legal relations in this sphere shall be governed by specific provisions of the Constitution of Ukraine, the regulations of civil, administrative, economic, criminal code of Ukraine, respective procedural codes, regulations of individual laws in Ukraine, a number of international agreements. Today this is an important task to harmonize national legislation in the field of intellectual property rights with the Directives of the EU.

A lot of attention is paid to the administrative and judicial protection of rights on the results of intellectual labor. Currently, there are all grounds to speak about substantial achievements. Protection of the rights in Ukraine is made by such organs of State executive power as a Ministry of education and science of Ukraine, the State Department of intellectual property, Ministry of Internal Affairs, State Customs Service of Ukraine, Antimonopoly Committee of Ukraine, security service of Ukraine, government's state tax of Ukraine, State Committee of Ukraine for technical regulation and consumer policy, as well as the general courts and specialized courts separate judicial jurisdictions, namely, the economic and administrative courts [8].

The jurisdiction of the courts extends to all legal relations that arise in the State, and the petition to the Court is inalienable from the right of legal or physical person according to the Constitution of Ukraine. [1] Protection of intellectual property rights is carried out within the framework of civil, economic, administrative, criminal, customs legislation, and the owner of rights has the ability to seek

protection of his rights in administrative order in the State bodies of executive power [8].

The effectiveness of the legal protection of intellectual property rights depends on many factors, one of which is the presence of perfect legislation [4, 5, 6, 7]. Today in Ukraine the modern regulation and legal framework in the field of intellectual property have been created, which provides the ability to acquire, implement and defend the rights of all well-known intellectual property. These objects of copyright and related rights, as well as inventions, utility models, industrial designs, trademarks, geographical indications, the topography of integrated circuits, plant varieties.

The vast majority of the provisions of the Civil Code of intellectual property of Ukraine (1 January 2004) are located in the 4th book "intellectual property" [2]. It contains 12 chapters, establishing General provisions on intellectual property in scientific discovery, invention, utility model, industrial design, and the structure of integrated microcircuits, innovative offer a variety of plants, breed animals, as well as intellectual property rights to the trade name, trade mark, geographical indication, and trade secrets.

In particular, Article 418 of the Code of "The concept of rights of intellectual property is defined as intellectual property as the right of the person at the result of intellectual creative activity or to another object of intellectual property, the determined with Code and other legislation [2].

In particular, the term "trademark for goods and services" is replaced by the international one and got a distribution in commercial circuit in the territory of Ukraine, the term "trademark", the term "brand name" are replaced to the term "trade name", and the term "qualified indication of origin" to the term "geographical indication" (Article 420 of the Code) [2].

In a new way, in full compliance with the Constitution of Ukraine, relations between the objects of intellectual property rights are regulated, established by the order and in connection with the implementation of labor contract.

Property right to the intellectual property rights, established in connection with the implementation of the contract, belongs to the person, who established this object and the legal and physical person, unless otherwise specified in the contract (Article 429 of the Code) [2].

Important changes were made in the Code, regarding the mode of legal protection of the objects of intellectual property.

The new Civil Code of Ukraine acknowledges the innovative suggestions in any area of public-utility operations. In article 482 of the Code the definition of "Innovative offer" is mentioned [2]. According to this definition, the innovative offer is recognized by the legal person offer, which includes the technological (technical) or organizational decisions in any field of activity. The object of innovative suggestions may be material object or process.

According to Chapter 1, Article 481 of the Code, the status of the innovative proposal could get a managerial offer [2]. However, only in the case, when it is a material object or process, it may refer to the design of a product or technology. A subject of intellectual property rights to the innovative sentence according to Article 483 of the Code is the author and legal person, who this proposal is given to [2]. It is

also a new provision, which previously was not mentioned in the legislation. Since Chapter 41 does not contain a norm, which in this case, it should be the norm of Article 428 of the Code, namely the author and legal person either should conclude an agreement on the use of such property, or to realize the right to own property jointly. Apparently, according to the standards set by the Chapter 26 of the Code. Finally, Article 484 contains norms under which the author of innovative proposals has the right to conscientious promoting of a legal person to whom the offer is presented, and the legal person has the right to use this proposal in any volume [2].

It is also worth noting that according to the Legislation of Ukraine, based on the Constitution of Ukraine, Criminal and Civil Codes, starting in 1992, there are special laws concerning different fields of activity of the MEDIA. Among them there is the law of Ukraine “About the information”, the law of Ukraine “About print media (press) in Ukraine”, the law of Ukraine “On television and radio broadcasting”, the law of Ukraine “About the copyright and related rights”, “About the information agency”, the law of Ukraine “About advertising”, the law of Ukraine about the “State secret”, the law of Ukraine “About amendments and additions to the provisions of legislative acts of Ukraine concerning the protection of honor, dignity and business reputation of citizens and organizations”, the law “About connection”, the law of Ukraine “About the National Council of Ukraine on television and radio broadcasting”, the law of Ukraine “About State support of mass media and social protection of journalists”, the law of Ukraine “About the order of the coverage of the activities of the organs of State power and bodies of local self-government in Ukraine media”, the law of Ukraine “About the scientific and technical information”, the law of Ukraine “About protection of information in the automated systems”, the law of Ukraine “About a publishing deal”, the law of Ukraine “About professional creative workers and creative unions”, the law of Ukraine “About the system of public television and radio broadcasting of Ukraine”, the law of Ukraine “About elections of people's deputies” and others.

Thus, the main task of the legislation is to develop and introduce mechanisms of converting the intellectual resources of the nation, the intellectual capital of the Ukrainian people.

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## REPORTING AS A PROPERTY AND GENRE OF TV JOURNALISM

Zagrebelnaya C. (Kharkiv)

Language supervisor: Savchenko N.M.

**Summary:** The article deals with TV reporting. Mass media is considered as one of the most characteristic features of modern civilization. Mass media is classified into newspapers, magazines, radio, and TV. Reporting is considered as a very important property of television. The conclusion is made that TV reporting is a unique genre which requires knowledge, experience and great responsibility.

**Key words:** Mass media, magazine, newspaper, radio, Television reporting.

**Анотація:** Стаття присвячена телевізійному репортажу. Засоби масової інформації є однією з найхарактерніших рис сучасної цивілізації. Засоби масової інформації поділяються на газети, журнали, радіо і телебачення. Репортаж розглядається як дуже важлива властивість телебачення. Роблячи висновок, можна сказати, що телевізійний репортаж є унікальним жанром, який вимагає знань, досвіду і великої відповідальності.

**Ключові слова:** газета, журнал, мас медіа, телевізійний репортаж.

**Аннотация:** Статья посвящена телевизионному репортажу. Средства массовой информации – одна из самых характерных черт современной цивилизации. Средства массовой информации делятся на газеты, журналы, радио и телевидение. Репортаж рассматривается как очень важное свойство телевидения. Делая вывод, можно сказать, что телевизионный репортаж – уникальный жанр, который требует знаний, опыта и большой ответственности.

**Ключевые слова:** газета, журнал, Мас медиа, телевизионный репортаж.

Mass media are one of the most characteristic features of modern civilization. People are united into one global community with the help of mass media. People can learn about what is happening in the world very fast using mass media. The mass media include: newspapers, magazines, radio, and TV. The most exciting and entertaining kind of Mass media is television. It brings moving pictures and sound directly to people's homes. So we can see events in faraway places.

The leading role among the genres of TV journalism should be given to reporting. Reporting is a natural property of television. The reporting is the most common, efficient and leading genre of TV journalism.

Reporting is a journalistic genre, the subject of which is a concrete social situation, limited in time and place. There are two basic forms of reportage: informational and analytic. Analytic reporting considers the totality of socially meaningful facts from the perspective of class-party interests and draws conclusions having important practical significance.

Reporting is characterized by a stable unity of content and form, ensuring its journalistic effectiveness. It is type of journalism that provides a readable and vivid account, with all essential details, of an eyewitness event or one in which the author has taken part. The manner of presenting reporting depends on the means of mass media—press, radio, or television—for which the material is intended [1, p. 57].

Reporting is one of the activities of journalism. To some extent, the history of journalism can be called the history of the establishment, development and improvement of reporting. It is one of the first genres of the print journalism [3, p. 34]. But over the centuries the media have changed, and the reporting in newspapers

is just one of many genres today, reporting is the most important genre on television. It is observed in the newscasts. Everyone watches daily news. And the basis of these news are reportages. The entertaining nature of television requires the entertainment genres above all. However, no interviews, no correspondence, no note, no comment can give the viewer entertainment, as a reporting does. And if the reporting is thematic, this genre is not a purely informational, but rather it is a link between information, artistic and analytical genres, the event-report is a genre full of information. Event reporting can more quickly convey all the most fresh and relevant information to the viewer, but also it can offer people to evaluate events from a journalist's point of view. It's priority of event-reporting. Of course, the genre of event-reporting has imitations. Someone could say that this reporting provides only a review of the event. However, event-reporting combines the best qualities of all genres of information.

Reporting gives information like other genres. But the essential difference is the fact of the presence of a reporter, a man with his point of view.

TV reporting, in contrast to reporting on the radio or in the newspaper, not only tells, but also shows the audience what happened. "Newsboys" and radio workers are forced to "draw" event with words. A TV-journalist (video or "picture") performs the function of narrative video. On the one hand, it is possible to concentrate the information because television reporter tells us not what happened and also why it happened. On the other hand, the TV people are more dependent on the event. They need to get to the scene to its completion and time to shoot a video [2, p. 87]. This factor is essential in deciding what information can be the reason for the TV report.

Radio broadcast and newspaper journalists think about what facts are interesting for the reader or listener. TV reporter estimates which "image" he will show to the audience. This affects the choice of themes. The journalist thinks what he has to write on this occasion, and broadcaster can tell what it is possible to tell and something to show.

It is worth noting that the television program creates a team. If a journalist of the newspaper can go to event and to prepare the material, the creation of TV reporting requires the use of considerable number of people: operators, directors, editors [4, p. 27].

Broadcasting reporting is divided into fixed and non-fixed reporting. Fixed reporting is broadcasting at the time of action and carried out by means of mobile television station. Informational value requires fixing.

According to the types audio reporting can be divided into synchronous and dumb. Synchronous reporting contains natural sounds and speech event participants. Dumb reportage can hear only the voice of the announcer while he is reading the narration.

According to submitting reporting is divided into commented and uncommented ones. Uncommented reporting or broadcast is just a kind of reportage. It is used at the major social, political or cultural events where the audience understands everything without comment. But when the event is not clear without further explanation the reporter uses a report, where the reporter explains what is happening on screen with narration.

There is another classification of reporting: Event, theme and staging. The basis of reporting, as well as many other genres is particularly relevant. But its relevance is ambiguous. This is either a single event or a chain of interrelated events and facts that develop into a problem [5, p. 23].

TV reporting means that there are four main elements: narration, video, sound clip, or synchronous, noise. Irving Fang says about the importance of sound bites: "Write a text to videos - not so easy to relate properly the words and images. The authors of the text and the video should be able to work with sound. This includes selection of the best available quotes, one that contains the most valuable information and transmits it to the most exciting and well "[6, p. 34].

So, reporting is the material from the scene. It is the genre of journalism, which is very specific. In addition, the genre is characterized by an impartial coverage of events and implies that the reporter is an eyewitness or participant described.

Thus, television reporting is a unique genre that allows to show an event and to create a sense of presence a feeling of complete objectivity of the information provided. Good television reporting is clear and logical. Knowledge, experience and great responsibility are required for its creating. Reporting is a fast-growing genre of TV journalism.

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УДК 81-26

## "ARCHITECTURE" OF HUMAN LANGUAGE

Shcherban N. (Kharkiv)

Language supervisor: Serdiuk V.M.

**Summary:** The paper deals with architecture of language. A language is considered as a system of meaning. Semiotic means of language are studied. Physical, biological and social systems are analyzed. The conclusion is made that the organization of language is determined by the movement of meaning.

**Key words:** architecture of language, biological system, semiotic system, social system, physical system.

**Аннотация:** В научной статье рассматривается структура языка. Язык рассматривается как система значений. Изучаются семиотические средства языка. Анализируются физическая, биологическая и социальная системы языка. Делается вывод о том, что организация языка определяется динамикой значения.

**Ключевые слова:** биологическая система, семиотическая система, структура языка, социальная система, физическая система.

**Анотація:** У науковій статті розглядається структура мови. Мова розглядається як система значень. Вивчаються семіотичні засоби мови. Аналізуються фізична, біологічна та соціальна системи. Робиться висновок про те, що організація мови визначається динамікою значення.

**Ключові слова:** біологічна система, семіотична система, соціальна система, структура мови, фізична система.

The paper concerns architecture of language. In some cases it will be clear how these assumptions were arrived at.

But not all the basic concepts will be made explicit in this way: partly because we never fully grounded them — and partly because, even when we wanted to do so, we used to think that an academic article should be like a finished garment, with all the tacking removed before it was put on display. That was a mistake. In any case, simply by being resented in the context of a published text the organizing concepts are bound to appear as ready-made, as if they had been in place from the start. But they weren't; rather, they emerged as the by-product of those engagements as we struggled with particular problems — problems that arose in my own work, in literary analysis or language teaching or translation, human and mechanical; but also, increasingly, problems that were faced by people in difference disciplines and professions. The "assumptions" were more like working hypotheses that enabled me to formulate, and to begin to explore, a broad variety of questions concerning language [1, c. 70].

A language is a system of meaning — a semiotic system. "Semiotic" means having to do with meaning (semiosis), so a system of meaning is one by which meaning is created and meanings are exchanged. Human beings use numerous semiotic systems, some simple and others very complex, some rather clearly defined and others notably fuzzy. A language is almost certainly the most complicated semiotic system we have; it is also a very fuzzy one, both in the sense that its own limits are unclear and in the sense that its internal organization is full of indeterminacy [1, c. 112].

There are three other kinds of system: physical, biological and social. One way to think of these is as forming an ascending order of complexity. A physical system is just that: a physical system. A biological system, on the other hand, is not just that; it is a physical system (or an assembly of physical systems) having an additional feature, let us say "life". A social system, in turn, is an assembly of biological systems (life forms) having a further additional feature — which we might call "value": it is what defines membership; so, an assembly of life forms with a membership hierarchy. So a social system is a system of a third order of complexity, because it is social and biological and physical. We could then think of a semiotic system as being of a fourth order of complexity, being semiotic and social and

biological and physical: meaning is socially constructed, biologically activated and exchanged through physical channels.

But this picture has to be reconciled with another: that of the two orders of phenomena which make up the world which we inhabit. Here "semiotic" contrasts with "material": phenomena of matter, and phenomena of meaning. George Williams puts it like this:

*Evolutionary biologists ... work with two more or less incommensurable domains: that of information and that of matter ... These two domains will never be brought together in any kind of the sense usually implied by the term "reductionism". You can speak of galaxies and particles of dust in the same terms, because they both have mass and charge and length and width. You can't do that with information and matter. Information doesn't have mass or charge or length in millimeters. Likewise, matter doesn't have bytes. You can't measure so much gold in so many bytes. It doesn't have redundancy, or fidelity, or any of the other descriptors we apply to information. This dearth of shared descriptors makes matter and information two separate domains of existence, which have to be discussed separately, in their own terms [5, c. 43].*

But "information" a special kind of meaning – the kind that can be measured. [5, c. 51] Most higher-order meaning cannot be measured, or at least cannot be quantified; it can sometimes be graded in terms of value. So we will prefer the opposition of "matter" and "meaning", the realm of the material and the realm of the semiotic.

The four types of system then appear as different mixes of the semiotic and the material, ranging from physical systems, which are organizations of material phenomena, to semiotic systems, which are organizations of meaning. (We are using "semiotic" in both these taxonomic contexts, but not with any danger of ambiguity). Biological systems are largely material – except that they are organized by genes, and at a certain point in evolution by neurons, which are semiotic phenomena; and with social systems the meaning component comes to predominate. But even semiotic systems are grounded in material processes; and on the other hand in post-Newtonian physics quantum systems are interpreted as systems of meaning. Meaning needs matter to realize it; at the same time, matter needs meaning to organize it.

Human history is a continuing interplay of the material and the semiotic, as modes of action — ways of doing and of being. The balance between the two is constantly shifting (presumably the "information society" is one in which the semiotic mode of exchange predominates over the material). This is the context in which language needs to be understood.

Of all human semiotic systems, language is the greatest source of power. Its potential is indefinitely large. People might characterize it as matching in scope all our material systems – always able to keep up with the changes in the material conditions of our existence. But putting it like that over privileges the material: it spells a technology driven view of the human condition. Language is not a passive reflex and all human processes however they are manifested, whether in our consciousness, our material frames, or in the physical world around us, are the outcome of forces which are both material and semiotic at the same time. Semiotic

energy is a necessary concomitant, or complement, of material energy in bringing about changes in the world.

Whether or not language matches the scope of all other human semiotic systems must be left open to question. Some people claim that it does; they would say that anything that can be meant in any way at all can also be meant in language. In this view, the scope of semantics (the meaning potential of language) is equivalent to the whole of human semiosis. Some semiotic systems may be incommensurable with language; witness the sometimes far-fetched attempts to represent the meaning of a work of art in language [2, c. 147]. But while the question is important, and deserves to be tackled much more subtly and fundamentally than this rather simplistic formulation suggests, it is not necessary for me to try and resolve it here. All that needs to be said in the present context is that other human semiotics are dependent on the premise that their users also have language. Language is a prerequisite; but there is no need to insist that language can mean it all. The crucial question is: how does language achieve what it does? What must language be like such that we are able to do with it all the things that we do? [3, c. 105]

The simplest account of a semiotic system is as a set of signs. When we represent it like that we can see that it is not complete: we do not know how we get into the system. There must be a condition of entry: let us say "control point". At control point, the system is entered: one or the other option must be chosen. Other than at control point, the system cannot be entered. Note that 'control point' is itself a semiotic feature, though no doubt realized materially.

Some semiotic systems are minimal. A language, obviously, is not; it is vastly more complicated. The question is: how? In what ways is a language more complex than a minimal system of signs? We need to spell out the kinds of additional complexity which could transform a simple sign system into a language. The system is "thickened" along a number of different dimensions. If we posed the question in these terms, with the thought that language could be built up by expansion from a simple system of signs, we might recognize four dimensions along which such expansion would be taking place: signs may be combined, to form larger signs (syntagmatic complexity); signs may be uncoupled, to create new pairings (realizational complexity); signs may be layered, one cycling into another (stratificational complexity); signs may be networked, in relations of dependence (paradigmatic complexity).

Signs may be combined. We do not usually make just one meaning and stop there, like a traffic light. Meanings follow quickly one after another, each setting up a new context for the next. In this way, larger meanings are built up out of combinations of smaller ones: minimal signs — words, or even parts of words. These are all "signs", in the sense that they are units, or unities, of meaning.

Signs may be uncoupled. We are not bound by a fixed one-to-one mapping between a content and an expression. A given content may come to be realized by a different expression, or a given expression may realize a new content; and in this way new signs are being created, since variation of this kind tends to open up new meanings — new pairings are unlikely to take on if they are not in some way expanding the total resource. Then, putting this feature together with the last means that the domain of the content is not limited by the form of the expression: thus, in

English, the content 'POLARITY: positive/negative is typically realized as a small fragment attached to a word. Signs may be layered. We are not restricted to a single semiotic cycle. The expression of one content comes to be, at the same time, the content of another expression [4, c. 17].

Signs may be networked. We do not construct meaning out of sign systems that are unrelated to each other. Systems are organized together in the form of networks, in such a way that some are dependent on others for their condition of entry. Some sets of options, on the other hand, may share the same entry condition but be independent of each other. It is this organization in system networks that makes it possible for a language to expand its meaning potential more or less indefinitely. When we observe the way very small children develop their powers of meaning, we can see all these different kinds of complexity emerging. Children's first language-like semiotic system, which we labeled "protolanguage" when we observed and described it thirty years ago, begins as a collection of simple signs. These signs soon come to be organized into minimal systems. But they are not yet combined, nor are they yet layered or uncoupled. All these types of complexity, including the network, develop together as the necessary condition for the move from protolanguage to mother tongue. Not that they have somehow to be put in place in advance, as this formulation might imply; rather, they are essential features of our evolved human semiotic, and children take them up as they come to construe language in its new, post-infancy form.

Thus, it is through this "thickening" of its meaning-making resources that human language has evolved. What has been called the "architecture" of language is the organization of these resources within a space defined by a small number of interrelated vectors, those of stratification, met a function, and the two compositional axes (syntagmatic and paradigmatic); all, in turn, predicated on the vector of instantiation (the relation between an instance and the system that lies behind it) which is based on memory and is a feature of all systematic behavior. In some ways "architecture" is a misleading metaphor, because it is too static; if we want a spatial metaphor of this kind we might perhaps think more in terms of town planning, with its conception of a spatial layout defined by the movement of people, or "traffic flow". The organization of language is likewise defined by the movement of meanings.

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## THE HISTORY OF YELLOW JOURNALISM

**Kuznetsova M. A. (Kharkiv)**

**Language supervisor: Serdiuk V. M.**

**Summary:** The article deals with the history of yellow journalism. Yellow journalism is studied as one of the main types of journalism. Some newspapers ("New York" and "The World") of yellow press are considered. Special attention is paid to the activity of the famous American and English journalists Pulitzer and Hearst.

**Key words:** headline, newspaper, yellow press.

**Анотація:** Стаття присвячена історії жовтої преси. Жовта журналістика вивчається як один з головних типів журналістики. Розглядаються деякі газети жовтої преси ("New York" та "The World"). Особлива увага приділяється діяльності видатних американського та англійського журналістів Пуліцера та Херста.

**Ключові слова:** газета, жовта преса, заголовок.

**Аннотация:** Статья посвящена истории желтой прессы. Желтая журналистика изучается как один из основных типов журналистики. Рассматриваются некоторые газеты желтой прессы ("New York" и "The World"). Особенное внимание уделяется деятельности выдающихся американского и английского журналиста Пулицера и Херста.

**Ключевые слова:** газета, желтая пресса, заголовок.

Yellow journalism or the yellow press is a type of journalism that presents little or no legitimate well-researched news and instead uses eye-catching headlines to sell more newspapers. Techniques may include exaggerations of news events, scandal-mongering, or sensationalism. By extension "Yellow journalism" is used today as a pejorative to decry any journalism that treats news in an unprofessional or unethical fashion.

Campbell (2001) [5, P. 32-33] defines yellow press newspapers as having daily multi-column front-page headlines covering a variety of topics, such as sports and scandal, using bold layouts (with large illustrations and perhaps color), heavy reliance on unnamed sources, and unabashed self-promotion. The term was extensively used to describe certain major New York City newspapers about 1900 as they battled for circulation.

