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PROBLEMS OF INSURANCE FRAUD IN UKRAINE**Abramova J. V. (Kharkiv)****Language supervisor: Ushakova S.V.**

Summary: The article deals with importance of the development of insurance services market for the economy of Ukraine. Special attention is given to many factors that hinder this development, for example: lacks of legislation, crisis state of economy and insurance fraud. The measures that should be taken to improve the sphere of the Ukrainian insurance business are proposed.

Key words: accident insurance, a fraud in motor-car insurance, insured event, insurance fraud, medical insurance, motor-car insurance, travel insurance.

Анотація: Стаття присвячена розгляду важливості розвитку ринку страхових послуг для економіки України. Особлива увага приділяється багатьом факторам, що перешкоджають цьому розвитку, наприклад: недоліки законодавства, кризовий стан економіки та страхове шахрайство. Пропонуються заходи, які треба провести для покращення у сфері страхового бізнесу.

Ключові слова: страхове шахрайство, автостраховання, шахрайство в авто страхуванні, медичне страхування, страховий випадок, туристичне страхування, страхування від нещасного випадку.

Аннотация: Статья посвящена рассмотрению важности развития рынка страховых услуг для экономики Украины. Особое внимание уделяется многочисленным факторам, которые препятствуют этому развитию, например: недостатки в законодательстве, кризисная ситуация экономики и страховое мошенничество. Предлагаются мероприятия, которые необходимо провести для улучшения в сфере страхового бизнеса.

Ключевые слова: автострахование, медицинское страхование, мошенничество в автостраховании, страхование от несчастного случая, страховое мошенничество, страховой случай, туристическое страхование.

Insurance fraud refers to any deceitful act performed with the intent to obtain an improper payment from an insurer. The pervasiveness of insurance fraud drives up costs for all consumers and costs the insurance industry billions of dollars each year. It has been estimated that the annual value of insurance fraud approaches \$80 billion. Detecting insurance fraud is difficult because of the surreptitious nature by which the criminal perpetrates the fraud [1].

Police and prosecutors typically refer to an insurance fraud scheme as either “hard fraud” or “soft fraud.” Hard fraud, the rarer of the two forms, occurs when a criminal deliberately brings about the destruction of property for the purpose of collecting on the insurance policy. Soft fraud, on the other hand, occurs when a policyholder exaggerates an otherwise legitimate claim or when an individual applies for an insurance policy and lies about certain conditions or circumstances to lower the policy’s premium.

One common form of insurance fraud occurs when the insurance policy amounts to a greater value than the value of the insured property. In this situation the policy-owner has the incentive to commit insurance fraud by destroying the property and making it look like an accident in order to collect. In 2006, authorities estimate that fraudsters swindled insurance companies out of \$766 million in this manner.

Fraudsters also commonly file insurance claims for accidents that never actually occurred. Owners of life insurance policies have feigned their own deaths in order for

their families to collect on the policy. Then, the fraudster receives money from the family while secluded in a remote or foreign location.

Health care insurance fraud also occurs commonly and can be perpetrated by either physicians or patients. Physicians commit fraud when they misrepresent the type of treatment received by the patient so that the patient receives coverage or when they alter the treatment's costs so as to receive more money. Patients commit healthcare fraud when providing false information during the application process of certain programs and services, when forging or selling prescription drugs, when using transportation benefits for non-medical related purposes, and when loaning or using another's insurance card.

Automobile insurance fraud occurs when a policyholder submits a claim for an accident that never happened, files multiple claims for a single accident, files claims for injuries not related to an automobile accident, misreports wage losses due to injuries, or reports higher costs for car repairs than that actually paid. Sometimes, policyholders register their cars to a location different from their actual residence in order to avoid higher premium rates.

An insurance fraud is one of the biggest problems for insurance market development, but no substantial changes or improvements to change situation for the better were implemented [1].

The problems of insurance fraud were investigated in scientific works of N. Vnukova, Bazilevich, O. Baranovskij and others.

According to independent estimations of oversea experts, in Western Europe and USA 15% of insurance payments are subjects to fraud. As for the situation in Ukraine, no insurance company possesses reliable data on fraud incidents in the country [2].

In Ukraine the cases of insurance fraud are more frequent in such spheres as medical insurance, motor-car insurance, travel insurance and, at times, accident insurance. In these spheres, which can be considered to be the most numerous cases, insurers are unable to control all parts of the process and are forced to turn to the services of third parties, intermediaries, making it hard to check cases for possibility of fraud.

Among insurance crimes at the domestic market, the absolute leaders are cases of medical insurance and travel insurance fraud. However, if to take into account the sizes of payments, the Ukrainian insurers bear higher loss from motor-car insurance frauds [2].

A fraud initiated by medical establishments, unlike abuses from insured, prospers actively enough. Numerous cases of fraud predetermined by institutions easy access to money, as 95-98% insurance payments, according to insurers' data, head directly to the accounts of medical and health establishments.

Clinics where insured had their treatment can get 10-20% from all sum of insurance payments on State Medical Insurance due to fraud actions. At the same time, the ordinary insured, as a result of fraud operations get on hands less than 1% from insurance payments in medical insurance [3].

In auto insurance cases insurer is, usually, the one committing a fraud, sometimes involving couple of people into their illegal actions. Together, they commit the following illegal actions [4]:

- 1) overstate the cost of car;
- 2) overstate the cost of repair;

- 3) stage the accident insured;
- 4) other.