The term "Pulitzer vs. Hearst" was coined by Erwin Wardman, the editor of the New York Press. Wardman was the first to define the term but there is evidence that expressions such as "yellow journalism" and "school of yellow kid journalism" were already used by newsmen of that time. Wardman never defined the term exactly. Possibly it was a mutation from earlier slander where Wardman twisted "new journalism" into "nude journalism". Wardman had also used the expression "yellow kid journalism" [5, P. 32-33] referring to the then-popular comic strip which was published by both Pulitzer and Hearst during a circulation war. In 1898 the paper simply elaborated: "We called them Yellow because they are Yellow" [1, P. 77-82].

Joseph Pulitzer purchased the New York World in 1883 after making the St. Louis Post-Dispatch the dominant daily in that city. Pulitzer strove to make the New York World an entertaining read, and filled his paper with pictures, games and contests that drew in new readers. Pulitzer only charged readers two cents per issue

but gave readers eight and sometimes 12 pages of information (the only other two cent paper in the city never exceeded four pages) [2, P. 18-22].

While there were many sensational stories in the New York World, they were by no means the only pieces, or even the dominant ones. Pulitzer believed that newspapers were public institutions with a duty to improve society, and he put the World in the service of social reform.

Just two years after Pulitzer took it over, the World became the highest circulation of newspaper in New York. Older publishers began criticizing the World, harping on its crime stories and stunts while ignoring its more serious reporting — trends which influenced the popular perception of yellow journalism. Charles Dana, editor of the New York Sun, attacked The World and said Pulitzer was "deficient in judgment and in staying power" [3, P. 79].

Pulitzer's approach made an impression on William Randolph Hearst, a mining heir who acquired the San Francisco Examiner from his father in 1887. Hearst read the World while studying at Harvard University and resolved to make the Examiner as bright as Pulitzer's paper.[3, p. 54-63] Under his leadership, the Examiner devoted 24 percent of its space to crime, presenting the stories as morality plays, and sprinkled adultery and "nudity" (by 19th century standards) on the front page. A month after Hearst took over the paper, the Examiner ran this headline about a hotel fire.

Hearst could be hyperbolic in his crime coverage; one of his early pieces, regarding a "band of murderers," attacked the police for forcing Examiner reporters to do their work for them. But while indulging in these stunts, the Examiner also increased its space for international news, and sent reporters out to uncover municipal corruption and inefficiency. In one well remembered story, Examiner reporter Winifred Black was admitted into a San Francisco hospital and discovered that indigent women were treated with "gross cruelty." The entire hospital staff was fired the morning the piece appeared [3, P. 69-77].

In 1890s, Hearst began looking for a New York newspaper to purchase, and acquired the New York Journal in 1895, a penny paper which Pulitzer's brother Albert had sold to a Cincinnati publisher the year before.

Metropolitan newspapers started advertising in the 1890s. Hearst using Pulitzer's strategy, he kept the Journal's price at one cent (compared to The World's two cent price) while providing as much information as rival newspapers. The approach worked, and as the Journal's circulation jumped to 150,000, Pulitzer cut his price to a penny, hoping to drive his young competitor (who was subsidized by his family's fortune) into bankruptcy. In a counterattack, Hearst raided the staff of the World in 1896. While most sources say that Hearst simply offered more money, Pulitzer — who had grown increasingly abusive to his employees — had become an extremely difficult man to work for, and many World employees were willing to jump for the sake of getting away from him.

Although the competition between the World and the Journal was fierce, the papers were temperamentally alike. Both were Democratic, both were sympathetic to labor and immigrants (a sharp contrast to publishers like the New York Tribune's Whitelaw Reid, who blamed their poverty on moral defects [3, P. 79]), and both

invested enormous resources in their Sunday publications, which functioned like weekly magazines, going beyond the normal scope of daily journalism.

Their Sunday entertainment features included the first color comic strip pages, and some theorize that the term yellow journalism originated there, while as noted above, the New York Press left the term it invented undefined. Hogan's Alley, a comic strip revolving around a bald child in a yellow nightshirt (nicknamed The Yellow Kid), became exceptionally popular when cartoonist Richard F. Outcault began drawing it in the World in early 1896. When Hearst predictably hired Outcault away, Pulitzer asked artist George Luks to continue the strip with his characters, giving the city two Yellow Kids. The use of "yellow journalism" as a synonym for over-the-top sensationalism in the U.S. apparently started with more serious newspapers commenting on the excesses of "the Yellow Kid papers."

In 1890, Samuel Warren and Louis Brandeis published "The Right to Privacy" [1, P. 156] considered the most influential law review article of all time, as a critical response to sensational forms of journalism, which they saw as an unprecedented threat to individual privacy. The article is widely considered to have led to the recognition of new common law privacy rights of action.

Pulitzer and Hearst are often adduced as the cause of the United States' entry into the Spanish-American War due to sensationalist stories or exaggerations of the terrible conditions in Cuba. However, the vast majority of Americans did not live in New York City, and the decision-makers who did live there probably relied more on staid newspapers like the Times, The Sun, or the Post.

But Hearst became a war hawk after a rebellion broke out in Cuba in 1895 [1, P. 35]. Stories of Cuban virtue and Spanish brutality soon dominated his front page. While the accounts were of dubious accuracy, the newspaper readers of the 19th century did not expect, or necessarily want, his stories to be pure nonfiction. Historian Michael Robertson has said that "Newspaper reporters and readers of the 1890s were much less concerned with distinguishing among fact-based reporting, opinion and literature."

Pulitzer, though lacking Hearst's resources, kept the story on his front page. The yellow press covered the revolution extensively and often inaccurately, but conditions on Cuba were horrific enough. The island was in a terrible economic depression, and Spanish general Valeriano Weyler, sent to crush the rebellion, herded Cuban peasants into concentration camps, leading hundreds of Cubans to their deaths. Having clamored for a fight for two years, Hearst took credit for the conflict when it came: A week after the United States declared war on Spain, he ran "How do you like the Journal's war?" on his front page. In fact, President William McKinley never read the Journal, nor newspapers like the Tribune and the New York Evening Post. Moreover, journalism historians have noted that yellow journalism was largely confined to New York City, and that newspapers in the rest of the country did not follow their lead. The Journal and the World were not among the top ten sources of news in regional papers, and the stories simply did not make a splash outside New York City. Rather, war came because public opinion was sickened by the bloodshed, and because leaders like McKinley realized that Spain had lost control of Cuba. These factors weighed more on the president's mind than the melodramas in the New York Journal.

When the invasion began, Hearst sailed directly to Cuba as a war correspondent, providing sober and accurate accounts of the fighting [3, P. 138]. Creelman later praised the work of the reporters for exposing the horrors of Spanish misrule, arguing, "no true history of the war can be written without an acknowledgment that whatever of justice and freedom and progress was accomplished by the Spanish-American war was due to the enterprise and tenacity of yellow journalists, many of whom lie in unremembered graves".

Hearst was a leading Democrat who promoted William Jennings Bryan for president in 1896 and 1900. He later ran for mayor and governor and even sought the presidential nomination, but lost much of his personal prestige when outrage exploded in 1901 after columnist Ambrose Bierce and editor Arthur Brisbane published separate columns months apart that suggested the assassination of William McKinley.

When McKinley was shot on September 6, 1901, critics accused Hearst's Yellow Journalism of driving Leon Czolgosz to the deed. Hearst did not know of Bierce's column, and claimed to have pulled Brisbane's after it ran in a first edition, but the incident would haunt him for the rest of his life, and all but destroyed his presidential ambitions.

Pulitzer, haunted by his "yellow sins," [3, P. 95] returned the World to its crusading roots as the new century dawned. Thus, in 1910, the World was a widely respected publication, and would remain a leading progressive paper until its demise in 1931. Its name lived on in the Scripps-Howard New York World-Telegram, and then later the New York World-Telegram and Sun in 1950, and finally was last used by the New York World-Journal-Tribune from September 1966 to May 1967. At that point, only one broadsheet newspaper was left in New York City. Nowadays "The World" is widely spread newspaper.

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## CENSORSHIP IN THE PEOPLE'S REPUBLIC OF CHINA

**Soroka O.S. (Kharkiv)**

**Language supervisor: Voronina K.V.**

**Summary:** The article deals with the problems of the censorship in the People's Republic of China. Press, television, radio and other mass media are analyzed. The conclusion is made that censorship has been prevalent in China for centuries.

**Key words:** censorship, mass media, press, radio, television.

**Анотація:** У статті йдеться про проблеми цензури у Китайській Народній Республіці. Аналізуються преса, телебачення, радіо та інші ЗМІ. Висновок полягає у тому, що цензура домінувала в Китаї упродовж сторіч.

**Ключові слова:** ЗМІ, преса, радіо, телебачення, цензура

**Аннотация:** В статье речь идет о проблемах цензуры в Китайской Народной Республике. Анализируются пресса, телевидение, радио и другие СМИ. Выводы состоят в том, что цензура доминировала в Китае на протяжении столетий.

**Ключевые слова:** пресса, радио, СМИ, телевидение, цензура.

Censorship has been prevalent in China for centuries; however it has become more relaxed recently. Since 1949, China has been under communist rule, and they have controlled every aspect of life from popular culture to mass media. During the 1950's, the government had total control over what information was shown to the people. They used propaganda to glorify the communist party and to depict capitalism and western culture as evil. During that period the Chinese people were effectively cut off from the outside world, and the people only heard exactly what the government wanted them to hear. The decade of 1966 through 1976 was known as the Cultural Revolution in China [4]. The protests of Chinese students and workers against the bureaucrats of the Chinese Communist Party, forced the government to relax their stance on censorship and the economy. Over the past three decades, nearly half of the economy has been privatized, and with it has come more freedom of speech [1, p. 1]. Nevertheless the general situation with freedom of speech in China continues to perturb all civilized and democratic world.

According to Article 35 of the Chinese Constitution, Chinese citizens enjoy freedom of speech and freedom of the press; however, these laws can not be used as a basis for lawsuits in China. Today, the average Chinese citizen experiences more freedom of expression than ever before but strict censorship legislation is still in place to monitor and control the flows of information and opinions in China.

The following is an overview of prior restraints, which refer to any system in which the government may deny a person the use of a forum for expression in advance of the actual expression, and censorship legislation in China.

There are several different types of prior restraints used to silence critics of the Communist Party and maintain control over political information: Legislative Prior Restraints – Administrative barriers to control freedom of speech, for instance the requirement for Chinese citizens to receive permission to publish information (licensing schemes); Political Prior Restraints – Forbidden topics are sent out to editors by the Communist Party regularly. Common forbidden topics include constitutional amendments, political reform and the Tiananmen Square events; Psychological Prior Restraints – The Chinese government uses vague and broad laws on censorship to control opinions and expressions and encourage self-censorship; Technological Prior Restraints – Authorities in China use technology to block, filter and monitor information and opinions in various media outlets, including the internet, satellite television and radio.

But in general, Chinese laws require anyone intending to disclose any sensitive information about the government to get prior authorization. Laws relating to national security include Articles 102 through 112 and specify behaviors that are

considered threats to national security, including stealing state secrets and subversion [2].

Chinese news, media, and the internet are more open today than they were in the past. Journalists do have more space for investigative reporting on some issues, such as police abuse and official corruption. The Chinese government still has the ability to restrict certain speech or punish people for holding and sharing their opinions. China allows free expression only until officials decide that something has become threatening to the Government's power. If the government is worried about a specific issue, they crack down on editors, journalists, and web users.

The press, television, radio, and other news media are controlled through a combination of laws, local propaganda departments, self-censorship by editors, and internalized rules about what is and is not an acceptable topic for reporting. Laws and regulations ban writing and reporting that might "undermine social stability" or challenge one-party rule. Propaganda departments issue statements on permissible topics and direct editors on how they should cover certain stories. Informal rules internalized by journalists control which issues may never be covered.

There are four major aspects of media control/censorship in mainland China. The first, and most important, is the effort to isolate China from the outside world. In order to do this, China makes it difficult for overseas journalists to gain access to the country for interviews. Even when permission is granted from the Chinese government, their freedom is highly restricted. China also restricts access to international media in China. One example of this is how customs officials seize international newspapers and magazines during searches. They also interfere with and disturb the reception of international radio services. There are also restrictions on international satellite services; the general public is kept from receiving such services. The second aspect of media control deals with the control of personnel. The reason that China can maintain such strict tight control is because general directors of media in China are in fact government officials who have been appointed by the government. In the face of political incident they respond in accordance to the wishes of government officials instead of playing the role of a professional journalist [5].

The third aspect of control involves the processing of articles. Each article goes through three or four stages of supervision versus in the US where the final decision on publication is based on the reporter. There is also a system of punishment for media agencies which gives the agencies incentive to eliminate sensitive issues from their publication.

Another way to control the media is to control web content. As a matter of fact, the government of the People's Republic of China has the dubious distinction of being a world leader in Internet censorship.

In addition to an elaborate architecture of technological censorship based on website blocking, content filtering and keyword alerts, it is estimated that the government employs over 40,000 Internet censors, whose role is primarily focused on blocking and removing content critical of the Communist Party and the Chinese government, and identifying the contents' authors. In addition, government agencies under the Ministry of Propaganda employ large numbers of contracted Internet users to flood discussion forums with pro-government propaganda. As noted by the Special

Rapporteur, the government also blocks access to popular social media websites such as YouTube, Twitter, Facebook and Flickr [7].

China is also the origin of cyber-attacks that systematically target domestic and international human rights organizations working on China. In January 2010, Google accused China of orchestrating an attack against its popular email system, Google Mail, and its password technology, prompting the company to revisit its operations in China. All search engines, including Google, Yahoo, Bing and Baidu remain heavily censored [3].

The government has also turned ad hoc internet news censorship into an integral element of its already-stringent of system media censorship, ordering media outlets, ISPs and web platforms to conduct surveillance of their users, to remove news items as instructed on a daily basis, and to micro-manage news hierarchy systems so as to artificially alter most-popular items. The government increasingly resorts to cutting off the Internet entirely in areas hit by episodes of social unrest, such as Tibet in 2008, Xinjiang in 2009, and most recently parts of Inner Mongolia.

It also filters systematically any individual case of dissidents or government critics arrested or facing trial from micro-blogging sites.

Censorship in China also spreads on popular culture. Popular culture in China is severely restricted by censorship. Everything from which bands are allowed to perform, to which movies and television shows are allowed to be broadcast is controlled by the Chinese government. Currently, the government is loosening up their restrictions by allowing some western bands play in China, as well as the addition of music mega stores.

The most recent attempt by the Chinese government to become more acceptable of western pop culture was concert in Shanghai by the world's most famous rock band. After decades of clashing with the Chinese government over censorship issues, the Rolling Stones finally had their first concert in China. However, due to their limited exposure in China, there were no screaming fans waiting for them at the airport and most people were not familiar with their music. They performed to an extremely small crowd, in Rolling Stones terms, of 8,000 people. Although China is the world's most populous country, the concert was tiny in comparison to the Rolling Stones concert in Rio de Janeiro this February that drew an audience of over 1.2 million. With ticket process of \$37 to \$370, the concert was considered to be much too expensive for most Chinese people; the prices were well above the monthly salary for most people. However, the concert will also be broadcast for free on television after it is reviewed by the censors for inappropriate content, another first for a western band. Although the concert was considered to be a breakthrough for censorship in China, the government still restricted the Rolling Stones by banning 5 of their songs that they deemed to be inappropriate [6].

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## PARADIGMATIC-SYNTAGMATIC COMPOSITION OF LANGUAGE

Goncharova A.O. (Kharkiv)

Language supervisor: Serdiuk V.M.

**Summary:** The paper concerns paradigmatic-syntagmatic composition of language. The system is classified into horizontal and vertical dimensions, which are analyzed. The conclusion is made that it is necessary to distinguish between a syntagm and a structure of language. A syntagm is a linear string of classes. A structure is an ordered (non-linear) set of functions.

**Key words:** horizontal dimension, paradigmatic-syntagmatic composition, structure of language, syntagm of language, vertical dimension.

**Анотація:** Стаття стосується парадигматико-синтагматичної структури мови. Система класифікується на горизонтальний та вертикальний виміри, котрі аналізуються. Робиться висновок, що необхідно розрізняти синтагматику і структуру мови. Синтагматика є лінійним порядком класів. Структура є упорядкованим (нелінійним) комплексом функцій.

**Ключові слова:** вертикальний зріз, горизонтальний зріз, парадигматико-синтагматична композиція, синтагматика мови, структура мови.

**Аннотация:** Статья касается парадигматико-синтагматичной структуры языка. Система классифицируется на горизонтальное и вертикальное измерения, которые анализируются. Делается вывод, что необходимо различать синтагматику и структуру языка. Синтагматика является линейным порядком классов. Структура является упорядоченным (нелинейным) комплексом функций.

**Ключевые слова:** вертикальный срез, горизонтальный срез, парадигматико-синтагматичная композиция, синтагматика языка, структура языка.

The paper deals with paradigmatic–syntagmatic composition of language. There are some ideas of the scale of the task that is faced by someone learning a foreign language—a task which seemed to people remarkably ill-defined. The computer had to become a meaning machine, and so needed to model a language in the form of a meaning potential.

The nearest anyone came to spelling this out was by counting the number of the words listed in a dictionary. But meaning was not made of words; it was construed in grammar as much as in vocabulary, and even if we could assess the quantity of words the learners knew it would give little indication of what they could do in the language. By the same token, the idea that a machine translation program consisted largely of a bi- or multi-lingual dictionary was not going to take us very far.

Typically in linguistics the paradigmatic dimension has been reduced to the syntagmatic: that is to say, sets of items (usually words) have been assigned to classes on the grounds that they occur at the same place in the syntagm—represented as a linear string or, more abstractly, as a structural configuration. This is, of course, an essential component in the overall organization of the system. But meaning is choice:

selecting among options that arise in the environment of other options; and the power of a language resides in its organizations as a huge network of interrelated choices. There can be represented in the form of system networks (from which “systemic theory” gets its name) in a system network, what is being modeled is the meaning potential of the overall system of a language, irrespective of how or where in the syntagm the meanings happen to be located [5,c. 8].

Represented graphically, the system network has a horizontal and vertical dimension (proposition: polarity, mood; polarity: positive, negative; mood: declarative, interrogative).

The vertical dimension represents combinatorial possibility: if you choose “proposition”, you select simultaneously for POLARITY and for MOOD. There is no ordering on this vertical axis; system related along this dimension are freely associated and it does not matter in which order the systems themselves, or their terms (features) are set out. The horizontal dimension, on the other hand, is ordered in delicacy, whereby entry into one choice depends on another, or on more than one other. Interpreted procedurally (as in a text generation program), the output feature of one system becomes the input feature to another. A selection expression is the set of all the features chosen in one pass through the network; this is the systemic description of the type—clause type, group type ect.—in question [5, c.18].

The most general options, at this level (the stratum of lexicogrammar), are those that we recognize readily as grammatical systems: small, closed, sets of contrasting features which are implicated in very large numbers of instances, like POLARITY (positive/negative), MOOD (indicative/imperative), TRANSITIVITY (types/ of process: material/semiotic/ relational), TENSE (time relative to some reference point: past/present/future) and so on/ system of kind, exemplified here from English, are central to the organization of meaning in every languages.

By contrast, people think of lexical items as occurring in ill-defined, open sets with highly specific discursive domains; and so, in fact, they do. But they are not different in kind. They simply occupy the more delicate regions of one continuous lexicogrammatical space; and they can be networked in the same way as grammatical systems. But the systemic organization of the vocabulary is in terms not of lexical items (words) but of lexical features [2, c. 47]. In other words, those regions of the meaning potential that are crafted lexically organized in networks of more of less domain-specific features; certain of the combinatorial possibilities are taken up—that is, are represented by words, or lexicalized—while others are not.

Comprehensive in coverage; but not exhaustive in depth of detail. In practice, of course, we know that there are different occurrences of ‘the same thing’—of a word, a phrase and so on, and we know when they arise; the best evidence for this is the evolution of writing systems, which require such decision to be made: if two instances are written the same way, then they are tokens of the same type. But this also shown up the anomalies: for example, the writing system does not mark intonation, so clause types which are widely different in meaning when combined with different tones are treated as if they were identical [1, c. 10].

There is one further dimension in the organization of language to be taken account of here, and that is that of syntagmatic composition: constructing larger units out of smaller ones. This is the simplest and most accessible form of organization for

any system whether material or semiotic. The principle guiding this form of organization in language is again a functional one, that of rank. Units of different ranks have different functions within the system of a language as a whole.

The principle of rank is fundamental to the two "inner" strata, that of lexicogrammar and that of phonology. In grammar, it seems to be true of all languages that there is one rank which carries the main burden of integrating the various kinds of meaning—that is, selections in the various metafunctions—into a single frame. This is what we call the clause. The clause, in turn, consists of a number of elements of lower rank that present structural configurations of their own. In evolutionary terms, we can think of these smaller elements as words: the origin of constituency in grammar was a hierarchy of just two ranks, clause and word, with a clause consisting of one or more than one word. Again this can be observed in the language of infants as they move into the mother tongue. As languages evolved this basic pattern was elaborated in a variety of different ways. We can model its evolution in outline, in a theoretical reconstruction, as follows [4, c. 89].

1. *Words expand to form groups: e.g. nominal group a man, that tall middle-aged man; verbal group was cleaning, must have been going to clean.*
2. *Clauses combine to form clause complexes, e.g. he used a hosepipe and cleaned/to clean his car.*
3. *Clauses contract to form prepositional phrases, e.g. (he cleaned his car) with a hosepipe.*
4. *Clauses and phrases get embedded inside (nominal) groups, e.g. the middle-aged man who had a hosepipe/with the hosepipe.*
5. *Words get compounded out of smaller units (morphemes), e.g. cleaning, hosepipe.*
6. *Units other than clauses combine to form their own complexes, e.g. nominal group complex the middle-aged man and his son, verbal group complex was preparing to start cleaning.*
7. *Groups and phrases "meet in the middle", in such a way that each can be embedded inside the other, e.g. the car outside the gate of the house with the green roof....*

We thus arrive at a typical "rank scale" for the grammar of a language (configurative structures: clause, phrase/group, word, morpheme; iterative structures: clause complex, phrase/group complex, word complex, morpheme complex) [1, c.120].

This enables us to model syntagmatic composition in theoretical terms. Every text consists exhaustively of configurations and iterations, at each rank, with the limiting case of one element at each structural node. We can then express the "output" of any systemic feature in terms of the contribution it makes to the functional organization of the syntagm – to the structure.

It is helpful to distinguish terminologically between a syntagm and a structure, making a distinction that is analogous to that between a paradigm and a system. A syntagm is a linear string of classes, like "nominal group + verbal group + prepositional phrase", "free clause + dependent clause". A structure is an ordered (non-linear) set of functions, like "Process - Medium - Manner" or "Outcome - Cause". There is, of course, no bi-unique relation between syntagms and structures—if there

was, we should not need to recognize the two as different orders of abstraction [3, с. 56].

But, equally clearly, the relationship between them is not random. A functional element "Process" is likely to appear in the syntagm as a verbal group. What there is, is a relation of congruence.

Thus, our networks are still some way off from reaching the degree of delicacy where such indeterminacy becomes problematic. A language will always be bigger than we are able to make it appear.

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## LITERARY CENTRISM OF THE NOVEL "T" BY V. PELEVIN

**Titarenko O.O. (Kharkiv)**  
**Language supervisor: Skryl O.I.**

**Summary:** The peculiarities of metaromanian story in the novel "T" by Pelevin are considered in the present article. The main attention is paid to the analysis of the author's reflection of the literary work creation process and novel engagement through finding main constants of plot creation into the general context of works by Pelevin.

**Key words:** literary centrism, metaromanian story, text creation.

**Анотація:** В статті розглянуті особливості метароманної оповіді в «Т» Пелевіна. Основна увага приділяється аналізу рефлексії автора над процесом створення літературного твору та включенню роману через виявлення основних констант сюжетотворення в загальний контекст творчості Пелевіна.

**Ключові слова:** літературоцентризм, метароманна оповідь, текстотвір.

**Аннотация:** В статье рассмотрены особенности метароманного повествования в «Т» Пелевина. Основное внимание уделяется анализу рефлексии автора над процессом создания литературного произведения и включению романа через обнаружение основных сюжетобразующих констант в общий контекст творчества Пелевина.

**Ключевые слова:** литературоцентризм, метароманное повествование, текстопорождение.

Now there is a great number of reviews on the Pelevin's novel (A. Shepeleva, D. Proskuriakova, D. Bykova, V. Kyrycyna, A. Stepanova, V. Kostirko, P. Basynskogo, L. Danylkina, V. Kavtoryna, V. Gubaylovskiy, A. Narinska, T. Kyrylina, A. Korotkova, etc.) and the majority of them still has the character of critical reviewing.

"T" is a novel about how a book is written and about the production of an artistic text as such. The protagonists are an imaginary author Ariel and the object of

his work, the count T. Ariel falls into a talk with the personage created by him, tells him about the peripeteias of his creation. Having gone through various adventures, the hero understands the sense of existence and grows into an author himself, destroying illusiveness of the false world and finding genuine objective reality space.

The autoreflexion above the process of work is increased in "T". It is literature about literature. Books creation process, so called technology of modern artistic texts "preparation", is explicated in the novel. Metaromanian structure of narration allows inclusion of literary autoreflexion. The search of author-hero-reader as a single indivisible semantic unit becomes the basis of the plot.

In a novel everything plays with a reader, not only the text itself, but also the dust-cover, the flyleaf, the annotation, the name of the novel ("t" or "T"), the output data, where one of heroes is indicated in a mourning frame in as an editor, imagining himself the author, false data are written in about the picture used on the flyleaf. Thus, the interface between the text and reality of a reader is diffused.

The whole book is the description of the fictional process of text creation, the reflections about the essence of the person creating the text. The Universe of letters becomes an objective reality space of the hero, the creation of which almost all heroes apply.

Heroes-creators of the book about the count T. imagine themselves the creators of the world. They are Ariel, the editor-in-chief, writing almost nothing, only "brushing" separate parts of the text in something the whole, Mitenka Bershadsky, who is responsible "for an erotica, glamour and non-resistance to the evil by violence", Grisha Ovnuk, "the man of action", Gosha Pivorilov, "the creator of psychedelic content used between quotation marks", the fifth "metaphysician of the absolute", creating the "stream of consciousness" and the sixth of which is episodic, hired for writing the realistic chapter. In general, their collaboration is as follows: "usually novels are written by groups of specialists, where each of them is responsible for the separate aspect of narration. And then the parts put together are "brushed" by the editor, in order not to make them look separately" [7, p. 90]. Under their auspice "literary work grew into letters combinations art of drafting, being well-sailed" [7, p. 89].

"Makers" work of is a modern variant of plurality of God in Tarakanova's point of view. These personages, as well as in the theory of princess, create the hero in turn. They function the same way, such as of Apollo, Mars, Venus and other. Ariel becomes the supreme God. It's not by chance that his last name Brahman means the "principle of all real", "the world soul" (the allusion per the Soul of the World by V. Solovyov).

The narrator pays attention that Ariel has the Jewish name, but actually he is not a Jew. There is the epigraph from Leonard Cohen: "I'm a little Jew who wrote the Bible" in Pelevin's novel "Pineapple water for a beautiful lady" [5, p. 7]. Just as Brahman appears to be a false Jew, he appears to be a false and an unreal creator of the book. Following the logical development of the plot, where everything is inverted and becomes the opposite (the sleep – into reality, the reader – into the author, Nothing – into Everything, the victim – into the executioner), the exchange of roles between the hero and his creators takes place.

The heroine of creator's novel Aksinia, trying to create detectives about the count, claims for the role of the writer.

But however, the count T., appears to be the veritable Maker of the Universe. Understanding it, he finds his Monastery of Optina – "the desirable emptiness". The count makes the world from letters, rendering the expression "the Word at first appeared" into literal, realizing the metaphor the "world as a text": "Really, where to hurry, if everything in the world is simply a text" [7, p. 163], "I began to create the world as a text, because it was necessary to begin with something" [7, p. 209].

The narrator is worried about "the person, who writes the Book of life, and the person, who reads it, and the person, who is told about by this Book" [7, p. 374]. The hero, the author of himself, gets the possibility to exist only in reader's consciousness. Pelevin, exposing the ordinary books reading process, tries to clear up the mystery of life. The act of reading becomes a sacral process of world creation from letters, not yielding on the degree of human reality.

In spite of all narrator's slender deductions about the possibility of T. to create the worlds, the abilities of the count are canceled by the forms of verbal utterance, the third person narration destroys the illusion of a reader about the hero, as about the author of the whole novel. The persistent problem of impossibility to incarnate the planned idea by means of speech correctly appears.

The favourite Pelevin's problem is brought up to date in a novel again. It is a search of objective reality space among the enormous amount of virtual ones. "Pelevin's personages with the persistence of the "Russian boys" fight above the question: what is reality?" [3, p. 501]. There are a lot of potential worlds in "T", accordingly, the same number of truths about the sense of human existence. The past (XIX c.) and the present (XXI c.), literature and life, meet the doctrines of different religions truths, polar judgments about man's nature appear to be equally possible, and all this variety is harmonized into something indissoluble. According to Pelevin, everything taking place in reality is just a fruit of imagination of a perceiving person. Only he exists, there is nothing else.

Practically all the works by Pelevin are formed into a single metatext, where a certain hero appears, who does usually not have a favourite woman or a family, and who tries to escape from the false, illusive and simulative reality to the real world.

Genuine objective reality space in Pelevin's works has different names and due to their multiplicity has none of them: Internal Mongolia in "Chapaev and Emptiness", Iridescent stream in "The Sacred Book of the Werewolf", the Monastery of Optina in "T". In other works this topos is adopted descriptively: getting off from a conveyer in "Recluse and Six-Fingers", from a train in "The Yellow Arrow", pass in "Prince of Gosplan", exit from a labyrinth in "The Helmet of Horror"; the heroes become light of horizon ("Horizon Light"), a luminous bicycle ("The Life and Adventures of Shed Number XII") etc.

Hero's going to these spaces is not death, as E. Ermolin asserts [2, p. 335], that is awakening to the real and only the authentic life, it's light lighting up, the departure to the great Nothing, turning out to Everything. The hero's getting off the train in «The Yellow Arrow» illustrates that Pelevin's hero isn't just dying, but passing into another plane of life. The dead are thrown out of carriage windows at full speed of the train, but the young gets off at the unique moment of stop.

Sometimes Pelevin's hero realizes, that the aim he goes to is a plaster cast, a deception, a simulacrum, but, in spite of being paradoxically, he can't give it up and continues the way. Petya from "Prince of Gosplan" explains this phenomenon in such away: "When a person simply spends so much time and forces on a road, and, finally, reaches the aim, he already can't allow himself to see everything as it is" [6, p. 136]. Omon Ra from the same name novel behaves in the same way. Having appeared at the end of his virtual trip to the Moon in the tunnel of subway, he refuses to believe in what is going on and continues his imaginary wandering. Unlike other personages, the count T. knows where to go, understands that the Monastery of Optina is only the creation of mind of his creators, consequently only illusion, but he does not go ahead unconsciously as the above mentioned heroes, he tries to recreate the world, begins to apply for role of the Universe Maker and opens Monastery of Optina in itself.

The moment of "double presence" (V. Kuricyn) is characteristic for Pelevin's heroes. Sasha from "Prince of Gosplan" is the simultaneously a worker of a bureaucratic office and a personage of a computer game, Petka ("Chapaev and Emptiness") is a participant of the revolution and a patient of the psychiatric clinic, T. ("T") is the hero and the author.

Pelevin conducted a game with the substitution of narrative instances in many works (in prefaces of "Chapaev and Emptiness", "The Sacred Book of Werewolf"). In "T" this game reaches its peak, transferring everything in the plane of literature about literature.

One of the episodes in "T" (when the count crosses the frozen Styx) appeals to "Chapaev and Emptiness". Some personages from the above mentioned novel come into the new work "in order not to increase the essences were not increased without a necessity". The text constantly sends to the names and concepts of the well-known writers, historical figures, clergymen. The author organizes the meeting for non-met Tolstoy and Dostoevsky during their life, ironically beating the collision of the literary hero and the fisherman of the dead souls from the computer shooter-game communication.

The sleep and the reality of the hero, living simultaneously at the beginning of XX century and at its end, changed each other and were the chronotop of "Chapaev and Emptiness", thus it was impossible to definite where sleep is and where is reality. In "T" the realities of the XXI century embed into, let's say, the end of the XIX century. One time includes the other, at the same time differentiating spaces and rescinding the distinctions between them, transferring everything in the ontological sphere of human life. There are a lot of spaces in "T", the borders between them are not clearly outlined. The Worlds gather one into another on the nest-doll principle, but the last, the smallest of them (the internal world of the count) appears to be the most gigantic, containing all the previous ones. "All these worlds are not true, but also it is impossible to name them false" [1, p. 83].

According to A. Arkchangelsky, there are three parts in "T", as well as in other novels by Pelevin: "1. A false facade, the imitation of reality. 2. A gradual recovery of a hero and communication with different types of prompters <...> 3. Finally, the hero attempt to become himself <...>" [4]. However the indicated phases of becoming of the hero are repeated many times. Having passed a similar circle, having begun to see clearly, the hero finds out again, that the gained knowledge are

not true. It is possible to put the full stop in the plot development after each turn. Thus, the author gives a few versions, releases of the plot development of the novel, written in reader's eyes, possible scenarios which do not always and unnecessarily realize.

There is a great number of grounds of the hero existence in the novel. He is a literary hero, an emanation of the dead writer L.N. Tolstoy, the author of the book, the dreaming real writer Tolstoy. It is up to the reader by Whom to imagine T.

At the end of his way the count T. finds what, he was going to and aimed to – the Monastery of Optina. It is a house, "I", "that place, where the Universe, the life, the death, the space and the time, my present body and the bodies of all other the participants of presentation exist, – although, if to analyze, there is nothing at all in it" [7, p. 380].

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## VERBAL MANIPULATIONS BY MEANS OF COMPARISON IN COMMERCIALS

**Kondrashova M.V. (Kharkiv)**  
**Language supervisor: Voronina K.V.**

**Summary:** The article focuses on the concept and verbal manipulations by means of comparison methods in commercials. Three main areas of verbal manipulation, kinds of comparisons and purpose of their use in advertising texts are identified. The conclusion is made that comparison methods are widely used as a tool of verbal manipulations in commercials.

**Key words:** verbal manipulations, comparison, trope, structure.

**Анотація:** У даній статті ми розмірковуємо над поняттям і сутністю вербальних маніпуляцій в рекламі з прийомом порівняння. Виділено три основні напрямки мовного маніпулювання, різновиди порівнянь та мету їх використання в рекламних текстах. Доведено, що вербальні маніпуляції з прийомом порівняння – це поширене явище в сфері реклами.

**Ключові слова:** вербальні маніпуляції, порівняння, троп, структура.

**Аннотация:** В данной статье мы размышляем над понятием и сущностью вербальных манипуляций в рекламе с приемом сравнения. Выделено три основных направления

языкового манипулирования, разновидности сравнений и цели их использования в рекламных текстах. Доказано, что вербальные манипуляции с приемом сравнения – широко распространенное явление в сфере рекламы.

**Ключевые слова:** вербальные манипуляции, сравнение, троп, структура.

The topicality of comparison in commercials is stipulated by the steadily arising advertisers' interest in methods and tools of affecting consumers' mind as well as their unconsciousness. In this respect, comparison is considered as one of the means of persuasion widely used in commercials texts to emphasize the exclusiveness and necessity (for a consumer) of the merchandise being advertised. Also, comparison as verbal manipulation in commercials is used because it imposes the criteria of product perception and evaluation into consumers' mind. In addition to that, comparison "helps to strengthen the impact of advertisement image" [1, p. 23].

The topicality of our research is confirmed by the fact that the question of comparison as verbal manipulation in advertisement has not been deeply studied so far. This is undoubtedly interesting, because manipulation technologies are successfully used to influence a significant number of consumers. Thus, S. Khara-Murzi marks in his book "Manipulation of Consciousness": "a person can become a victim of manipulations only if he/she acts as their co-author and participant. Manipulation is no violence, it is temptation" [2, p. 14].

The linguistic essence of comparison attracts more and more attention nowadays. Being one of the tools of reality comprehension, comparison is one of the artistic thinking norms. Neither language nor fiction can do without comparison. At the same time, its different forms are used in commercials in their full splendour.

Among the most interesting theoretical works focusing on the structure, functions and types of comparison, we can mark out the studies by V.V. Vomperskiy who distinguishes three elements of comparison construction:

- Object (the entity being compared)
- Image (the entity being compared)
- Feature (the attribute of the entities that are compared).

His theory of structure components will be borrowed in this article.

There are different ways to express comparison. In our opinion, classification of comparison methods by I.B. Ishchuk seems to be the most complete and accurate. The author differentiates the following types of comparison expressions:

- Comparative turn that uses conjunctions "*як, мов, немов, немовби, немовби-то, наче, неначе, неначебто, ніби, буцім, ніж тощо*";
- Nominal part of compound predicate;
- Comparison that is expressed by means of ablative case and is synonymous to a common comparative turn;
- Comparison that is expressed by means of genitive case with a comparison degree of adjectives, etc.

S.N. Ikonnivkov distinguishes the following stylistic techniques for emphasizing imagery, language emotionality by means of comparison:

- inversion of comparative turns;
- sequence of comparisons;
- comparison with a framing;

- repeated comparison;
- comparison-antithesis;
- separation of a comparative turn from sentence.

Thus, a number of researchers study comparison in different ways, consider them from various sides. Nevertheless, almost all of them underline that the element of surprise, novelty, originality are among the topmost signs of successful comparison. It is only under the circumstances above that comparisons provide the text or a commercial with more stylistic diversity, express the essence of a subject figuratively and grant expressiveness and distinctiveness to speech.

Verbal manipulation in commercials is being studied a lot mostly by American researchers, in particular D.F. Jefkins, K. Bouvet, J. Russel, M. Person.

Studies were made on the basis of more than 117 advertisement texts selected from the following magazines: «Маркетинг в Україні», «Реклама і Маркетинг», «Ліза», «Сфера реклами», «Время рекламы».

Next we discuss the term and the essence of verbal manipulations by means of comparison in commercials. Commercials became an integral part of human society, an element of its culture. It is one of the most intriguing and distinctive components of modern business. Specialists distinguish economic and communicative aims of advertisement. Economic ones make a direct appeal to merchandise purchase, while communicative ones appeal indirectly. In other words, those aims are perceived as a piece of objective information about the good itself; being verbal manipulation, they are not recognized by a consumer (influencing the addressee with properly selected linguistic means).

There are three main directions of verbal manipulation which are generally used in commercials:

a) Emotions: general emotional reaction is mapped on the merchandise  
 “Насолода досконалістю не потребує слів. Мовчання золото. Nescafe Gold — прагнення до досконалості”

b) Social guidelines: self-esteem, self-affirmation, social point of view, aspiration for leadership, place in the social hierarchy, belonging to a high-standard, etc.

“Peugeot: я непереможний! Впевненість, яка завжди з тобою!”

c) World view: on the basis of knowledge, skills, experience and emotions theso-called “vision of the world” is formed, which then is pretended to be real.

“Lekker: просто, як усе геніальне”

Manipulation is influence that requires considerable proficiency in mastering a language. According to S.N.Litunov, “The nature of linguistic manipulations is in the following — the information in commercials is given in the way to make the consumer draw his or her own conclusions based on the advert. Therefore, the consumer will treat this information less critically and more trustingly” [3, p. 6].

Ukrainian language has rich expressive means at all the levels that allows describing the same object or phenomenon or even the same situations in different ways.

It is this variant of subjective interpretation that we gain as the outcome of verbal manipulations with comparison and not the objective description of reality.

It is well known that comparison is traditionally considered to be the main mechanism of the world's cognition by a human. O.O. Potebnya emphasizes that comparison does not only strengthens a speech and motivates the expression, but “no matter how beautiful the comparison is, it makes us think of lots of things that do not properly refer to the subject we are thinking of; it entertains us, better said, it is the absence of thinking” [4, p. 8].

Therefore, “Comparison is an artistic tool built on relations of similarity, which has the following categorical sign: the availability of explicitly expressed subject and object of resemblance. Such a trope executes cognitive and expressive-stylistic function” [5, p. 138], — believes L.F. Prysajnyuk.

The considered approach is sufficient enough to evaluate the significance of comparison in commercial texts, because its use normally means verbal manipulation.

Researchers mark that explicit and implicit comparisons are one of the tools of verbal manipulations. Obvious comparison with rivals can lead to judgment trials; that is why we hear of “ordinary” things, which do not stand any comparison with the advertised ones. The most effective type of comparison is hidden comparison that creates vision of uniqueness of the advertised product; at the same time, other wares compared to that one being advertised seem to be primitive.

There are the following types of comparison:

a) extended comparison - comparing promotional item to goods of the same product category («*Супер-джинс. Ніколи ще якісний мобільний зв'язок не був такий доступний*» or «*Samsung новий вид телевізорів*»);

b) narrowed comparison - comparing the products of the same brand («*Новий Dirol. Живи з посмішкою!*»);

c) displacement comparison – comparing the product to something that is not properly stated («*Samsung. Ви бачите більше, ніж коли-небудь*»);

g) degenerate comparison - statement of the uniqueness of the product and its absolute superiority over others («*Ароматна чорна унікальна з густою піркою. Nescafe espresso унікальне відчуття!*»).

Thus, verbal manipulation by means of comparison in commercials is a kind of hidden communicative impact to the addressee including his knowledge, imagination, emotional state, social relationships, and intentions. Exerted by the addresser in order to make the addressee's intentions comply with his goals, it usually contradicts the addressee's interests. Hidden effect is considered as using comparison that affects the addressee without being directly realized by him.

Further research can be done in terms of defining semantic features of comparisons in advertising.

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## THE PROBLEMS OF WORLD WAR II AS THEY ARE SEEN BY BRITISH AND AMERICAN HISTORIANS

Onatskiy M. (Kharkiv)

Language supervisor: Kobzar O. I.

**Summary:** In the paper the approaches of British and American historians to the study of the problems of World War II are considered. The main trends of their researches have been investigated. The prerequisites for World War II and World War I have been compared. The consequences of World War II for the USA have been analysed. It has been concluded that as a result of World War II the USA became the leader of the Western world.

**Key words:** World War II, World War I.

**Анотація:** У статті розглянуті підходи британських та американських істориків до вивчення проблем Другої світової війни. Було вивчено основні напрямки їх досліджень. Порівнювалися передумови Другої та Першої світових війн. Було проаналізовано наслідки Другої світової війни для США. Зроблено висновок, що в результаті Другої світової війни США стали лідером Західного світу.

**Ключові слова:** Друга світова війна, Перша світова війна.

**Аннотация:** В статье рассматриваются подходы британских и американских историков к изучению проблем Второй мировой войны. Были изучены основные направления их исследований. Сравнивались предпосылки Второй и Первой мировых войн. Проанализированы последствия Второй мировой войны для США. Сделан вывод, что в результате Второй мировой войны США стали лидером Западного мира.

**Ключевые слова:** Вторая мировая война, Первая мировая война.

World War II is one of the key events in the history of mankind, therefore scientists from many countries study all aspects of it. The papers by British and American experts are of special interest as Great Britain and the USA were participants in the Anti-Hitler Coalition and made a valuable contribution to the victory over the Fascist Block.

Among the recent studies the books by I. Akira [1], A. Brinkley [3], S. Ambrose [2], L. Hunt [4] and R. Palmer [5] should be mentioned as being the most important.

Analysing the causes of the beginning of World War II, R. Palmer came to the conclusion that while dictators stormed in the 1930s the Western democracies were swayed by profound pacifism which was defined as an insistence on peace regardless of consequences. Many people, especially in Britain and the United States, believed that World War I had been a mistake, that little or nothing had been gained

by it, that they had been deluded by wartime propaganda, that wars were really started by armaments manufactures, that Germany had not really caused the war of 1914, that the Treaty of Versailles was too hard on the Germans, that vigorous peoples like the Germans or Italians needed room for expansion, that democracy was, after all, non-suited to all nations, that it took the two to make a quarrel, and that there need be no war if one side resolutely refused to be provoked, and there was a whole system of pacific and tolerant ideas in which there was perhaps the usual mixture of truth and misunderstanding

[5, p. 802]. According to L. Hunt and T. Martin, Great Depression was one of the prerequisites for World War II because it brought massive social dislocation and fear and thus provided a setting in which dictatorship could thrive [4, p. 970].

The contradictions in the question of the dividing of Eastern Europe are considered to be one of the main causes of the beginning of the Soviet-German War. The Russians were expanding toward the Balkans, another area of historic Russian interests in winning control over Eastern Europe. The Germans viewed this with dismay. They wished to reserve Eastern Europe for themselves as a counterpart to industrial Germany. Hitler moved to bring the Balkans under German control

[5, p. 815].

More attention to the American foreign policy during World War II was given by S. Ambrose, in particular, to the relations between the USA and Great Britain. In his opinion, examples of America's newly developed leadership and single-mindedness abounded and most involved the British, and practically none of the Russians, partly because the Americans had a close working relationship with the British and almost no contacts with the Red Army, and partly because the British were more concerned with long-range questions than were the Americans [2, p. 29].

All American scientists focus on the assistance which was given to the USSR. Thus, R. Palmer and I. Colton state that American . equipment all through 1943 arrived in the Soviet Union in prodigious quantities. The terms of lend-lease were liberally extended to the Soviets, a stream of American vehicles, clothing, food, and supplies of all kinds made its way laboriously to the USSR through the Arctic Ocean, and through the Persian Gulf. The Allied contribution to the Soviet war affair was indispensable but Russian human losses were tremendous [5, p. 820].

I. Akira considered the chronology of World War II. Thus, he distinguishes three stages in the history of World War II as far as the United States was concerned: from December 1941 to January 1943; from January 1943 to summer 1944; from then to the end of the Pacific War in August 1945 [1, p. 191]. The first period, including the events connected with the US – Japanese conflict, the war on the Pacific Ocean and the North American campaign, wasn't ending because the US fleet had been destroyed at Pearl Harbor. The next period is characterized by the war for the Philippines, the battle for the island of Midway and the liberation of Southern Italy. The third period is connected with the opening of the second front, the liberation of Western, Southern and North Europe and the victorious end of the Pacific campaign against Japan.

L. Hunt, T. Martin and B. Rosenwein paid great attention to the problem of the Holocaust. They state that the main nation who suffered from the Holocaust was the Jews. Six camps in Poland were developed specifically for the purpose of

mass extermination – Aushwitz, Majdanec, Chelmno, Belzec, Sobibor and Treblinka. Some, like Aushwitz, served both as extermination and labour camps, in which prisoners produced synthetic rubber and fuel for the chemical firm “I. G. Farben”. Others existed only for extermination [4, p. 962].

Alan Brinkley considered the development of the atomic weapons and using it in Japan to be one of the key factors of the ending of World War II.

President Harry S. Truman issued an ultimatum to the Japanese demanding that they surrender by August 3 or face utter devastation. When the Japanese failed to meet the deadline, Truman ordered the air force to use the new atomic weapons against Japan. Controversy has continued for decades over whether Truman’s decision to use the bomb was justified and what his motives were. Some have argued that the atomic attack was unnecessary – that had the United States agreed to the survival of the emperor (which it ultimately did agree to in any case) or had it waited only a few more weeks, the Japanese would have surrendered. Others argue that nothing less than the atomic bombs could have persuaded the Japanese to surrender without a costly American invasion. Some critics of the decision, including some of the scientists involved in the Manhattan Project, have argued that whatever the Japanese intentions could be, the USA as a matter of morality should not have used the terrible new weapon. The nation’s military and political leaders, however, showed little concern about such matters. Truman who had not even known of the existence of the Manhattan Project until he became president was, apparently, making what he believed to be a simple military decision. A weapon was available that would end the war quickly, he could see no reason not to use it. On August 6, 1945 an American B-29 dropped an atomic bomb on the Japanese industrial center of Hiroshima. More than 80 000 civilians died. A few days later another American plane dropped another atomic bomb, this time on the city of Nagasaki – inflicting 100 000 deaths and horrible damage. Finally, the emperor intervened to break the stalemate in the Cabinet, and on August 14 the government announced that it was ready to give up [3, p. 770-771].

We have arrived at a conclusion that World War II brought great dividends to the USA: the American domination in the Alliance reflected a new era in the world history. The United States replaced Great Britain as the dominant world power. By 1945 the American production had reached levels that were scarcely believable. The United States was producing 45% of the world’s arms and nearly 50% of the world’s goods. In the spring of 1945 America had enormously more power, both absolute and in relation to the rest of the world, than it had possessed by 1941. To a less degree, that had also been the situation by 1918, but after World War I the USA disarmed and for the most part refused to intervene in affairs outside the North American continent. America was shaping the post-war world. In May 1945 it did not have a firm idea of what those decisions would be. It was still possible for the USA to travel down any of several roads [2, p. 29, 37]. The moment for leadership came for the USA sooner than it was expected with the German invasion of Poland in 1939 and the Japanese attack on Pearl Harbor two years later. Thus, the USA became involved militarily, economically and politically in all parts of the world: the Western Hemisphere, the Atlantic Europe, Africa, the Middle East, Asia, the Pacific [1, p. 215,

216]. Thus, as a result of World War II the USA became the leader of the Western world.

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## SILENCE OF DUCK-RABBIT: WITTGENSTEIN'S ETHICS

**Filonenko B. (Kharkiv)**

**Language supervisor: Bevz N. V.**

**Summary:** The article researches most important points of Wittgenstein's ethics. Comparative description of Popper's and Wittgenstein's theories of ethics is proposed. Non-linguistic nature of ethics and relations of ethics to language are shown. Complementary character of silence of ethical action and biographical aspect of philosophy is demonstrated.

**Key words:** biography, ethics, ethical problem, language game, philosophical problem, proposition, silence.

**Анотація:** У статті розглянуто найбільш важливі положення етики Людвіга Вітгенштайна. Співставляються теоретичні підходи Поппера та Вітгенштайна до питань етики; показана позамовна природа етики та відношення етики та мови; продемонстрований комплементарний характер мовчання як етичної дії та біографічні аспекти філософії.

**Ключові слова:** біографія, мовні ігри, мовчання, пропозиція, філософські проблеми, етика, етичні проблеми.

**Аннотация:** Статья рассматривает наиболее важные положения этики Людвиг Витгенштейна. Сопоставлены теоретические подходы Поппера и Витгенштейна к этике; показана внеязыковая природа этики и отношения этики и языка; продемонстрирован дополнительный характер молчания как этического действия и биографические аспекты философии.

**Ключевые слова:** биография, молчание, пропозиция, философские проблемы, этика, этические проблемы, языковые игры.

25<sup>th</sup> of October 1945 Dr. Karl Popper from London made a speech before Cambridge Moral Science Club with topic «Are There Philosophical Problems?». The Chairman of the Club Ludwig Wittgenstein was the man who stated that there aren't any philosophical problems but only language games. Popper thought that Wittgenstein was his chief private rival and he was waiting for an opportunity when he could clash with him for a long period. Wittgenstein knew too little about Popper.

«Popper's account can be found in his intellectual autobiography, *Unended Quest*, published in 1974. According to this version of events, Popper put forward a series of what he insisted were real philosophical problems. Wittgenstein summarily dismissed them all. Popper recalled that Wittgenstein "had been nervously playing with the poker," which he used "like a conductor's baton to emphasize his assertions," and when a question came up about the status of ethics, Wittgenstein challenged him to give an example of a moral rule. "I replied: "Not to threaten visiting lecturers with pokers.' Whereupon Wittgenstein, in a rage, threw the poker down and stormed out of the room, banging the door behind him"» [5, p. 8–9].

“Wittgenstein’s poker. The Story of a Ten-Minute Argument Between Two Great Philosophers” by David Edmonds and John Eidinow is a book based on dispute about ethics where one philosopher’s propositions are confronts of the propositions of the other. Wittgenstein didn’t slake Popper’s thirst to fight, but he gave him an opportunity to think that the lecture was a successful victory. Popper suggested to Wittgenstein as the same as other guests of Science Club that proposed some philosophical problems (which Wittgenstein had already solved).

If Wittgenstein had really been (offended) by the problem but not only with the speaker’s impudence, he would have behaved in a different way.

«As for Wittgenstein, if the topic under discussion caught his interest he would become utterly engrossed, oblivious to his surroundings. On one occasion, when he was walking home with Michael Wolff after an MSC meeting, two speeding U.S. Army lorries passed close enough to make Wolffs gown flutter. "Those lorries go too fast," he grumbled. Totally unconscious of the near miss, Wittgenstein assumed that Wolffs comment was a metaphor about the MSC paper and replied, "I can't see what that has to do with the question"» [5, p. 38–39].

However the authors of “Wittgenstein’s poker...” supposed that Wittgenstein “began to think about a puzzle that had come up in his seminar that afternoon: in comics, a balloon with words means "speaking" a cloud with words means “thinking”” when he left the Trinity College.

The matter is Ludwig Wittgenstein.

In Oxford «Companion to Philosophy» the article Wittgensteinians started with the statement «...the evolution of philosophy this century would be as unintelligible without his work as would that of twentieth-century art without Picasso`s» [1, p. 916]. As Picasso invented new styles of art expression during all his life, Wittgenstein became the father of two philosophical schools: logical positivism (*Tractatus Logico-Philosophicus*) and philosophy of ordinary language (Blur and Brown Books, *Philosophical Investigations*, *On Certainty*, *Remarks on Colour*, *Zettel* etc.).

In post-soviet cultural situations Wittgenstein was mixed up with Wittgenstein I and usually was referred to “*Tractatus Logico-Philosophicus*”: from battlefield of WWI to teaching in village schools. Of course this mistake isn’t so fatal if we remember that definitely the same situation was before Wittgenstein II’s appearing. We have found ourselves in the same condition as Wittgenstein by himself: when his philosophy came to logical positivism and ethical side of *Tractatus* kept in the background.

Roughly speaking TFL has already marked out two Wittgensteins and conversion to ordinary language became the third side of his philosophy. In the first period we assign two approaches to the language and both of them based on thesis that every philosophical problem is a language problem. The first approach says that all events in the world are conforming to logic. Logic by-turn is a perfect language. The second approach says that “whereof one cannot speak, thereof one must be silent”. There is an ethical part and here language is unarmed and poor.

We know that “in trenches” Wittgenstein solved all philosophical problems. He writes on foreword to *Tractatus*:

*«On the other hand the truth of the thoughts that are here communicated seems to me unassailable and definitive. I therefore believe myself to have found, on all essential points, the final solution of the problems. And if I am not mistaken in this belief, then the second thing in which the essence of this work consists is that it shows how little is achieved when these problems are solved»* [3, p. 4].

Problematic character of division between logical/ethical propositions was defined by wrong reception of 7<sup>th</sup> thesis (Whereof one cannot speak, thereof one must be silent) by Vienna Circle. Proposition on «impossibility of talking» was misunderstood as proposition on «unreasonability to talk».

Wittgenstein writing to Vienna publishers: *«The book's point is an ethical one. My work consists of two parts: the one presented here plus all that I have not written. And it is precisely this second part that is the important one»* [5, p. 161].

Due to this point we have specific value of so-called *second part of Tractatus*, which was outside of positivistic vision and theories of post-soviet manuals of philosophy:

*«A few in the Circle — Otto Neurath among them — came to regard Wittgenstein as a confidence trickster. Rudolf Carnap was particularly struck by the contrast between the Circle's interpretation of Wittgenstein's text and the man himself. The Circle consisted of hard-nosed scientists, dismissive of metaphysics, moralizing, and spirituality — and they initially believed that such rejection was also the message of the Tractatus. And yet here, in the flesh, was this poetry-reciting semimystic»* [5, c. 161].

Next three positions are most important for Wittgenstein's ethics understanding. I'll rely on his “Lecture on ethics” delivered in Cambridge in 1929 or 1930.

### **Proposition 1:**

We *can't* make ethical well-formed statements but we *must* define the sense of the word “ethics”. How to make it possible? By several photos we can mark out typical features of faces on these images. So we can sort out features of ethics by synonymous row of conceptual definitions. Wittgenstein calls it “family likeness”.

*«Now instead of saying “Ethics is the enquiry into what is good” I could have said Ethics is the enquiry into what is valuable, or, into what is really important, or I could have said Ethics is the enquiry into the meaning of life, or into what makes life worth living, or into the right way of living»* [3, p. 332].

## **Proposition 2**

Only logical (descriptive) and ethical propositions exist. The World is the constellation of facts. Facts are describable, ethics is not.

*«Suppose one of you were an omniscient person and therefore knew all the movements of all the bodies in the world dead or alive and that he also knew all the states of mind of all human beings that ever lived, and suppose this man wrote all he knew in a big book, then this book would contain the whole description of the world; and what I want to say is, that this book would contain nothing that we would call an ethical judgement» [3, p. 334].*

## **Proposition 3**

Indication to Divine.

Both «Tractatus» and «Lecture on Ethics» conclude the chain of theses «World is the constellation of facts», «Facts are described by logic» by thesis about Ethics placing out of world. Ethics can't be described through factual sentences. There are no logical sentences out of language. Science is a matter of prisoner of a linguistic prison. Propositions are a cage. We can call something outside the cage as "Ethics" consequently to this: *«I believe the tendency of all men who ever tried to write or talk Ethics or Religion was to run against the boundaries of language» [3, p. 342].*

Wittgenstein writes about it even in Tractatus before his famous thesis seven:

6.41 The sense of the world must lie outside the world. In the world everything is as it is, and everything happens as it does happen: in it no value exists—and if it did exist, it would have no value. If there is any value that does have value, it must lie outside the whole sphere of what happens and is the case. For all that happens and is the case is accidental. What makes it non-accidental cannot lie within the world, since if it did it would itself be accidental. It must lie outside the world.

6.42. So too it is impossible for there to be propositions of ethics. Propositions can express nothing that is higher.

6.42.1 It is clear that ethics cannot be put into words. Ethics is transcendental. (Ethics and aesthetics are one and the same.)

Or:

*«What is Good is Divine too. That, strangely enough, sums up my ethics» [2, p. 26].*

At last, I'd like to send my reader to biographies of Ludwig because there is not any chance to understand his philosophy without understanding of the way of his life. To speak about Ethics is the hardest task, but Wittgenstein proposed speaking biography instead of a place of ethical silence. His last words were: «Tell them it was wonderful life!»

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## HENRY BERGSON: INTELLECTUAL AND SUPRA-INTELLECTUAL INTUITION

Yurchenko A. (Kharkiv)

Language supervisor: Bevz N.V.

**Summary:** The article compares Descartes' concept of intellectual intuition and Bergson's concept of supra-intellectual intuition to identify the role of the intellectual component of cognition in the philosophy of duration. Emphasis is put not only on the continuity of philosophical views, as shown in the examples of Descartes' dualism and notion of free will, but also on the difference based on these reference points for Bergson, as creativity and qualitative differences, which suggests a passage to "Philosophy of Life."

**Key words:** cognition, creativity, dualism, duration, intellectual intuition, Philosophy of Life, qualitative differences.

**Анотація:** У статті співставляються концепції інтелектуальної інтуїції Декарта і суперінтелектуальної інтуїції Бергсона з метою виявити, яку роль відіграє інтелектуальна складова пізнання в рамках філософії тривалості. Акцент ставиться не тільки на спадкоємності, що показано на прикладах Декартового дуалізму і поняття свободи волі, але також на відмінності, що базується на таких опорних для Бергсона пунктах, як творчість і якісні відмінності, а це дозволяє говорити про перехід до «філософії життя».

**Ключові слова:** дуалізм, інтелектуальна інтуїція, креативність, пізнання, тривалість, філософія життя, якісні відмінності.

**Аннотация:** В статье сопоставляются концепции интеллектуальной интуиции Декарта и суперинтеллектуальной интуиции Бергсона с целью выявить, какую роль играет интеллектуальная составляющая познания в рамках философии длительности. Акцент ставится не только на преемственности, что показано на примерах Декартового дуализма и понятия свободы воли, но также на различии, основанном на таких опорных для Бергсона пунктах, как творчество и качественные различия, что позволяет говорить о переходе к «философии жизни».

**Ключевые слова:** длительность, дуализм, интеллектуальная интуиция, качественные отличия, креативность, познание, философия жизни.

When we talk about Bergson's concept of "intuition", first of all, we must remember that the philosophy of Bergson is a transitional stage from rationalism to the "Philosophy of Life". Bergson relies on the philosophical base which mainly consists of Modern philosophy and classical German philosophy and that allows to trace the main point of contact between Bergson's philosophy and representatives of classical philosophy and highlights criticism of Bergson to the classical philosophy with regard to views on the essence of intuition.

In this connection research of the Cartesian concept of intellectual intuition and its comparison to the Bergson's concept of intuition is of interest.

Descartes' notion of "intuition", which occurs in his essay "Rules for the Direction of the Mind", is not in contradiction with the intellect, as opposed to the concept of Bergson, and vice versa, is an intellectual intuition, "the pure light of reason." [7] Thanks to this intuition, we arrive at the simple, clear and obvious statements that Descartes considers absolute, that is valid for all, in any case and, apparently, for any time, any era.

For Bergson, an important point of Cartesian's notion of intuition is, above all, the recognition of the validity of intuitive statements for all possible cases. According to Bergson, this position leads to the fact that the whole world will be recognized in advance given, always the same, because the whole system is based on statements that are known not to be changed over time and, therefore, these statements are eternal. [3] And even if these statements affect not all things in the world, not all possible aspects, but just general grounds, and are, thus, certain universal laws, then in fact it means the same thing: all the changes occur only at the level of detail that can be neglected when we talk about the world in general. In any case, it turns out that the changes, and primarily qualitative changes, submit to eternal laws, and are not of consequence, are not essential when it is a question of the truth.

Exactly these consequences are criticized by Bergson, defending a position of fundamental importance of qualitative changes for understanding. The world at large, according to Bergson, evolves, changes its base. But evolution has special value for living organisms since the formation of new trends in the life entails changes in perception, action and cognition. Intellect, separated from instinct in vital development, has gradually isolated and formed into a separate essence with its special qualities – cinematic thinking, the ability to manufacturing and using artificial tools, an opportunity to get a positive result only through the efforts and with the help of mediation, the ability to extend human capabilities beyond basic needs. [4] When it comes to cognition, intelligence competes with instinct (or intuition, derived from instinct), because there is difference in nature between these two vital trends, in other words – a qualitative difference.

Thus, for Bergson, the view of the intelligence is one of the positions, one of the ways of cognition, which can not be reduced to another, an intuitive cognition. The value of qualitative differences, therefore, should not be underestimated. Intelligence ignoring these differences, as it is its nature, is one of the trends, among which there are qualitative differences.

Besides, Bergson distinguishes the cognition of relations as one of the characteristics of intelligence. This means that the matter, "content" of a thing or situation, is inaccessible to intellectual knowledge, but available knowledge for intelligence is knowledge of the forms, the connections between things or phenomena. Therefore, the knowledge being accessible to intelligence, can be expressed in the formula "if ... then ..." as opposed to intuitive knowledge, which comprehends the objects themselves and is expressed in the formula "it is." [5]

If we apply these Bergson's findings to knowledge, which can be obtained through intellectual intuition, it turns out that this knowledge corresponds to the formula of "if ... then ..." A good example is the famous Cartesian cogito ergo sum, as

this statement shows precisely the link between “thinking” and “exist” rather than, for example, the existential situation, the essence of existence. If the person is not caught himself in thought, question about the existence would have remained opened, and it would have remained opened precisely because it was necessary to seek some other relationship, other components coming into contact with the existence. The statement “cogito ergo sum”, although it does not contain an explicit cause-effect relationship is not derived because it is intuitive (that is, “captured” at once, in a flash), however, it expresses a relation between concepts, which is the characteristic of intellectual cognition.

Bergson insists on fundamental distinction between the intellectual and intuitive. He’s not going to dispute the evidence and obviousness of intellectual truths - he sees the incompleteness, omissions of intellectual trend in general. Here, say, he cites the example of dissolving sugar in a glass of water. [1] For intellectual knowledge there is the fact that sugar after a time dissolves in water. If desired, this time can be calculated approximately based on the amount of sugar, water temperature, etc.; also it is possible to calculate how much sugar is remained undissolved at every moment of the time. This calculation would mean that we consider the time not as the duration; it will not be the time in its current, but separate instants (“pictures” in terms of Bergson) that we take apart from each other, and talk about them as if any connection could not be between them. When we directly observe the dissolution of sugar, we have to wait; exactly the feeling of expectation, which connects isolated moments in a continuous stream, is an example of a sense of duration and, consequently, of intuition, as Bergson understands it.

Although Bergson himself in this sense is ambiguous. He focuses primarily on a critique of questions typical for classical philosophy. He seeks to reveal imaginary, illusory, in his view, problems that are put in the context of classical philosophy. But he himself is still in this context. He considers these problems from within, that is – starts from them, trying to find a certain reasoning gap in them through which it would be possible to enter the intuition of duration. Characteristically, that about the duration, about the intuition, he specifically says almost nothing; their definition is mostly negative, that is we know their essence proceeding from what they are not.

That puts Bergson’s philosophy in direct dependence on those doctrines which he criticizes. Therefore, his criticism applies to him too. For example, in “Creative Evolution”, he said that the denial does not hold any additional content compared with the statement, from which it is formed. The criticism of non-existence and disorder ideas is related with it. In fact, the denial means that any given proposition must be replaced by another, but which exactly it is still not known. Moreover – when we make a negative proposition, we focus the attention not on those properties that are directly given to us, but on what is not given, and on the denial, that is – we advert not to a thing, but to the proposition, we consider not a reality, but the opinion about it. At the same time we work exclusively with concepts, in formal logic, because from our sensations we know only that there is, but we cannot know what is not. [2] In the same way, intuition that follows the current of the life, cannot contain that person does not experience directly or had not experienced ever before. Denial, then, is the prerogative of intelligence.

But despite the criticism of denial, Bergson constantly uses it. Any aspect that he touches upon, necessarily involves criticism of the opposite view, and this criticism is not only and not so much a comparison or specification as the reference point, the initial statement, making a start from which it is necessary to come to different conclusions. And that Bergson himself makes proposition about proposition, instead of about a reality, focuses on the denial, instead of on the doctrine. Besides, he, certainly, uses notions and also logical reasoning for his propositions. And here it is unlikely that so he is trying to convey his thoughts to the reader or to prove the incompleteness of intellectual knowledge by the very same intellectual abilities. He thinks so; because if he followed all his own invention – the philosophy of duration – he would expressed his thoughts only figuratively, in an already artistic creativity, and only partly – concerning philosophy. Bergson, therefore, only plans transition to thinking in duration and to «Philosophy of Life».

On the other hand, the philosophy of Descartes cannot be reduced solely to the mechanism. Although in his view body is a mechanism that acts through the joint work of organs and systems that perform specific functions, human for his reasonableness is still free to choose – he may create a methodology and may not create it, he may follow or not follow the rules of the method. Thus, in mechanism which can only act a strictly certain way, another component is entered, bringing with itself the dualism of body and soul. Soul with its freedom of choice is already creative, since the creation of the methodology is the invention of something new, that describes things, but not in the things themselves and is not a necessary consequence of activity of the body-mechanism. But creatively invented method at the same time focuses on the cognition of mechanism, of causality, of strict dependencies, excluding free choice. The method does not cover “true duration”, even if the universe is recognized as changing: every change will be considered as already become, with allocated phases in it, displaying the action of universal laws, but not as becoming, not as a process inhering the transition to a different quality.

Bergson, starting with the dualism of the thought and the life (in fact, the Cartesian dualism of the mind and the body), goes to the dualism inherent in the life itself. The life as a thought, that is, the activity of the human soul, is opposed to matter. But the life inhering the animal and manifesting itself as an effort, is also opposed to the matter, trying to transform it according to its own needs. [6] Thus, the life, as Bergson understands it, is already the third component along with body and soul, and the addition of this component changes the whole structure of the Cartesian dualism. The life as an effort, “impulse”, now is opposed to the matter as to the determined mechanism. Dualism of the life manifests itself in the duality of its countervailing trends – instinct and intellect; as the man has both tendencies, he is dual now in his mind: he may follow the natural tendency of the intellect or the intuition of duration, which is immanent to a “vital impulse.”

Interprising the life as becoming creativity, Bergson, thus, continues the Cartesian idea of free will, expanding its field to the life in general. That’s why Bergson is a follower of Descartes. But the expansion of freedom field changes representation about the world as a whole, about a man and about intuition. Therefore, Bergson’s “intuition,” in his own terms, is different “by nature” from Cartesian “intuition.” Introduction of the duration and distinctions by nature,

inaccessible to intellectual knowledge, allows Bergson to talk about intuition that goes beyond the limits of intelligence, that is, about supra-intellectual intuition.

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## RE-BRANDING OF ANTHROPOLOGY IN AFRICA: AN ATTEMPT IN RE-POSITIONING THE DISCIPLINE

**Emeka Okezie (Kharkiv)**

**Language supervisor: Guseva A.G.**

**Summary:** The article presents an attempt to reposition anthropology as a discipline in Africa. The outline of the history of the problem is provided. Growing needs and aspirations of students backed by academic ignorance towards the discipline are suggested as driving factors for its urgent re-branding.

**Key words:** anthropology, re-positioning.

**Анотація:** У статті пропонується спроба репозиціонування антропології як учбової дисципліни у Африці. Надано огляд історії проблеми. Суттєвими факторами ребрендингу антропології слугують потреби та уподобання студентів на тлі академічної неосвіченості стосовно дисципліни.

**Ключові слова:** антропологія, репозиціонування.

**Аннотация:** В статье предлагается попытка репозиционирования антропологии как учебной дисциплины в Африке. Представлен обзор истории проблемы. Существенными факторами для ребрендинга антропологии выступают растущие потребности и устремления студентов на фоне академической неосведомленности в отношении дисциплины.

**Ключевые слова:** антропология, репозиционирование.

### 1. ANTHROPOLOGY IN AFRICA

The teaching and researching of anthropology as a social science discipline in Africa has been affected both by the increasing rot in the public universities and it inherited stigma as a colonial discipline. The other problem arising from an underdeveloped economy, which equates the relevance of any discipline to its market value or ability to generate jobs for those who studied anthropology, has had a negative impact on the growth of anthropology as a profession. In this case, an average university student in Africa especially Nigeria cannot easily relate anthropology to an overarching need for employment on graduation. Thus,

anthropology is often characterized as a discipline without employment or job prospects in the African economy.

But equally bestriding the above issues is the well known old dilemma of anthropology as a colonial discipline. In this case, the emergence and prominence of anthropology has been linked strongly to the exigencies of the colonial enterprise. Precisely, anthropology emerged clearly in the colonial contact period as an intellectual exercise to legitimize and/or justify colonialism. It is in this light that anthropology has been perceived as an effort to endorse the subsumed superiority of the colonizers in Africa. Therefore, while anthropology is, without doubt, beyond this parochial stamp, it was all the same utilized in furthering the imperial aims of the colonial powers. Hence, given the general abuse and misuse of anthropology by colonialism, there can be no argument about the need for a constant re-interrogation of the discipline. The obvious hijack and misuse of the discipline by the colonial enterprise in Africa [1; 2; 3; 6] makes such re-examination of the history, content and relevance of social anthropology worthwhile.

Therefore, the imperative of re-branding and marketing of the anthropological discipline to the public cannot be over-emphasized at this juncture in an attempt to reposition the discipline in Africa and Nigeria in particular.

Anthropology needs marketing. In order for anthropology to be relevant to the public, the public needs to understand what it is that anthropologists do. The public in general is not aware that anthropology's holistic nature and comparative perspective give it a unique approach to social analysis and its method of participant observation fieldwork can be applied towards solving everyday problems. Anthropologists need to analyze their target audience, design a marketing strategy that addresses the needs of their constituents, and repackage its image so that it sells.

It has long been the view that the role of anthropology is to observe and to record culture leaving the practical application of its findings up to policy-makers and those in other disciplines. The problem is that those outside anthropology for the most part do not read their academic journals or attend their conferences. They write primarily for other anthropologists and the language they use in writing and speaking reflects the fact. By addressing solely themselves they have become isolated as a discipline and have let others who are more experienced and comfortable talking with the public, such as journalists, travel writers and those in cultural studies, become the spokespersons supplying the public's need for "cultural" information.

It is also true that most African anthropologists prefer ivory-towerism and that is why the field seems arid in these aspects. Anthropology requires hard work and the humility of moving in to meet the ordinary people.

As a matter of fact, the first generation of anthropologists in Africa were either colonial officers or those strongly linked to the colonizing powers. This fact gave anthropology the unenviable toga of quasi scientific narration aimed at legitimizing the colonial enterprise. Without doubt, the initial anthropology of Africa was stimulated equally by curiosity and the need to understand the way of life of the indigenous Africans in order to facilitate the colonial project. Therefore, in Nigeria, as in the case in some other parts of Africa, anthropology represented the white man's efforts to understand the "strange" culture and social practices of Africans who were then labeled either primitive or barbaric. The plight of anthropology in this regard has

not been helped by the glaring inability of African anthropologists to revive the discipline.

## **2. UNDERSTANDING THE NEEDS OF THE PUBLIC**

The pertinent question before us is what the potential markets for anthropology knowledge need that they are not currently providing? Anthropology like other institutions in the contemporary world is in an intensely competitive market. It is impossible for anthropology to compete for money, time and resources when the public doesn't understand what they do and they don't understand the audience for anthropology. Funding for research is shrinking. Those who apply for research grants not only need to demonstrate that they have a worthwhile project, but also that as anthropologists they have the best framework for carrying out research and delivering it in a format that is useful. It is getting harder to get research published. The book publishing industry, driven by a need to supply the large chains, is becoming more and more focused on the authors and subjects with proven popular appeal. Anthropologists need to find ways of presenting their research to audiences that might benefit from the knowledge. It must also learn how to communicate with people from all walks of life.

Anthropologists must demonstrate a relevancy to today's issues and communicate in a format that accommodates the public's need for clear, concise information presented in an engaging and entertaining format. Anthropologists must come out of academic towers and talk with the people outside the discipline and outside the university. They must strive to make their ideas more accessible to the public by speaking to, writing for, and interacting with their communities, without which the future of anthropology in Africa will remain gloomy.

## **3. REPOSITIONING ANTHROPOLOGY IN AFRICA**

There is an urgent necessity for anthropology to speak in a language that the general public can adequately fathom, in order to save the future of the discipline in Africa and must, especially in Nigeria, where all interest is shifting towards sciences at the detriment of arts and social sciences disciplines. Nevertheless, there is a growing exigency for African anthropologists to come out of the colonial framework of researching in anthropology and offer authentic and different discourse rather than remaining content with a submission to the disciplinary borders drawn by Euro-American scholars. This in the view of Prah creates a situation where the intellectuals of anthropology in Africa have established no tradition worth the name but are content to operate as simply 'local correspondents' for western intellectuals [6]. In view of this, there is a need for the development of authentic African anthropology which would do away with the study of African peoples and societies as 'distanced others'. In other words, a more in-depth and integrative approach is required.

In consonance with the foregoing, the bid to give anthropology a fitting status in both academic and development discourse in Africa calls for some systematic advocacy. There is, thus, a need for advocacy by anthropologists as a way of raising the popularity of the discipline and the establishment of a strategic plan which focuses on institutional strengthening of universities to teach anthropology, a dynamic curriculum, research and dissemination channels, and professional values and bonding.

Finally, Ezeh observed that African neocolonial lot is not going to improve if we taboo anthropology [4]. It will surely worsen by so doing. Why? Because we may have abandoned a very vital tool in the onerous task of trying to understand man. Whatever it is that we want from postcolonial Africans, indeed from any people, we cannot get it unless we know their true autochthonous social behaviour, knowledge which only anthropology can give.

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## **THE RETURN OF THE CULT VALUE TO THE KHARKIV TEMPLES: ANALYSIS OF THE AGENTS OF SOCIOCULTURAL CHANGE**

**Ruzhelnik O. (Kharkiv)**

**Language supervisor: Guseva A.G.**

**Summary:** The article considers the alteration process in Kharkiv churches. The author identifies agents of sociocultural change and analyses their impact on the return of the cult value to the churches which lost their religious significance in the Soviet period.

**Keywords:** the alteration process, agents of sociocultural change, cult value, the orthodox community.

**Анотація:** Стаття присвячена розгляду ситуації зміни в церквах м.Харкова. Автором виділяються агенти соціокультурних змін, а також аналізується ступінь їх впливу на повернення культового сенсу церквам, що втратили своє релігійне значення в період радянської влади.

**Ключові слова:** процес зміни, агенти соціокультурних змін, культове значення, православна громада.

**Аннотация:** Статья посвящена рассмотрению ситуации изменения в церквях г. Харькова. Автором выделяются агенты социокультурных изменений, а также анализируется степень их влияния на возвращение культового смысла церквям, утратившим свое религиозное значение в период советской власти.

**Ключевые слова:** процесс изменения, агенты социокультурных изменений, культовое значение, православная община.

Throughout the twentieth century our country was exposed to significant changes: the beginning of the century was marked by a struggle for independence, later by the Soviet Union entry, and in 1991 by the declaration of independence. Naturally this transformation in the ideological base was followed by the alteration of the cultural model. The Events of 1917 triggered dramatic cultural changes, and the period of the Soviet Ukraine is characterized by stability and conservatism. The adoption of independence is "a cultural gap" (in Ionin's terms), i.e. the destruction of the Soviet ideology and its institutional framework [1, p. 142]. The latter was caused by the denial, neglect of the Soviet, Marxist culture marked as "a representative culture" (in Tenbruck's terms) of the period that lasted for three generations of Ukrainians.

The process of "a cultural gap" led to the return and rehabilitation of the concepts labeled as "anti-Soviet." In particular, it was applied to religious life. After the declaration of independence of Ukraine in 1991 the restoration of temples and churches, which were closed or redesigned at the time of the Soviet ideology, started in Kharkiv. Indeed, during the period of the Soviet Union a large number of clergy buildings underwent changes. In Kharkiv the churches of Heterodox beliefs were completely eliminated, thirteen Orthodox churches were destroyed, seven churches were redesigned for other buildings which led to the loss of their religious significance.

Having become an independent state, Ukraine returned the cult value to temples, churches, and to its religious heritage in general. But only four of the seven churches that had been redesigned, got back their religious significance. These are Assumption Cathedral, Trinity Church, Church of St. Panteleimon The Healer, St. Demetrius Church. It should be noted that on the list of the redesigned buildings there was also Holy Virgin Protection Cathedral that used to be a museum in the Soviet times, but was restored earlier, in 1990. The remaining churches (University Church, the Church of the Ascension) retained their condition of the Soviet period. They have still been used to hold other, non-religious practices.

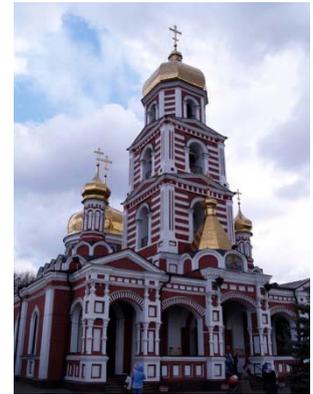
Thus, the subject of the research is the churches of Kharkiv which were reconstructed in the Soviet period (four churches). The object of the research is the alteration process, i.e. the comeback of the cult value to the above mentioned structures. The purpose is to analyse the influence of social agents of the alteration process of church facilities for the given period of time. The aim is to review the alteration process in four churches since the declaration of independence, focusing on the agents of these changes. The methods used are as follows: 1) the text analysis (historical documents, resolutions, orders, information websites, forums, periodicals); 2) interviews with church mentors. The former method helps to make an objective review of the alteration process in the churches under study, to define the agents of social change, to find out the information concerning the extent of their influence on the process. The interview method is employed to find the missing, inaccessible information in the Internet which could help us to complete the understanding of the alteration process in the symbolic space of the city.

*Trinity Church*

At the beginning of the 18th century there is a wooden Trinity Church in Kharkiv. After the October Revolution the bakery was located in the building of the temple for many years (pic.1) [2].



Shortly after the declaration of Ukrainian independence the building was returned to the church (based on the orders of the Kharkiv Municipal Executive Committee dated from 29.08.1991, № 119 "On the Transfer of the Buildings to Trinity Church", signed by A. Maselskiy). A few years later the order was issued on 09.02.1994, № 43 «On the



Abduction of the Land to Trinity Church", signed by E. Kushnaryov. The temple was opened "due to the works and prayers of His Eminence Metropolitan Nicodemus and our flock", as Rector Archbishop Alexei Dovgal admitted later (pic.2).

Pic. 2. Trinity Church, 2009

Thus, the main initiators of the change are the people of faith, which, at present, are parishioners of the church (these agents played the most active role in the restoration of the church), and Metropolitan Nicodemus who, relying on the words of Father Alexis, had some influence on the regional authorities. The local government served as an instrument of social change since, in fact, their contribution was reduced only to document procedures.



### *Church of St. Panteleimon The Healer on the Sands*

A beautiful red and white church was built on the northern outskirts of the city in 1866 in a suburb named Peski (the Sands). In February 1930 the church was closed (pic.3) [2].

In 1991 the facility was returned to the Orthodox Church (by the order of the Kharkiv Municipal Committee № 128 dated from 10.09.1991, signed by A. Maselskiy). Since then it has been restored (pic.4). According to Rector Archbishop Nikolay Terkovetskiy "the whole flock participated in its repairing".

Since the Church of St. Panteleimon The Healer operates as Trinity Church under the auspices of the Ukrainian Orthodox Church of Moscow Patriarchate, the alteration process and the agents are identical to the agents of the restoration of the building mentioned above.

### *St. Demetrius Church*



In the middle of the 17th century a wooden church in the name of martyr Demetrius was built in what was then a suburban settlement of Goncharovka Lopan (pic. 5, 6). The temple was closed in February 1930. The first service of Ukrainian Autocephalous Orthodox Church was on November 8, 1992. The gradual transfer of the church community room lasted until August 11, 1999. However, the building of the former chapel and the parish school were still occupied by the outlets (pic.7).

The incompleteness of the alteration process can be explained by the statement that Ukrainian Autocephalous Orthodox Church (UAOC) has, in comparison with Ukrainian Orthodox Church of Moscow Patriarchate (UPTSMP), a small number of parishioners, who, due to its size, could not affect the final restoration of the temple. Moreover, the UAOC lacks the representativeness as influential as the Metropolitan Nicodemus for UPTSMP.



#### *Assumption Cathedral*

The main wooden cathedral went to the dilapidated condition in 1680. A new stone cathedral was built within the fortress in 25-30 fathoms north to the old wooden one in 1687 (pic.8). The cathedral had been holding non-religious practices since 1924.

After 1991 Kharkiv Orthodox community was in favor of the return of the cathedral to the canonical Orthodox Church.

E. Kushnaryov, the Head of the Kharkiv Regional State Administration signed a decree on the transfer of the cathedral to Kharkiv Diocese in 2004, but after the "orange revolution" the order was challenged in court and suspended [3]. Later, on April 17, 2009, A. Avakov, the Head of the Kharkiv Regional State Administration signed a resolution on the transfer of the cathedral to Kharkiv Diocese of the Ukrainian Orthodox Church (MP)



(pic.9) [4]. The active role in this alteration process was played by the Orthodox community which provided influence on the decision of the city authorities without any powerful mediators.

As a result we can distinguish the following active agents:

- 1) the local and regional authorities: ultimately, they are the dominant agents of sociocultural changes taking (or not taking) a decision concerning the return of the cult value to the church buildings;
- 2) the church as a social institution (the Ukrainian Orthodox Church of Moscow Patriarchate) and its members as a representative community (Metropolitan Nicodemus);
- 3) the orthodox community, parishioners – the main initiators of the alteration process.

Citizens also act as agents of social change performing a passive role, as their everyday activities have the opportunity to draw attention to the church buildings and their religious, axiological content. The church itself is focused on the growth of religious practices, actualizes spiritual symbols and the faithful collective memory of the saints whose names serve as religious toponyms.

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### THE EVERYDAY LIFE OF THE «KRIMS» ROMANI ETHNIC GROUP (BASED ON THE RESULTS OF PARTICIPANT OBSERVATION RESEARCH)

**Shevchenko A. (Kharkiv)**  
**Language supervisor: Guseva A.G.**

**Summary:** This article is devoted to the study of the “Krimis” Gypsy subethnic group. Krimis' cultural features, routine practices and patterns of behavior of its representatives are analyzed.

**Key words:** the «Krimis», routine practices, sociocultural features, the Gypsy subethnic group.

**Анотація:** Стаття присвячена вивченню соціокультурних особливостей циганського субетносу «Крими». Проаналізовано повсякденні практики та моделі поведінки його представників.

**Ключові слова:** «Крими», рутинні практики, соціокультурні особливості, циганський субетнос.

**Аннотация:** Статья посвящена изучению социокультурных особенностей цыганского субэтноса «Крымы». Произведен анализ повседневных практик и моделей поведения его представителей.

**Ключевые слова:** «Крымы», рутинные практики, социокультурные особенности, цыганский субэтнос.

The Gypsy ethnos is not homogeneous. It is represented by a variety of subethnic groups which differ in their origin, language, traditions, religion and other cultural features [7, 8, 10]. This article is devoted to the study of sociocultural features of the Gypsy subethnic group. The ethnonim «Krimis» stems from the Crimea – the place of their original establishment, where the Krimis might have settled in the early 17th century [10]. There they adopted Islam. Since then their language and traditions have been experiencing great influence of Tatarian culture [2]. After the Crimean Peninsula was annexed to the Russian Empire the Krimis were progressively dispersed into Russia and then to the countries of the USSR.

#### *The research design*

The problem of the research focuses on dominating of negative treatment, based on stereotypes towards the Gypsy subethnic groups in a contemporary Ukrainian society. The subject is the representatives of the «Krimis» Gypsy subethnic group living on the territory of Kharkiv and Kharkiv region. The object of the research is the routine practices of the representatives of the «Krimis» ethnic group who live in Kharkiv and Kharkiv region. The aim

of the research is to analyze the social structure, routine practices and patterns of behavior of the Krims. Preliminary hypothesis: the Krims communities are dominated by negative treatment to Slavic population of Ukraine brought about by religious differences. The method of obtaining data is ethnographic [5, 6]. The main sources of information include participant observation, informal interviews and biographical interviews.

#### *Gender roles of the Krims community*

In the Krims community the financial support of the family is traditionally provided by the male dimension. Female representatives of the community have the right to work but according to their preferences. Their usual charge is housework (cooking, cleaning, and bringing up children). However, traditionally female responsibilities can be shared by male representatives [9]. Despite the fact that family violence is not considered as deviational behavior it is mostly perceived negatively [1, 2]. Such a phenomenon is presented in several families. Female adultery is strongly forbidden. However, male adultery is rather spread though disapproved by the community.

The social status of a woman depends on a period of living in a marriage. For example, a woman who lives in a marriage over 5 years has the right to appear with her husband on holidays (usually men and women sit separately on holidays if there are representatives of more than one family). Female representatives of the Krims community do not seek for a gender equality; feministic tendencies are not relevant to them. Marriage with the Slavic representatives is widely spread among male Krims whereas it is forbidden for female Krims. In their interview female Krims accept that they do not consider a Slavic man “gadje” (the term is used by the Gypsy people for signification of non-Gypsy population) as a possible spouse. Marriage with the representatives of other Gypsy subethnic groups is allowed among male Krims, and prohibited among female Krims, it is considered to treat such a marriage as unacceptable. Despite that, the observation revealed mixed marriages between a female Krim and a male representative of other Gypsy subethnic group. By interviewing female Krims it was found out that such relations are not allowed by the community and, are in fact, considered as deviation and custom breaking. Nevertheless, the punitive sanctions are not strict and the violator’s status will gain its legitimacy in a few years. The marriage age has considerably increased (from 15-19 to 24 years). The selection of a partner is usually rationally motivated.

#### *The social structure*

There is a strict status hierarchy in the Krims community grounded on the age and gender indications. The most significant indication is age. The decisions of the oldest members of community (or a local family) are considered as strict laws. The highest social status in the Krims family belongs to the eldest man of a family; the lowest – to the youngest daughter in law. However, the strict community laws are frequently dominated by personal attitudes (for example, the daughters-in-law can be accepted by a family as equal in their rights). The principles of unity and solidarity are the key principles of the Krims community. Thus, the Gypsy identity is more significant for the members than the Krims identity. Devotion and mutual assistance for the community are highly valuable.

The results of the research have shown that the Krims are mostly tolerant and objective in their treatment towards «gadje'» and the representatives of other Gypsy subethnic groups. The individual's nationality is less meaningful than personal characteristics.



The representatives of other Gypsy subethnic groups as well as «gadje'» can be accepted to the Krims community not only as a member by marriage but also with a «friend» status. The status of a «family friend» is perceived by the community as very responsible and honorable. *Pic.1. The national clothes of female Krims*

This status could be given to an individual by the Krims community on the grounds of his/her moral principles and patterns of behavior. Individuals who are given such a status become advantaged by a high level of confidence, opportunity to study the Krims dialect of the Gypsy language; also they are given the right to get assistance in difficult circumstances. The same is expected of the individuals with a «friend» status. In case of losing the status it can never be reclaimed. In contrast, the demands to individuals integrated to the community by marriage are higher than to friends. Despite their different national or cultural origin the family members must obey all the rules (even the clothes style (see pic.1)).

The common perception of other Gypsy subethnic groups by the Krims is not homogeneous, however very simplistic and stereotyped but not utterly negative. Generally, the attitude is either positive due to a number of cultural similarities or neutral.

#### *Education*

The level of education of the Krims community is rather low. Getting education is widely spread among male representatives (5-11 school grades). That provides them with enough skills for being employed in a commercial sector. The female representatives of the Krims community are mostly illiterate. This fact is determined by subjective factors such as their value system and personal preferences. But there has been observed a positive tendency of increasing the educational level in the Krims community. The education has become not only a necessity but also a value.

#### *The outcome:*

The preliminary hypothesis «The Krims communities are dominated by a negative treatment to the Slavic population of Ukraine brought about by religious differences» is refuted. The results of the research indicated that the treatment to the

representatives of other subethnic groups is mostly based on personal characteristics of an individual. The perception of the Slavic people by the Krims community can be classified as neutral. The main hamper to a successful integration of the Krims into a contemporary Ukrainian society is a great social discrepancy between the Krims and the national majority of Ukraine caused by the fear of assimilation.

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УДК 316.77

## POLITICS 2.0

Perezva K. (Kharkiv)

Language supervisor: Tkalya I.A.

**Summary:** The article is devoted to studies of the application of social Web for forming the image of the politician, defining Web efficiency in designing the politician image, as well as for analyzing the effectiveness of 2.0 policy.

**Key words:** blog, Internet, politics 2.0, political communications.

**Анотация:** Стаття посвящена изучению исследований, направленных на анализ использования социального Web для формирования образа политика, определение эффективности использования Web при конструировании образа политика, а также анализ эффективности политики 2.0.

**Ключевые слова:** блог, интернет, политика 2.0, политических коммуникаций.

**Анотація:** Стаття присвячена вивченню досліджень, спрямованих на аналіз використання соціального Web для формування образу політика, визначення ефективності використання Web при конструюванні образу політика, а також аналіз ефективності політики 2.0.

**Ключові слова:** блог, інтернет, політика 2.0, політичні комунікації.

The relevance of the given topic is absolutely obvious. Since the arrival of the Internet in the late 1960s it has become an integral part of everyday practices in the XXIst century, which has led to global changes throughout the world. We are witnessing a profound transformation of data yet, a great deal of new Internet-related technologies are expected to appear in the nearest future. Created by American developers, worldwide global telecommunications network has irrevocably changed the world, society, and each individual in particular. To date, we can speak about such phenomena as "Internet-Education", "Internet Communications", "Internet commerce", "Internet Policy", etc.

With every passing day more and more people are becoming Internet users, which are not surprising, since the Internet has transformed society of the XXIst century into society of information and communication. Also, the Internet has encouraged the emergence of virtual reality, whereby self-presentation through social networks became possible, which is increasingly being used by modern politicians. For example, it was the effective use of the Internet in the construction of his image and building relationships with potential voters that Barack Obama won the political elections in 2008. Thus, free access to Obama's speech on race on YouTube was more effective due to the fact that viewers preferred to watch it through the Internet, instead of television with constantly interrupted television commercials. This fact proves that effective and qualitative political campaigns in Web 2.0 are capable of developing an effective policy 2.0.

Researching into the effectiveness of social Web for the formation of political image constitutes the goal of the present paper. Among mechanisms to achieve this goal are determining the level of penetration of Internet technologies in Ukraine, and analyzing researches devoted to the social Web to form the image of politicians in the global and local context.

The subject of this paper is the formation of political image through social Web, with the object of the paper being policy 2.0.

Internet technology triggers a shift in social interactions. The development of Web 2.0 creates policy 2.0, the development of online and offline policies. That is, policy 2.0 is a kind of virtual reality, adapted to the increased use of Web 2.0. The technology prevailing in Web 2.0 is a more advanced interactive technology whereby social networks, podcasts, and blogs, which could hardly be called feasible in Web 1.0, have become possible [2].

However, it should be noted that despite the successful experience of using social networks by the current U.S. president, Ukrainian politicians, even though trying to emulate his political strategy, are moving weakly in this direction. For example, the majority of Ukrainian politicians' blogging is but a one-way flow of information about the activities of particular politicians, exhibiting themselves in the best light to potential voters through the responsible and relied activity of the hired PR officers. Blog presupposes two-way communication. Yet the blogs of Ukrainian politicians, even of such known figures as Yulia Tymoshenko, can merely "stun" the blog visitors by their dead silence. As for representatives of the ruling party, they could hardly be called active bloggers either.

The problem is that blogs have become a fashionable informational and political technology for political campaigns. Consequently, Ukrainian politicians

seem to be trying to simulate the appearance of their involvement in all spheres of postmodern society to show the relevance of their political campaign activity today.

This, by no means, implies that participation of a politician in social networks or blogs should be the main type of their activity. However, having decided to become bloggers, they should be aware of the expectations on the side of their potential voters, i.e. their «co-bloggers».

Currently, researchers draw attention to a new trend when self-presentation of politician's personality, their tastes, biography facts and events shift to the foreground compared to their political opinions, preferences, attitudes, and political campaigns as a whole [2].

It is important to note that the Internet blurs the spatial and temporal boundaries, which results in that the territorial, social, linguistic and other differences between communicators cease to have any value at all. In other words, the Internet allows establishing the horizontal communication lines in interpersonal interaction, since the access to the Internet is completely open. However, unfortunately, Ukrainian and other politicians forget about this and instead prefer the communication from the top down, that is, the vertical one. This is definitely felt by "co-communicators" and contradicts the Internet "law", according to which this is a world of global opportunities, so to speak – a world of extreme opportunities which are open to all and a priori are based on universal equality.

One of the objectives of policy 2.0 with the use of Web 2.0 technologies is to make the policy more transparent, which is especially important for Ukraine as it has a very high percentage of distrust for authorities (84% of Ukrainian citizens do not trust the parliament), but transparency means the visibility of what does exist in reality, not covered with a veil of self-PR.

According to E. Goroshko, research into cyberspace of group policy is based on 5 categories: ease of use; the audience, that is citizens and experts; content that includes photos, speeches, press releases, links to other sites; transparency and interactivity including updates, emails, contact information [1].

In the study of Uanet, according to the Internetworldstat agency, in Ukraine there are about 15,300,000 users of Internet resources. Thus, Ukraine is ranked the ninth among the Internet-Top 10 countries in Europe. However, the number of Ukrainians having wide-brimmed Internet is about 3.2%, which is undoubtedly not sufficient for a qualitative use of Web 2.0 [2].

The data presented by E. Goroshko show that only two candidates (Vasil Protyvsikh and Michael Brodsky) have neither websites of their parties, nor their personal sites. As for V. Yushchenko, A. Gritsenko, O. Moroz, P. Symonenko, S. Tigipko and A. Yatseniuk, as well as many other politicians, they all have in their "arsenal" more or less rating sites with the indicators listed above. The top three positions are occupied by Viktor Yanukovych, Yulia Tymoshenko and Anatoly Gritsenko respectively. Tigipko and Yatseniuk are on the fourth and fifth positions, because in terms of visibility of rankings in the Internet, the popularity and accessibility, they lose the leaders.

However, the website of Tigipko's Party "Strong Ukraine" is a leader in the use of social media for it is the most active user of Web 2.0 sites. Also, a high level of interactivity is characteristic for the site of the former Prime Minister Yulia

Tymoshenko. One can also note that the very site of Gritsenko has a high quality design and interactivity. But the fact that site is available only for Ukrainian speakers, with no English or Russian versions, convincingly constitutes its disadvantage. A similar approach to creating a website, in our opinion, not only limits it, but can be partly considered inconsistent with the era of globalization and postmodernity.

It is quite interesting to look at the investigation of the site of Viktor Yushchenko and that of Viktor Yanukovich, which was carried out twice: before and after the 2010 elections. Before the elections, the political leaders of both sites were approximately at the same level and had approximately the same rating. However, after the elections, which took place in 2010, their sites became significantly different. Thus, Yushchenko's site was extended by a great deal of links to Web 2.0, with much more interesting facts concerning his life and his immediate involvement in political activity appearing. In contrast, the site of Viktor Yanukovich came to include less interactive elements. At the same time there appeared too many speeches and films associated more with the president himself than his party in particular.

Of course, due to the fact that the Internet is a relatively new phenomenon in the human history, typical of the late XX - the early XXI centuries, the availability of imperfect methods of its use is viewed as a completely natural problem. It is really so if we take into account rather "young" age of Web 2.0. Accordingly, following the Internet, the successively emerging spheres such as Internet-commerce, online education, online politics and other areas in the Internet environment are just beginning to gain experience through the method of trial and error.

However, in addition to this complexity, there are a number of other issues in policy 2.0. Thus, we can say there is an obvious problem of a fairly low level of penetration of Internet technologies in Ukraine, which a priori reduces the effectiveness of policy 2.0. The second in order, but not in the meaning, is the problem of the already formed and deep-rooted distrust in policies 2.0 by the Ukrainian citizens (and not only by them). In our opinion, this problem can be divided into two aspects. The first one refers to distrust that the bloggers are not the politicians themselves, but specially hired people, which can hardly be questioned, because this is what in fact happens quite often. As the second aspect we would identify the distrust of the fact that policy 2.0 is the manipulation of potential voters by means of agitation, self-public relations, self-presentation and persuasion in the course of interpersonal communication and through other methods.

Another problem is the lack of direct feedback. It means that communication is a one-sided, and a politician does not comment on blog posts, and therefore remains invisible. So visitors and bloggers cannot have any interest in staying on the politician's site or the site of the related political party, nor they are interested in being participants of the site. This is quite understandable: unlike a diary, blogs are presupposed to receive a respond from the person whom the message is addressed or just feedback from anyone who may be interested. In any case, bloggers' expectation is a two-way communication.

It can be concluded that the policy 2.0 may be called a natural phenomenon for the information and communication society of the XXIst century. The emergence of a parallel world of global communications has contributed to the natural development of the social spheres in the Internet community. Moreover, watching the

relentless pace of the global network development, we can anticipate its stunning future. In a while, the Internet will become an integral part of the globe, and in turn the world will become a part of the Internet. Speaking about the prospects of policy 2.0, it should be noted that in the first place changes are to happen in the perception of the Internet by the politicians themselves. Similarly, awareness of the fact that the state and society of the XXIst century are partly "based" on the universal web and that the policy 2.0 in this world is a natural phenomenon rather than a forced one. In addition, the politicians themselves should be aware of the tremendous opportunities that can be provided by access to the Internet, without denying these opportunities, but transforming the latter into the most effective practices. However, as we see it, the roots of the problems in any sphere lie in its foundation. Hence we should speak about the problems of politics as such, rather than about the policy issues online or offline.

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### **PRODUCER'S MESSAGES AS INSTRUMENTS OF SUPRANATIONAL SLAVIC IDENTITY CONSTRUCTION (ON THE CASE OF A SCREEN VERSION OF GOGOL'S NOVEL «TARAS BULBA»)**

**Alexandra Deyneko (Kharkiv)**  
**Language supervisor: Guseva A.G.**

**Summary:** The article presents the results of a comparative analysis of the Gogol's novel «Taras Bulba» and a screen version, produced by A. Bortko. The author highlights the producer's messages as the instruments of supra-national Slavic identity construction.

**Key words:** the Cossacks, Orthodoxy, the producer's messages, the Slavic identity.

**Анотація:** У статті представлені результати порівняльного аналізу повісті М.В. Гоголя «Тарас Бульба» та кінопродукту режисера А. Бортко. Автори виокремлюють режисерські месиджи як інструмент формування наднаціональної слав'янської ідентичності.

**Ключові слова:** казаки, православ'я, режисерські месиджи, слав'янська ідентичність.

**Аннотация:** В статье представлены результаты сравнительного анализа повести Н.В. Гоголя «Тарас Бульба» и кинопродукта режиссера А. Бортко. Автор выделяет режиссерские месиджи как инструмент формирования наднациональной славянской идентичности.

**Ключевые слова:** казаки, православие, режиссерские месиджи, славянская идентичность.

In the context of sociocultural transformation on post-Soviet space the sphere of icon-symbolic communication (including cinematography) becomes the hot spot of social

sense construction, creates the system of symbolic coordinates, influences on structures of social perception. As J. Soroka stresses that such aspects of content composition as an item, characters, historical and cultural context, political background, artistic language stand out as an icon-symbolic explication of perceptive structures, relevant for both an author and an audience [4].

Mass-media provides varied cultural fields with different axiological structure and trend. It makes possible to «read» cinema as a relevant historical context which reveals the ideology of an appropriate epoch: it can be presented in a movie or in a sociocultural context of the cinema product (the example of such research is provided in [1, p. 5]). In the process of such an analytical stream the cinema product is decoded as the text with an individual combination of images and sounds which includes a narrative structure. The latter influences spectators in a specific way: it defines the outer cinema reality and the stream of interpretation [2].

Analyzing the screen version of a literary work it is necessary to employ a set of methodological principles, presented by S. Hall. Yet, visual culture is viewed as a complicated system of representation, on the one hand. Representations can refer to a variety of social facts, they enable different levels of visual products understanding and interpretation, on the other hand [6].

Thus, the researcher concludes that there is no social phenomenon out of ideological pressure. The character of ideological messages depends on sociocultural context and contemporary ideological mainstream in the society. Cinema icons exist only in the sphere of cinematography as a social institution, in a specific way they correlate with different sociocultural contexts: with a sociocultural reality in which the product was created and broadcasted for heterogeneous audience.

Hence, the multidimensional array of sociocultural contexts is created. At the cross points of these dimensions, symbolic, semiotic and axiomatic ideas of the cinema product are constructed.

It is too categorically to deny the existing of the author's strategies and institutional policies which deal with cultural texts distribution and popularization (see, for instance [3]). Following the researcher's logic, we stress, that in the focus of such strategies there are microlevel ideas, senses, meanings and sociocultural components of the macrolevel of values, norms and orientations.

Consequently, the most heuristic cinema product for sociocultural perspective of the research is the one of Gogol's novel. We compared this cinema product of A. Bortko with Gogol's manuscript of 1842 – the second edition of Gogol's novel. The film crew, which was created by the Russian Federation Ministry of Culture protection (this fact is relevant for the analysis), sparked off a huge resonance of discussions among the Russian and Ukrainian intellectual elites. The movie was promoted in 2009 – in the year of 200<sup>th</sup> celebration of Gogol's birthday in the Russian Federation. The cinema product of A. Bortko does generate an interest to historic and literary heritage of the Slavic nations, and the selection of famous actors highlights the orientation on mass audience (the fact proved by box-office success).

Based on the multi-dimensional character of the film, the aim of this work is a detailed sociological identification of the general and specific screening aspects of the cinema product through the analysis of producer's key messages. The object of this work is contemporary Russian cinematography; the subject is

the identification of supranational Slavic identity construction. We define producer's messages as content accents of the cinema product, which are created by the producer's team with the help of different compositional tools, correction of the scenario structure, selection of actors' cues. The latter is provided through certain ideological influence on the audience.

One of the most important formal corrections, used by the producer's team, is changing of textual location of the final, culmination of Bulba's speech (I would like to tell you, my friends...). A famous monologue opens the screen version while in Gogol's literary work it is articulated by the main character following the final fight between the Zaporozhye Cossacks and the Poles. We interpret this producer's correction as the intentional act of attracting a spectator towards ideological context, as a focus on arranging and a tool of drawing audience's attention. Thus, the content of the culmination speech has acquired another meaning: the selection of phrases and statements takes place in the cinema product (the text of Bulba's monologue is an exact abstract of the original version of 1842 and the part in bold is screened in the movie).

*«Хочется мне вам сказать, панове, что такое есть наше товарищество. Вы слышали от отцов и дедов, в какой чести у всех была земля наша: и грекам дала знать себя, и с Царьграда брала червонцы, и города были пышные, и храмы, и князья, князья русского рода, свои князья, а не католические недоверки. Все взяли бусурманы, все пропало. Только остались мы, сирые, да, как вдовица после крепкого мужа, сирая, так же как и мы, земля наша! Вот в какое время подали мы, товарищи, руку на братство! Вот на чем стоит наше товарищество! Нет уз святее товарищества! Отец любит свое дитя, мать любит свое дитя, дитя любит отца и мать. Но это не то, братцы: любит и зверь свое дитя. Но породниться родством по душе, а не по крови, может один только человек. **Бывали и в других землях товарищи, но таких, как в Русской земле, не было таких товарищей.** Вам случалось не одному помногу пропадать на чужбине; видишь - и там люди! также божий человек, и разговоришься с ним, как с своим; а как дойдет до того, чтобы поведать сердечное слово, - видишь: нет, умные люди, да не те; такие же люди, да не те! Нет, братцы, так любить, как русская душа, - любить не то чтобы умом или чем другим, а всем, чем дал бог, что ни есть в тебе, а... - сказал Тарас, и махнул рукой, и потряс седею головою, и усом моргнул, и сказал: - **Нет, так любить никто не может!** Знаю, подло завелось теперь на земле нашей; думают только, чтобы при них были хлебные стоги, скирды да конные табуны их, да были бы целы в погребах запечатанные меды их. Перенимают черт знает какие бусурманские обычаи; гнушаются языком своим; свой с своим не хочет говорить; свой своего продает, как продают бездушную тварь на торговом рынке. Милость чужого короля, да и не короля, а паскудная милость польского магната, который желтым чеботом своим бьет их в морду, дорожке для них всякого братства. Но у последнего подлюки, каков он ни есть, хоть весь извалялся он в саже и в поклонничестве, есть и у того, братцы, крупнца русского чувства. И проснется оно когда-нибудь, и ударится он, горемычный, об полы руками, схватит себя за голову, проклявши громко подлую жизнь свою, готовый*

*муками искупить позорное дело. Пусть же знают они все, что такое значит в Русской земле товарищество! Уж если на то пошло, чтобы умирать, - так никому ж из них не доведется так умирать!.. Никому, никому!.. Не хватит у них на то мышинной натуры их!».*

Thus, the main messages of the final Bulba's monologue are interpreted as a manifestation of the following ideas: the unity of the Cossacks's community; the recognition of «Russianess» («Russianship») as a central component of patriotism; the priority of Orthodoxy as a core criterion in the enemy construction process.

These accents create certain vectors for initial perception of the content of the cinema product. These tools specify the perception scheme, the coordinational system which determines the following understanding and interpretation of the icon-symbolic product by the audience.

Moreover, producer's strategy is identified in the selection of the author's words in the cinema product. The comparative analysis of cinema and literary contents has shown that the author's words in the cinema product are presented in certain order. The accents are pointed in the content dimension: followed by the strategy of perceptive schemes construction, the producer's team gives utterance to the author's words only in case of certain images description. These images are: the image of Sech (the Russian land) and Orthodoxy, Cossacks' and Enemy's image. While the insonification of personal heroes' characteristics, the nature description and so on are not presented. This fact can be interpreted as an indication of the producer's activity by stressing certain images whose importance acquires a paramount meaning in the ideological and semantic dimension of the cinema product.

Sharp criticism of the movie has stemmed from a huge opinion resonance due to the deliberate nominal substitution of the Ukrainian land of that historical period as «the Russian land» and an excessive accent on «Russianship» done in the film.

The analysis has stressed that there is almost absolute correspondence of the nomination used in the movie and in the literary work. But in this respect, there is a need for the selection of cues. «Ukraine» nomination is used three times during the movie. Secondly, such criticism is leveled by the fact of conventional historical terminology of the late 16<sup>th</sup> century with a generally accepted nomination the «Russins» and «Malorossia». «Ukrainian» and «Ukraine» nominations entered historical discourse later. Producer's accent on the importance of «Russianship» is present evidence (which is supported by the selection of phrases, the frequency of using «Russian land», «Russians» nominations, manifested ideas and goals – to protect the Russians and Russian land). Thus, such a position of producer's team is appropriate to ideological tendencies of contemporary Russian cinematography, (such a focus on «Russianship» can be found in a series of contemporary Russian cartoons about three Old Russian strong men whose artistic and ideological performances are similar to Bulba's image). These accents are oriented on the national identity creating and the Slavic identity foundation by enforcement of accepting and manifestation of the idea of historical, religious and cultural Slavic nations unity. These ideas gain a special importance according to permanent society process of meanings construction and the fact that besides actual/nominal identity (for instance, «we are the citizens of Ukraine») it is necessary to point out value conditions which help to identify, to unite or to distinguish a certain array of values.

In this context the allusion on famous Repin's picture «The Cossacks write a letter to the Turkish Sultan» is interesting for our research. Such a technique underlines the accent on Slavic cultural heritage as a consolidative factor of supranational feeling conscience which is based on recognition of historical and cultural unity of Slavic nations (in this case Repin's person is symbolic due to his Cossack origin). The lingual aspect – the core power of identity construction – is presented by specific phrases, emotional context of the language, accent on «Russianship» and recognition of all «Russian» components as a central consolidative mechanism of supra-identity.

One of the key ideological and symbolic moments of the literary work and its visual representation is the religious aspect. Faith fills the entire sense of the movie, it is presented in lingual and ceremonial discourses. Faith is the background of the Cossack army prosperity and the main criterion for joining it, faith serves as a focus of unity of the Slavic nations. As a sociocultural component Orthodoxy is presented in goal achievement of the Cossacks' marches («Воевать за веру!», «Всегда стояли за веру Христову!»). The other aspect of this component is stressing the importance of religious constituent in the film, supported by a number of scenes: the ataman initiation is accompanied by church psalms, priests prayer though this detail is absent in the literary work. The other evidence stems from the fact that the description of childhood and characters of Ostap and Andriy in the literary work is changed by the scene of Bulba's recollection of Andriy's christening.

Thus, the priority of Orthodoxy is highlighted in the film as the consolidative source of the Cossacks and the criterion of differentiating between «ours» and «strangers». In these terms the scene of Bulba's wife killing by the Poles opens a new horizon for interpretation. This producer's decision comes out as the symbolic manifest of pleading the war with the Poles as a way of enemy's identification. On the other hand, it is a demonstration of democratic European «civilization» (the image of the Poles as representation of the «civilized» West). Thirdly, it is the legitimating of common Russian historical past opposed to European historical past. Construction of a complex enemy image is supported by the episode of Bulba's recollection of Sultan's female prisoner created by the producer's team.

Among the main value components of the film there are promotion of collective and community values, the Cossacks solidarity and the unity of this community. The value priority is shown by patriotism importance, devotion to Sech and the nation, moral values and partial leveling of family values. Common mental Cossacks' characteristics (such as strong will, heroism, devotion) focus attention on the idea of spiritual unity of the Slavic nations. The importance of patriotic and heroic Cossacks' feelings is especially underlined by the producer's team. The alteration of the scene order (particularly, the scene of Andriy's killing by his father and the atamans' deaths) confirms this thesis.

Consequently, the formal differences between Gogol's literary work take place in Bortko's screen version. Particularly, there is a selection of cues which helped the producer to make ideological and symbolic accents, to present his messages without corrections of the literary work content. Among the core messages of the movie there is an idea of the Cossacks unity (the value message), the recognition of «Russianship» as a central component of patriotism (the lingual

message), the priority of Orthodoxy as a core criterion in the enemy's image construction (the ideological and political message). Thus, these messages create a symbolic and ideological background for supra-national Slavic identity construction further analysis of which provides *p e r s p e c t i v e s* for our research.

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## SOCIAL AND PSYCHOLOGICAL ASPECTS OF VIRTUAL COMMUNICATION

Luzhanskaya N. (Kharkiv)  
Language supervisor: Tkalya I.A.

**Summary:** The article deals with the main regularities of people's perception of each other on the Internet. The basic issue under consideration focuses on the way the image of the Other is created on the Internet and how this image of the Other on the Internet influences the person's behavior in virtual communication.

**Key words:** virtual communication, perception on the Internet, the Other, anonymity.

**Анотація:** Стаття посвячена основним закономірностям сприйняття людьми друг друга в Інтернеті. Основна проблема, яка розглядається в статті, стосується формування образу Другого в Інтернеті, а також того, як образ Другого в Інтернеті впливає на поведінку людини в віртуальній комунікації.

**Ключевые слова:** виртуальна комунікація, сприйняття в Інтернеті, Другой, анонімність.

**Анотация:** Стаття присвячена головним закономірностям сприйняття людьми один одного в Інтернеті. Головна проблема, що розглянуто в статті, стосується формування образу Іншого в Інтернеті, а також того, як образ Іншого в Інтернеті впливає на поведінку людини у віртуальній комунікації.

**Ключові слова:** віртуальна комунікація, сприйняття в Інтернеті, Інший, анонімність.

What has made us consider this issue? The conditions of virtual communication have changed greatly as compared with those of real communication. It is logical to suppose that these changed conditions are reflected in the way people perceive each other.

We identify *limited sensory experience* and *anonymity* as the basic features of virtual communication, which are essential for considering the given issue. By *limited sensory experience* we mean that text messages make up the main source of information about our virtual interlocutor. When people communicate through the Internet, the indicators of a personal social position and nonverbal aspects of behavior are completely hidden. *Anonymity* implies that other users know only your net address. As for the remaining information, each user provides it exclusively according to his or her choice [4; 5].

These features of virtual communication enable us to pose two questions:

1. How is the image of the Other formed when the information which can be expressed through the other person's appearance is not available?

2. How is the person's behavior influenced by the fact that he or she is perceived under conditions of the interlocutor's anonymity and invisibility?

Under such conditions social perception on the Internet can be defined as perception of an anonymous interlocutor. Categorization of a person, i.e. subsuming a person to a certain social group, is what takes place first of all when we try to perceive a stranger. It is known that categorization based on appearance is a process which dominates when our impression about a person is formed. When people meet each other for the first time, they are inclined to find out who they are, what social groups they belong to: nationality, sex, age, status, occupation, aesthetic attractiveness, etc [1].

That is why influence of invisibility of Internet-users on their mutual social perception is obvious. First of all, it is difficult to find out one's social status, because the indicators of the social roles, which are reflected in appearance in real communication, are absent in virtual communication. It means that there are no signs of belonging to a certain social group on the Internet. What happens as a result of the fact that the Other cannot be assigned to a social group?

Firstly, when a social status of the Other is not known, it can cause discomfort, because people are not aware of who they are communicating with. The more important the social status is for the people, the more discomfort they can feel. If people do not feel discomfort, it means that social status is not so important for them.

Secondly, it is known that the image of the Other consists of two components: experience of the person who perceives and information about the person who is perceived. As information about a person being perceived is reduced on the Internet to a minimum, the person's experience plays the most important role in forming the image of the other person. So, the image of the Other is formed on the basis of the experience of a perceiving person.

The image of the Other can be endowed with the features of the ideal Me. Moreover, the features of the object of perception can be attributed to the other person. It leads to distinctive consequences. As an experienced Internet-user once

said, "Whenever I go in the cyberspace, I meet the same people". Having slightly opened his screwed-up eyes, the other added, "Whenever I go, I find myself" [4].

Hence, under condition of anonymity on the Internet the image of the Other is formed by attribution of some features to the person, rather than by information about the person. Idealization of the interlocutor or attribution of one's own personal traits to him or her can lead to appearance of a liking for the interlocutor. That is why many people who know each other by the Internet are disappointed when they meet in real life. This disappointment is caused by the collision between the image formed by virtual communication and a much more realistic image of a real person, which is often worse.

The features above constitute the basic regularities of personal perception on the Internet from the point of view of a subject of social cognition. However, perception of a person by person, unlike perception of inanimate objects, implies dual interaction – a person is influenced by the very presence of the Other.

The influence of the other people's presence on one's behavior was one of the first phenomena studied by social psychology. A series of researches testified that one's activity aimed at the solution of the problems intensifies when a person is at the centre of attention. This phenomenon is called social facilitation. According to the further experiments by F.G. Olport, one's personal activity intensifies in the proximity of other people, accompanied by the poorer quality of decision making. In the presence of others, participants of the experiment are inclined to make more general, standard, and banal decisions. Individual activity is averaged and subsumed under a general pattern. This phenomenon is called social inhibition [2].

These two phenomena occur because people try to be comprehensible for each other. The other person who does not participate in communication is regarded as an averaged person devoid of individuality. Lower quality of solution of difficult tasks is connected with the fact that a person tries to be understood by an averaged observer and tries to solve the problem by the averaged means that are clear for him or her, but are not consistent with the related complex problem.

The observer's anonymity, i.e. invisibility, reinforces these trends. A person makes more efforts to be understood by an observer under conditions of anonymity, than under conditions of real communication when the observer is visible [3].

Anonymity reinforces the orientation of a person being perceived to "the other averaged person", trying to be clear from a conventional universal point of view. It is an aspiration for sticking to social norms, behaving strongly within the frameworks of these social norms. Thus anonymity reinforces one's aspiration to behave in accordance with social norms. Anonymity being a main feature of the most of virtual communication environments, the issues stated explain some behavior peculiarities of virtual communication.

According to the traditional opinion, anonymity reduces attention and self-consciousness. As a result, self-control is reduced, too. Consequently people become more impulsive and more sensitive. But there is another pattern of influence of anonymity, according to which a person does not lose self-control under conditions of anonymity, but on the contrary tries to behave within social norms.

Here, it is necessary to elucidate that there can be at least two kinds of social norms. The norms of the first kind include universal human norms (norms of beauty,

common good manners). The norms of the second kind contain the norms of a certain social group (the rules of a conference, forum, chat on the Internet, etc.)

Anonymity encourages finding general norms for the situation and trying to follow the norms of behavior, which a person finds necessary for a particular situation. If certain social norms are represented, either explicitly or implicitly, in the situation, a person tries to stick to them. If these norms are absent, a person strives to follow common social norms.

It can be manifested in two ways on the Internet. A person can find certain social norms in the situation (it can be the rules of a conference, a chat) and behave either strictly following them or completely contradicting them.

If social norms are not evident in the situation, a person tries to follow the most common ones. Anonymity in virtual communication can also cause the corresponding changes in behavior, making a person become more reserved and conventional. There is a choice — either to follow the norms or to ignore them. It is clear that one's intention to break the rules, whether the norms of a social group or universal norms, is not connected with the freedom from any social norms at all. A deliberate conflict behavior, i.e. negativism, results from social standards, just like regular behavior. A person breaks the norms, orienting to them [2].

This explains the main patterns of behavior in virtual communication, particularly a wide-spread conflict behavior on the Internet or, to put it in simpler words, a diverse flame. According to the traditional point of view on such kind of behavior, people express aggression in virtual reality, because this aggression is characteristic for them, and the conditions of virtual reality (anonymity and physical unavailability) help to manifest it.

On the other hand, according to the statements discussed, abnormal behavior can be caused by people's trying to ignore the social norms. This means that conflict behavior is determined by the fact that the person intends to ignore the social standards and take them into consideration at the same time.

Besides, orientation to common social norms accounts for the fact that virtual characters have exaggerated and significant attributes of force, power, beauty, etc [5]. So, the desire to conform to universal social norms leads to the use of universal norms of culture in virtual communication.

In conclusion, we emphasize that invisibility of an interlocutor in virtual communication can result in that the other person's image comes to be formed mostly by the features of the subject of perception, rather than by those of the other person. The other person's image is created on the analogy with a subject of perception. So the other person's image is completed on the analogy with perception of oneself. It means that the image of the Other is constructed on the basis of the experience of a person who perceives. This image either gains the features of the subject of perception or is idealized. That is why many people might seem so appealing to each other when meeting in virtual world and experience disappointment when they meet in real life.

Besides, a person becomes an object of perception of an anonymous stranger. It leads to the search of social norms for the situation and to the desire either to follow or ignore them. It explains the use of universal norms of culture in the process of Internet communication, as well as conflict behavior on the Internet.

It is also worth noting that these peculiarities are typical mostly for people who are not acquainted either in reality or in virtual world. Hence, these features are manifested in communication with both strangers and the people one knows very little. In the process of virtual communication, these trends should go down just in the way they do in real communication.

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## THE YOUTH INTERACTIVE MUSICAL PERFORMANCE AS THE FORM OF THE MUSICAL CULTURE OF YOUTH: PECULIARITIES OF THE SOCIOLOGICAL RESEARCH

**Mudryan N., Kislova O. (Kharkiv)**

**Language supervisor: Tkalya I.A.**

**Summary:** The article deals with the analysis of the peculiarities of the sociological research into the youth interactive musical performance as a form of musical culture manifestation. The youth interactive musical performance serving as a means of social interaction, on the one hand, creates a way of viewing of actual problems in the youth environment, finding ways to solve them; on the other hand, influences the way the youth perceives reality and the way its value orientations and patterns of behavior are shaped. It has proposed to view the youth interactive musical performance as a mechanism for the formation of the youth's social subjectivity, which contributes to their self-development and self-realization.

**Key words:** youth interactive musical performance, a means of social interaction, social subjectivity.

**Анотація:** Стаття присвячена аналізу особливостей соціологічного дослідження молодіжної інтерактивно-музичної вистави як форми прояву музичної культури. Молодіжна інтерактивно-музична вистава, виступаючи засобом соціальної взаємодії, створює спосіб бачення актуальних проблем в молодіжному середовищі та пропонує шляхи виходу з них, впливає на сприйняття молоддю соціальної дійсності та на формування ставлення до пріоритету певних цінностей і зразків поведінки. Пропонується розглядати молодіжну інтерактивно-музичну виставу як механізм соціальної суб'єктності молоді, що сприяє її саморозвитку і самореалізації.

**Ключові слова:** молодіжна інтерактивно-музична вистава, засіб соціальної взаємодії, соціальна суб'єктність.

**Анотація:** Стаття посвячена аналізу особливостям соціологічного дослідження молодіжного інтерактивно-музикального спектакля як форми проявлення музикальної культури. Молодіжний інтерактивно-музикальний спектакль, виступая средством соціального взаємодія, створює спосіб видення актуальних проблем в молодіжній середі і пропонує шляхи виходу з них, впливає на сприйняття молодіжню соціальної дійсності і на формування відносин до пріоритету визначених цінностей і образців поведіння. Пропонується розглядати молодіжний інтерактивно-музикальний спектакль як механізм соціальної суб'єктності молодіжи, що сприяє її саморозвитку і самореалізації.

**Ключевые слова:** молодіжний інтерактивно-музикальний спектакль, средство соціального взаємодія, соціальна суб'єктність.

The analysis of musical culture of some historical epoch, country and social group gives us an opportunity to speak about social life of some society, about the structure of its values, needs and peculiarities of social reality perception. Nowadays musical art is gaining more popularity in the youth's leisure. In the process of production of meanings that regulate youth interactions and construct images of social reality, musical culture influences social relationships, activity, cultural and spiritual world of the youth. By musical culture we understand the product of spiritual and practical human activity, which reflects both social and practical life of people. The main means of reproduction of meanings in musical culture is relationships concerning creation, reproduction and perception of musical products that serve as a means of social interaction.

The study of musical culture through the prism of the concept "musical product", in our opinion, is due to the peculiarities of the way musical culture functions in modern society, as well as to its new communicative possibilities. As we see it, musical product can be referred to as a structural element of musical culture that is both a subject and a means of social interaction. In this article we concentrate on the detailed study of such musical product as the youth interactive musical performance, which represents one form of the youth musical culture.

The relevance of studying the youth interactive musical performance is determined by the fact that this performance allows us to learn about the current contemporary problems worrying young people, contributes to their formation and development, influences the way the youth perceives reality and the way its value orientations are shaped. Guy Debord points out that in modern society there occurs an inversion of reality and performance, which results in that reality arises in the performance, and the performance is reality [2]. Moreover, new communicative needs appear on the contemporary stage of society development, which leads to such a qualitatively new popular form of communication as interactive communication. This new form is becoming a way of the audience's expression and its participation in solving socially important problems. In this context, it is appropriate to recall M.M. Bakhtin's idea of dialogue, according to which dialogue serves as a way of a person's interaction with culture and objects of art, as well as a way of a person's self-determination in a cultural context. Thus, the youth interactive musical performance as a form of musical culture produces meanings, images and patterns of the social. In doing it, the performance makes us draw attention to the leisure practice of the youth,

its life orientations and values, and acts as a way of forming a person's common culture.

The purpose of the article is to reveal the peculiarities of the sociological research into the youth interactive musical performance as a form of musical culture manifestation.

What we mean by the *youth interactive musical performance* is creative informative and preventive activity of youngsters in reflecting social phenomena that are not compatible with a harmonious character of the personality development. The creative team members are supposed to write their own script of the performance and stage a certain problem situation, finding ways to solve it. This allows attracting the viewer to evaluate the environmental conditions and providing the patterns of behavior in similar problem situations in everyday life. This is an innovative form to work with young people, which contributes to promotion of their activity and reproduction of their independent actions determined by internalized values. In this context, it becomes appropriate to view the youth interactive musical performance as a mechanism for the formation of the youth's social subjectivity. According to L.G. Sokuryanskaya, *social subjectivity* can be referred to as a sociocultural phenomenon, the subject's (individual's, group's) essential quality which is manifested primarily through value orientations, strategic life choices, socially creative activity, and purposeful activity of the subject [7]. An independent, creative and responsible activity, rather than just an active one, serves as an indicator of subjectivity. Manifestation of subjectivity can be twofold. On the one hand, it is a subjectivity carrier's ability to influence other elements of the social and society. On the other hand, it expresses a subject's high adaptability and innovation potential, including a capability of rebuilding own consciousness, in particular the value characteristics, in accordance with changing sociocultural conditions. V.A. Yadov points out that subjectivity is the ability of "social actors...to react to internal (within the frameworks of the given societies) and external (on the side of the world system) challenges to prevent or constraint the unwanted and dangerous tendencies of the natural, social...shifts and to assist the desirable ones" [9, p. 384].

Theoretical and methodological foundations of studying the youth interactive musical performance are presented through the following approaches.

A *reflecting approach* proposed by T. Adorno allows considering musical culture as a mirror reflection of such social group as youth, and the youth interactive musical performance – as a way of reflecting social reality in youth environment.

A *socio-cultural approach* presupposes looking at musical culture as a carrier of certain meanings, values, and norms that influence the youth activity. According to M. Weber, the study of society must be approached as the investigation of its cultural products, i.e. modern musical culture of the youth should be learnt through its musical products. The youth interactive musical performance as a musical product becomes one of the mechanisms of musical culture influence on the youth, which results in that this social group provides its own reproduction and development in the process of interaction. At the same time young people are viewed as sources of activity, while social subjectivity is described in terms of content and activity aspects.

A *discursive approach* gives an opportunity to study the conditions under which texts in the performance are produced, to study their content and peculiarities

of the way the texts are perceived and interpreted by the youth audience. From the perspective of symbolic interactionism introduced by G. Mead, man takes on culture through a system of symbols. So exploring social relations on the basis of symbolic communication, one should pay attention to the study of meanings hold by the audience. Thus, E. Goffman focuses on the study of implicit interpretive charts, i.e. frames that function as knowledge structures defining the boundaries of individual perception and understanding of the situation and organizing experience and activities of the participants in the communication [4]. A. Schutz's phenomenological sociology focuses on the research on everyday knowledge of particular social groups and the ways of constructing social reality, the latter implying an entire set of objects and events in the socio-cultural world as an experience of people's everyday consciousness, who live their own daily life among those similar to them and connected with them through a variety of interactive relationships [3].

Based on the above mentioned assumptions, in conducting a sociological study of the youth interactive musical performance, we propose to rely on the idea of T. van Dijk's cognitive discourse analysis [1], and critical discourse analysis introduced by N. Fairclough [8]. Viewed as a complex communicative phenomenon, discourse consists of a set of statements united by a common theme and situation of communication. T. van Dijk's situational model, which allows defining views and actions in a social context in accordance with the personal knowledge of communicants, is extended by N. Fairclough's study of discourse interaction in terms of sociocultural reality. Thus, discourse as a way of interpretation of reality results in the performance becoming a way of reproduction of youth's everyday realities. Plots of the performance, which are units of analysis, have a complex interdiscursive nature including diverse genres of discourse, verbal (lyrics, dialogues of actors) and non-verbal communication channels (music, dance, pantomime). This allows using textual and visual analysis of the performance. A possibility of this kind is shown by G. Kress and van Leeuwen in exploring how system-word textual categories are materialized in fine arts structures [6]. Studying visual, lyrical and sound ways of transmission of information, D. Machin argues that it allows us to communicate discourses multimodally, i.e. to describe the range of possible alternative meanings available to communicators [5].

In conclusion, we can say that the article has shown what results can be achieved through a sociological study of the peculiarities of the interactive musical performance text content and their social effects on the young people. The youth interactive musical performance is a form of musical culture manifestation and functions as a means both of reproduction of the youth everyday reality and formation of its attitude to a particular problem situation. This performance has a positive impact on the audience: simulated in the performance, life situations provide the knowledge needed for solving life problems, help young people to think over the existing problems and reconsider their attitude to priority of certain values, stimulate activity and prepare the youth to overcome the life difficulties independently.

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## **THE SUSTAINABLE INTERCONNECTION OF HUMAN FREEDOM AND HUMAN DEVELOPMENT**

**Krivenko D. U. (Kharkiv)**  
**Language supervisor: Goldina A.N.**

**Summary:** The article deals with a sustainable interconnection of human development and human freedom in the 21st century which is rather urgent nowadays. The types of freedom and its role in society's development are considered and presented as the basis of the evaluation of success and failure. Freedom as a principal determinant of individual initiative and social effectiveness is analyzed. The decision making of a sizable society, reflecting the choices "of people, by people, for people", in other words, the subject of "social choice" is analyzed in the article. The valuable information about Amartya Sen's and K. Arrow's investigations as the founders of human freedom theory is given.

**Key words:** sustainable interconnection, urgent question, a principal determinant, social choice.

**Анотація:** Стаття присвячена темі стійкого зв'язку між людською свободою і людським розвитком, яка є дуже актуальною сьогодні. Розглядаються типи свобод та їх роль у розвитку суспільства і представлені як основа оцінки успіхів і невдач людства. Свобода аналізується з точки зору основного визначального чинника індивідуальної ініціативи та соціальної ефективності. Вивчається процес прийняття рішень суспільством, який відображає вибір «людей, для людей і людьми», іншими словами предмет теорії «соціального вибору». У статті надана корисна інформація про дослідження Амартія Сена і Кеннета Ерроу, як засновників цієї теорії.

**Ключові слова:** стійка взаємозв'язок, актуальне питання, основний визначальний фактор, суспільний вибір.

**Анотація:** Стаття посвячена темі устойчивої зв'язи між людською свободою і людським розвитком, яка є дуже актуальною сьогодні. Розглядаються типи свобод і їх роль у розвитку суспільства і представлені як основа оцінки успіхів і невдач. Свобода аналізується з точки зору основного визначального фактора індивідуальної ініціативи і соціальної ефективності. Вивчається процес прийняття рішень суспільством, який відображає вибір «людей, для людей і людьми», іншими словами предметом теорії «соціального вибору». У статті надана корисна інформація про дослідження Амартія Сена і Кеннета Ерроу, як засновників цієї теорії.

**Ключевые слова:** устойчивая взаимосвязь, актуальный вопрос, основной определяющий фактор, общественный выбор.

Human development is moving to centre stage in the 1990s. For too long, the question has been: how much is a nation producing? Now the question must be: how are its people faring?

The real objective of development is to increase people's development choices. Income is one aspect of these choices—and an extremely important one but it is not the sum-total of human existence. Health, education, a good physical environment and freedom to name a few other components of well-being – may be just as important.

A realistic view is that growth in income and an expansion of economic opportunities are necessary preconditions of human development. Although growth is not the end of development, the absence of growth often is. But the growth should not be merely an aggregate number projected into the future, for the quality of growth is important. The aim should be the growth that is:

- *Participatory-allowing* for private initiative and broad-based people's involvement.
- *Distributed well* – benefiting *all* people.
- *Sustainable* – since raising future production may demand current sacrifice [4, p. 13].

In all countries, developing and industrial, the growth issue should be one of quality rather than quantity, one of more equitable distribution rather than mere expansion. The relationship between the economic growth and the social is complex. While growth is necessary for human development, most types of human expenditure will, in turn, accelerate growth. A healthy, well-nourished, well-educated and skilled labour force is the best foundation for growth. Japan, Singapore and the Republic of Korea invested massively in people—an investment that yielded its fruit in rapid growth.

Human Development Reports always emphasize the importance of human freedom: “Human development is incomplete without human freedom. Throughout history, people have been willing to sacrifice their lives to gain national and personal liberty” [4, p. 18]. That being the case, it was recognized that “Any index of human development should therefore give adequate weight to a society's human freedom in pursuit of material and social goals.”

The many kinds of freedom generally belong to two broad “clusters”. The first one comprises “negative” freedoms, called so because they imply freedom from

something – from arbitrary rule, from illegal arrest or from unwarranted attack on person or property. Whether in village or nations, these freedoms have always had to be defended – often fought for. And a number of institutions have been developed by democratic systems to protect these freedoms-including the universal franchise, the secret ballot and the rule of law, which guarantees the rights of persons and property.

The second cluster comprises the "positive" freedoms. These are the freedoms to do something to take part in the community's life, to organize opposition parties or trade union groups or to go about without being "ashamed to appear in public", as Adam Smith expressed it some 200 year ago. The most systematic codification of freedoms is in the International Covenants on Civil and Political Rights and on Economic, Social and Cultural Rights. These include many personal rights: the right to life, liberty and security of a person; equality before the law; freedom of assembly; freedom of thought, religion and opinion; the right to work, the free choice of jobs; the right to an adequate standard of living including adequate food clothing, housing, education; the right to participate in community life; and so on [1, p. 10].

There are no universally accepted concept and term of freedom. Some economists noting economic freedom emphasize free markets and private property while others extend the welfare economics study of individual choice. And here it is necessary to mention the definition of Amartya Sen, the great contributor to the development of this category, who considered the economic freedom in terms of the set of economic choices available to individuals.

But in spite of the fact that economic freedom has rather wide range of meanings, it is difficult to argue the fact of its existence in our society. Freedoms depend also on many determinants, such as social and economic arrangements (for example, facilities for education and healthcare) as well as political and civil rights (for example, the liberty to participate in public discussion and scrutiny). Similarly, industrialization or technological progress or social modernization can substantially contribute to expanding human freedom. In general, there exist 5 types of "instrumental" freedom. These include *political freedoms*, *economic facilities*, *social opportunities*, *transparency guarantees* and *protective security*. Each of these distinct types of rights and opportunities helps to advance the general capability of a person. They may also serve to complement each other. Public policy to foster human capabilities and substantive freedoms in general can work through the promotion of these distinct but interrelated instrumental freedoms. In the view of "development as freedom," the instrumental freedoms link with each other and with the ends of enhancement of human freedom in general. That is why, freedom today is considered to be not only the primary ends of development, it is also among its principal means [1, p. 3].

They can be called respectively the "constitutive role" and the "instrumental role" of freedom in development. The constitutive role of freedom relates to the importance of substantive freedom in enriching human life. The substantive freedoms include elementary capabilities like being able to avoid such deprivations as starvation, undernourishment, escapable morbidity and premature mortality, as well as the freedoms that are associated with being literate and numerate, enjoying political participation and uncensored speech and so on. In this constitutive

perspective, development involves expansion of these and other basic freedoms. According to this view, development is the process of expanding human freedoms.

Development seen as an enhancement of freedom cannot but address such deprivations. The relevance of the deprivation of basic political freedoms or civil rights, for an adequate understanding of development, does not have to be established through their indirect contribution to *other* features of development (such as the growth of GNP or the promotion of industrialization). These freedoms are part and parcel of enriching the process of development. This fundamental point is distinct from the "instrumental" argument that these freedoms and rights may *also* be very effective in contributing to economic progress. That instrumental connection is important as well, but the significance of the instrumental role of political freedom as the *means* to development does not in any way reduce the evaluative importance of freedom as an *end* of development. The *intrinsic* importance of human freedom as the preeminent objective of development has to be distinguished from the *instrumental* effectiveness of freedom of different kinds to promote human freedom.

The instrumental role of freedom concerns the way different kinds of rights, opportunities, and entitlements contribute to the expansion of human freedom in general, and thus to promoting development. The effectiveness of freedom as an instrument lies in the fact that different kinds of freedom interrelate with one another, and freedom of one type may greatly help in advancing freedom of other types. The two roles are thus linked by empirical connections, relating freedom of one kind to freedom of other kinds [1, p. 18-19].

The analysis of development treats the freedoms of individuals as the basic building blocks. Attention is thus paid particularly to the expansion of the "capabilities" of persons to lead the kind of lives they value and have reason to value. These capabilities can be enhanced by public policy, but also, on the other hand, the direction of public policy can be influenced by the effective use of participatory capabilities by the public. The *two-way relationship* is central to the analysis presented here. There are two distinct reasons for the crucial importance of individual freedom in the concept of development, related respectively to *evaluation* and *effectiveness*. The success of a society is to be evaluated primarily by the substantive freedoms that the members of that society enjoy. Having greater freedom to do the things one has reason to value is significant in itself for the person's overall freedom, and important in fostering the person's opportunity to have valuable outcomes. The second reason for taking substantive freedom to be so crucial is that freedom is not only the basis of the evaluation of success and failure, but it is also a principal determinant of individual initiative and social effectiveness. Greater freedom enhances the ability of people to help themselves and also to influence the world, and these matters are central to the process of development.

The decision making of a sizable society, reflecting the choices "of people, by people, for people", is, broadly speaking, the subject of "social choice". It includes within its capacious frame various problems with the common feature of relating social judgments and group decisions to the views and interests of the individuals who make up the society or the group. Social choice theory is a systematic discipline first came into its own around the time of the French revolution. The subject was pioneered by French mathematicians in the late eighteenth century, such as J.C.

Borda and Marquis de Condorcet, who addressed these problems in rather mathematical terms and who initiated the formal discipline of social choice in terms of voting and related procedures. When the subject was revived in the twentieth century by Arrow, he was very concerned with the difficulties of group decisions and the inconsistency to which they may lead. Kenneth Joseph Arrow is an American economist and joint winner of the Nobel Memorial Prize in Economics with John Hicks in 1972. While Arrow put the discipline of social choice in a structured - and axiomatic - framework (thereby leading to the birth of social choice theory in its modern forms), he deepened the preexisting gloom by establishing an astonishing - and apparently pessimistic - result of ubiquitous reach.

Arrow's "impossibility theorem" is a result of breathtaking elegance and power, which showed that even some very mild conditions of reasonableness could not be simultaneously satisfied by any social choice procedure, within a very wide family. The nature and role of impossibility theorems should be explained. When a set of axioms regarding social choice can all be simultaneously satisfied, there may be several possible procedures that work, among which we have to choose. In order to choose between the different possibilities through the use of discrimination axioms, we have to introduce further axioms, until only one possible procedure remains. This is something of an exercise in brinkmanship. We have to go on cutting down alternative possibilities, moving - implicitly - towards an impossibility, but then stop just before all possibilities are eliminated, to wit, when one and only one option remains [2, p. 185].

Kenneth Arrow has shown, through his "General possibility theorem" (an oddly optimistic name for what is more commonly - and more revealingly - called Arrow's "impossibility theorem"), that in trying to obtain an integrated social preference from diverse individual preferences, it is not in general possible to satisfy even some mild-looking conditions that would seem to reflect elementary demands of reasonableness [3, p. 1 - 3].

And, finally, one question is left. Is it possible to measure human freedom in the society? Many people have attempted to classify human rights and to measure each country against that classification. The systems differ in their concepts, definition and coverage. And none has so far gained universal, or yet common, acceptance. There was an offered "human freedom index" for which 40 distinct criteria were distilled for judging freedom. These include freedom of movement, the right of assembly and free speech, the rights to ethnic and gender equality, the rule of law, and other democratic freedoms. It is a *human freedom index* [4, p. 19].

Applying a system of measurement to human freedoms will always be a precarious exercise. The first difficulty is to decide what constitute serious violations of rights or curtailments of freedom. Does the fact that a few citizens of a country have had their passports revoked mean that the country does not, in principle, allow its citizens to leave the country? Does the fact that some critic of a government cannot appear on state-controlled television mean that the country practice press censorship and should be marked down accordingly?

The second contentious area is the relative importance of different right. Is the right to free assembly more important or less important than a free press? Is the right to ethnic language more significant than the right to vote? These questions

should be posed. This will encourage more systematic research and studies on human freedom, which are very scarce today.

One aspect of this index, in particular, is likely to be an issue of contention—the gradation of freedom violations ranging from "some violations or infringements" to "substantial oppression" and on to "total denial". Adopting a simpler method of judgement, one that distinguishes between "freedom guaranteed" and "freedom violated" (a "one"- "zero" approach), gives an illuminating ranking of countries. No country among the 88 covered by the Humana index observes *all* freedoms. Sweden and Denmark top the list with 38 of the 40 measured freedoms guaranteed to their people, followed by the Netherland with 37 freedoms. Iraq is at the bottom of the list and Romania and the Libyan Arab Jamahiriya just above it. But human freedom is a matter that can change very quickly. On the whole, the world today is a much freer world than it was several years ago [14, p. 19].

Is there a correlation between human freedom and human development? Yes, there seem to be a high correlation between human development and human freedom. The causality is far from clear, however. In some cases, political freedom seems to have unleashed the creative energies of the people and led to ever higher levels of income and human progress. In other countries, a sustained investment in people has eventually given them sufficient power and confidence to loosen the authoritarian grip of their rulers and to increase their political and personal freedom.

Democracy facilitates transparency; it encourages accountability and the rule of law. It allows reporting of violations and thus improves recording. An objective, reliable human freedom index could be an important tool of human freedom in the 21<sup>st</sup> century.

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## SELF-ESTEEM AND RELATIONSHIP STATUS IN A SYSTEM OF INTERPERSONAL RELATIONS IN A GROUP OF YOUNGER TEENAGERS

**Pomatsalyuk A.R. (Kharkiv)**  
**Language supervisor: Chernysh T.V.**

**Summary:** The adolescent status in a system of personal relationships is a major precondition for the formation of personality. This article considers the concept of the interaction of an individual and the community, describes the personal characteristics of adolescents with different status position in the group.

**Keywords:** adolescents, group, peers, personality, relationships, status.

**Анотація:** Статус підлітка в системі особистих взаємин є серйозною передумовою формування її особистості. У даній статті розглядається уявлення про взаємодію особистості і колективу, описуються особистісні характеристики підлітків, що мають різне статусне положення в групі.

**Ключові слова:** взаємини, група, однолітки, особистість, підлітки, статус.

**Аннотация:** Статус подростка в системе личных взаимоотношений является серьезной предпосылкой формирования его личности. В данной статье рассматривается представление о взаимодействии личности и коллектива, описываются личностные характеристики подростков, имеющих различное статусное положение в группе. **Ключевые слова:** взаимоотношения, группа, личность, подростки, ровесники, статус.

The personality formation of an individual should not be considered in isolation from the society in which he/she lives, from the system of relations in which he/she is included. A society "does not consist of individuals but expresses the sum of those connections and relationships in which these individuals are to each other" [4, p. 63].

The transition from primary school age to adolescence is characterized by a number of important changes in physical, mental and emotional development of pupils. Motivational – requirement sphere i.e. the sphere of communication and emotional contact is beginning to manifest itself. The increasingly complicated learning activity makes adolescents communicate [2, p. 178].

Adolescence is the period of the onset of intense formation of world outlook, moral beliefs, principles and ideals, systems of value judgments. An understanding of realization of himself as a member of society is reflected in the position of "I'm in the society", and a certain level of development of relations in society in the position of "me and society" [7, p. 185-187].

Adolescence appears to be an important period in the development of a child, having a particular significance in personality formation. Intensive extension and strength of a teenager position "I and society" is provided by socially useful activities, as participating in it teenagers get not only the opportunity to draw attention to them and express themselves, but also to see his "I" in the assessment of others, to feel.

Several domestic and foreign scientists such as Bozovic L.I., Kolominsky Y.L., Petrovskiy A.V., Feldstein D.I. and other researchers have directed their attention toward the problems of adolescence, the adolescent relationships with peers and adolescent communication [1, 2, 5, 7]. The issue of relationships between members of a study group with a different status is of particular interest concerning adolescence, when a developing personality is at the ontogenetic stage, which is characterized by a predominance of individualized focus over the need to adapt.

The objective of our research is to study the effect of the relationship status of a teenager in a group on the level of self-esteem. The subject of the research is the dependence of an early adolescent self-esteem on the relationship status in the group. The object of the study is self-esteem and status position in a group.

Having considered the problem of interconnection between self-esteem and a status in the system of interpersonal relationships of early adolescents in a group of pupils, we made up some conclusions.

The sense of adulthood and self-consciousness are becoming the new formation of adolescent mental health. It leads to the beginning of changes both in a teenager personal identity and in the scope of his/her interests and needs. The formation of motivational -requirement sphere makes a teenager increase all forms of communication. Such communication can not take place only within the framework of training activities, since the characteristics and features of children development at this age are determined by the knowledge that own abilities has increased significantly.

It was found out that the "preferred" and "isolated" young teenagers in the class have different systems of orientations. "The preferred" are more focused on joint activities. When they realize the threat of a loss of status, their behavioral strategy is becoming more active and the activity is becoming more intensive, focused and organized. The adolescents with a disadvantaged position in the class are focused mainly on the relationships with peers. In the case of a threat to their existing disadvantaged position in a group they affectively respond to the situation and are even willing to break off relations with the peers.

Both popular and unpopular students vary in their level of social development of personality. The popular teenagers show the more mature approach to conflict analysis. They analyze the situations quite objectively and consider them even rather distantly. The perception of the events by unpopular teenagers is within limits of a particular conflict. They either avoid making the decisions or do not think about the consequences of the taken actions, focusing only on immediate results.

One of the most important milestones in adolescent personality development is the formation of personal identity, the need to understand himself/herself as a person. This period seems to present the biggest challenge to a young person's self-concept. Many changes occur and a teenager hardly knows who he/she is. It is the time for the beginning to test values. There appears both the interest to himself/herself, to his/her inner life, to his/her own qualities and the needs for self-assessment, for making a comparison of himself/herself with other people. Teenagers are beginning to explore themselves seeking to know their strengths and weaknesses. The need for self-knowledge requiring ongoing self-awareness and self-consciousness arises from everyday life and practical activity, from the desire to find their own place in the group. It is also determined by the growing demands of adults [10, p. 142-154].

Adolescence is the time of great developmental variety among peers. Peer groups significantly influence a teenager's intellectual and personal development. Adolescents feel the need to be part of something important; they want to be accepted members of a group. Teenagers attain more confidence when they feel that they have enough ability to belong and be the part of something worthwhile. In the process of moving away from the dependence on parents toward eventual independence, early teenagers enjoy participating in activities away from home. They seek opinions and recognition from their peers and tend to identify with larger groups of peers based on shared characteristics. They are ready to become junior leaders but also may be tempted to drop out of the group. Mature friendship skills are beginning to develop and peer relationships become more selective and stable. These factors greatly influence both the formation of self-esteem and the status of an individual in the group.

Communication of early teenagers in the educational process is the most developed whereas in the field of informal relationships it is the least developed. A low coefficient of group cohesion demonstrates that quite a few members of the group are dropped from the general structure of communication at the moment. Most members of the group evaluate their actions, abilities or the surrounding world adequately and have the status of "the preferred" or "stars". Most of them have a combination of medium, high or very high level of aspirations and medium or high self-esteem. A moderate discrepancy between these levels is the most favourable. Some pupils have very high self-esteem combined with the divergence between the level of aspirations and self-esteem. It indicates that the teenagers are "closed" to outside experience on various grounds (protection, infantilism, self-sufficiency, etc.). They are insensitive either to their errors or to the remarks of others.

The analysis of interconnections of self-esteem, as an element of self-consciousness, allows us to see the role that this fundamental component plays in the life and personality development, i.e. in the process of its formation. Self-esteem of "the preferred" is higher than self-esteem of "the neglected". It is explained by the fact that adolescents who have relationships with a larger number of social groups feel more confident. A wide range of relationships allows younger teenagers estimate sensibly both their abilities and the surrounding people, i.e. teachers, parents and friends. Having studied the connection of the adolescent self-esteem with their status position in the interpersonal relationships we found out that, in general, the higher adolescent self-esteem, the lower his status position in the group. Overrated self-esteem index is connected with low status of younger teenagers in the group.

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## SELF-ESTEEM AND ESTIMATION OF SURROUNDING PEOPLE IN ADOLESCENCE

**Grigorenko-Prigoda E.A. (Kharkiv)**  
**Language supervisor: Chernysh T.V.**

**Summary:** The article deals with self-esteem of adolescents and its influence on their estimation of surrounding people. The types of attitude of adolescents to themselves and to the surrounding people are considered.

**Key words:** adolescents, attitude, estimation, relationships, self-esteem.

**Анотація:** Стаття присвячена самооцінці підлітків та її впливу на їх оцінювання оточуючих людей. Розглядаються типи ставлення підлітків до себе і до оточуючих людей.

**Ключові слова:** оцінювання, підлітки, самооцінка, ставлення, стосунки.

**Аннотация:** Статья посвящена самооценке подростков и ее влиянию на их оценивание окружающих людей. Рассматриваются типы отношения подростков к себе и к окружающим людям.

**Ключевые слова:** взаимоотношения, отношение, оценивание, подростки, самооценка.

The formation of the correct, error-free conception of another person is the necessary condition for effective interaction between people of all ages in all spheres of their life.

Self-esteem is a person's overall evaluation of oneself, own capabilities, traits and the position among other people. Being the core of a personality, self-esteem is the main regulator of his/her behaviour. Personal relationships with others, criticism, self-demand and attitude to own successes and failures depend on it.

Self-esteem is the positive or negative evaluation of the self. Positive self-esteem means positive attitude to herself/himself, self-respect, self-confidence. Low or negative self-esteem involves self-negation, sense of inferiority, feeling of insignificance, negative attitude towards herself/himself and personal identity. Self-esteem is always subjective, regardless of whether it is based on the personal judgments of an individual or on the existing socio-cultural standards.

Self-esteem of a person provides critical attitude towards herself/himself, constant adaptation to the opportunities offered by life requirements, the ability to set the goal independently, to evaluate own activities and the results. Self-esteem is a subjective basis for determining the level of aspirations i.e. the goals that a personality sets and considers herself/himself to be able to achieve.

As self-esteem is developed and formed during the whole life by the influence of various social factors, it has both individual and age characteristics. The study of self-esteem in adolescence has been of great interest to such scientists as R. Berne, L. Bozovic, I. Kon, A. Lipkin, L. Serbin, N. Maksimova, L. Sapozhnikov, P. Tsvetkova. It is explained by the fact that some of the most significant personal changes as for their manifestations and consequences associated with the restructuring of consciousness occur in this period of life. The process of Ego development in adolescence is actualized due to the increasing significance of such processes as self-knowledge, self-improvement and seeking for the meaning of life. Self-esteem reflects the degree of development of a person's self-respect, other /his own worth and positive attitude to everything that is in the scope of Ego. An adolescent self-esteem is the personal judgement about own value which is expressed in attitudes. Family and family upbringing determined by parental values, settings and emotional attitude to a child play a significant role in the formation of adolescent self-concept.

Self-esteem influences individuals and determines their perception and understanding of others to such an extent that some researchers have even raised the question: "When I watch the other person, do I create my first impression of him and about his behavior in the situation or do I just compare him to me?" In fact, the knowledge of own characteristics and personality traits affect the evaluation and understanding of another person. Assessment is the mental process of reflecting object-object, subject-object and subject-subject relations. The final phase of this

process is the evaluation result, which can be expressed by a sign and intensity of emotional experiences depending on the level and method of displaying relationships.

Identifying herself/himself in constant comparison with others, an adolescent is beginning to select and adopt the norms and patterns of relationships. All kinds of activities and relationships with others are included in the areas of perception.

Self-esteem of an adolescent is changing according to the feedback received by an individual. It is the presence of others that affects the behaviour of a teenager and his/her self-assessment. An adolescent may increase socially desirable patterns of behaviour and exclude socially unacceptable ones and it has a great influence on his self-esteem.

The image of another person formed in adolescence has not only cognitive, purely informational value but it is consciously used to regulate the relationships and interactions. It is proved by the fact that adolescents are beginning to attach more importance to dynamic expressive displays of a person, to activity and behaviour dynamics that is reflected in increasing frequency of recording of emotional and dynamic characteristics. These characteristics are the signals of certain emotional states of an individual that are usual and typical for his/her behaviour. They can say not only about the current condition of an individual but also about the intentions, i.e. they perform the specific regulatory function in terms of interaction and mutual communication.

Thus, the established self-esteem and self-image begin to regulate, to determine the perception process of another person, selectively directing his attention to the perception of the subjectively significant features.

We studied adolescent self-esteem and the estimation of surrounding people in adolescence. The subject of the research is the influence of self-esteem on the estimation of surrounding people in adolescence.

The purpose of the research is to identify the connection between self-esteem and the estimation of surrounding people in adolescence.

The research objectives are to conduct a theoretical overview on the connection between self-esteem and the estimation of surrounding people in adolescence; to identify adolescent self-esteem and the estimation characteristics of surrounding people in adolescence; to identify the type of adolescent self-esteem and the type of adolescent attitude to surrounding people; to compare the characteristics of self-esteem and the estimation of surrounding people by adolescents enrolled in a boarding school and adolescents enrolled in a secondary school; to analyze the connection between self-esteem and the estimation of surrounding people in adolescence.

The methods of research are:

1. The method of studying self-esteem by means of ranking procedure;
2. T. Leary method for diagnosing interpersonal relations;
3. SPSS statistical methods;

The characteristics of the subjects are the following: the research involved 40 adolescents (age range 14-15), 20 of which are the 8th grade pupils studying at № 14 boarding school for orphans and disadvantaged children and 20 adolescents are the 8th grade pupils studying at № 100 secondary school.

As a result of the empirical research the following conclusions were drawn: the majority of adolescents studying at the boarding school have adequate self-esteem, whereas the self-esteem of the majority of adolescents attending the comprehensive school is positioned as adequate.

Estimating the surrounding people the adolescents of the boarding school have the adequate estimation whereas the adolescents of the comprehensive school have the low one.

The adolescents of the boarding school assess themselves as striving for the leadership in relationships and willing to take the dominant position whereas they estimate the surrounding people as more dominant and having an influence on them. The adolescents of the comprehensive school assess themselves as striving for the leadership in communication and willing to take the dominant position as well, but they perceive the surrounding people as much more dominant and having the advantages and profound effects on them and it is perceived as a pressure on them. It may be due to the fact that adolescents attending the comprehensive school are able to see various social communities and therefore feel a stronger influence of society.

The dominant types of interpersonal relations among adolescents of the boarding school are suspicious and subordinate; they are characterized by the dominance of tendencies of nonconformity and proneness to conflict displays, self-distrust and compliance with the opinion of others. The perception of types of interpersonal relations of surrounding people can be described in the same way, but the suspicious type is expressed much stronger whereas the subordinate type is expressed lower.

The dominant types of interpersonal relations of adolescents attending the comprehensive school are suspicious and dependent; they are characterized by the dominance of tendencies of unconformity and proneness to conflict displays, self-distrust and compliance with the opinions of others. The types of interpersonal relationships of surrounding people are perceived as suspicious and altruistic, that are characterized by the dominance of conformity settings, congruence in contacts with others and proneness to conflict displays.

Comparing two groups, obvious differences between the types of attitudes towards themselves and others were not found. Nevertheless the results in favour of extreme are expressed stronger in the group of adolescents studying at the boarding school and they are not striving for adaptive behaviour.

The significant differences in the type of positive attitude to themselves in both groups of adolescents were found.

The correlation between self-esteem and estimation of surrounding people in adolescence was not found.

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