Subject of criminal acts can be also workers of car-repair centers, which repair cars, workers of State Auto Inspection, independent experts and others [4].

It is hard to say, when Ukraine could have well organized trials where insurance companies will be able to make people committing fraud liable to their actions. It is scarcely possible at this stage, in particular because, renouncing to pay compensation and raising action against a client, an insurer risks to inflict harm on its image and "frighten" off other clients.

Insurance companies try to uncover fraud by conducting careful examinations of accidents insured, providing maximal participation of their employees at investigation of events which can inflict considerable harm. However, most frequently, insurers are forced to look "through fingers" on the cases of fraud, as administrative costs of fair evaluation and check of inquiry and presented proofs can exceed insurance sum of payment.

Therefore, insurance companies insist on thorough investigation of insurance cases only when they run into an obvious fraud or when the sum of loss is very considerable [2].

I consider consequently, that it is necessary to undertake such steps in order to contest insurance fraud, namely:

- 1) introduce separate legislation, punishing insurance fraud;
- 2) create general register, for the trade-out of information;
- 3) creation of «insurance histories»;
- 4) conduct more high-quality examinations, for confirmation of accident insured.

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THE NATURE OF SOCIAL CAPITAL AND ITS FUNCTIONS

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Summary: The paper analyses the history of social capital and its content. The research discusses the origins of the term *social capital*, as well as conditions for its formation. The structure, formative elements and main functions of social capital are described. The influence of social capital on economic development is examined.

Key words: capital, functions of social capital, social capital, structure of social capital.

Анотація: Стаття присвячена історії соціального капіталу та його змісту. В статті розглядається походження терміна «соціальний капітал», а також умови для його формування. Представлені структура, формуючі елементи та основні функції соціального капіталу. Розглядається вплив соціального капіталу на економічний розвиток.

Ключові слова: капітал, соціальний капітал, структура соціального капіталу, функції соціального капіталу.

Аннотация: Статья посвящена истории социального капитала и его содержанию. В статье рассматривается происхождение термина «социальный капитал», а также условия его формирования. Представлена структура, формирующие элементы и основные функции социального капитала. Рассматривается влияние социального капитала на экономическое развитие.

Ключевые слова: капитал, социальный капитал, структура социального капитала, функции социального капитала.

For more than two decades social capital has occupied a central place in economics. Over a long period of time, it has become apparent that the relationships between people are beginning to take special character. Social capital can mobilize additional resources of human relations based on people's trust to each other. For example, loss of confidence can negatively affect financial resources of the state, so low social capital can lead to crisis situations. Social capital is important for financial stability of society and its economic prosperity.

Aim of research. Based on the definition of social capital nature, the paper aims to reveal its basic functions and the impact on the economy.

The category of *capital* is a system-element in economics. Interpretation of this most general concept has changed over the centuries. In terms of the labor theory of value, capital includes accumulated materialized and living labor (ability to work). Looking beyond this theory at the embodied labor can be added part of limited natural resources, which can be assigned to and involved in the economic process. The first property of capital is that it acts as a limited resource. Another feature of capital is its ability to accumulate – it is not only a saving, but also a replenishable resource. In addition to the potential for economic use and storage, capital has a third property. This is an economic resource with some liquidity, i.e. it possessed an ability, directly or indirectly, regardless of its objective form, to turn into cash [4, p. 14]. Furthermore, capital is not passive, it is included in the process of circulation of value, in which the monetary form sets the starting and the final points of the movement contemporaneously. Capital, thereby, appears as a dynamic resource, and its fourth property is revealed in the capacity for conversion – a constant change of its own forms. The fifth property is that in the process of circulation, capital does not only reproduce its own value, but also brings a certain delta – added value or profit [4, p. 17].

The concepts of human, social, cultural capital, intended to reflect the role of social and cultural factors in the economic development of society, entered the academic community relatively recently.

In the 1960s, economists H. Becker, H. J. Johnson, T.U. Shults proved necessity of inclusion of the term *human capital* in the categorical apparatus of economic theory. Scientists' ideas about human capital have been shaped in the process of overcoming the traditional views on capital as a kind of homogenous phenomenon and integration of achievements of different schools [3, p. 37]. This is reflected in the so-called broad

interpretation of national wealth and capital, which dates back to the idea of American economist R. Fischer. He suggested considering everything that allows to generate a revenue stream for some time to be a form of capital in this case any income is always a product of a variety of capital increase. Then capital is any stock of goods which can be accumulated and used for a sufficiently long period of time and which can bring an income [1, p. 131]. The formation and development of social capital in the economy was a logical development of the concept of human capital. The concept was introduced into scientific terminology in 1916 by L. Hanifan, and later it was borrowed from economics and reinterpreted in line with the other sciences. The term *social capital* became widespread as a result of research of the political scientist R. Putnam. The origin of social capital is associated with changes in the relations among individuals and facilitating their activities. If physical capital is completely tangible, being embodied in clear material forms, human capital is less tangible. It manifests itself in skills and knowledge acquired by an individual. Social capital is still less tangible because it only exists in the framework of individuals' relations [1, p. 132]. Along with physical and human capital, social capital facilitates productive activity.

Scientific studies indicate that a single, universally accepted definition of social capital still exists. Social capital (SC) is generally based on its forming elements which include capacious characteristics, such as trust, values and interweaving social network (social networks) (see Fig. 1).

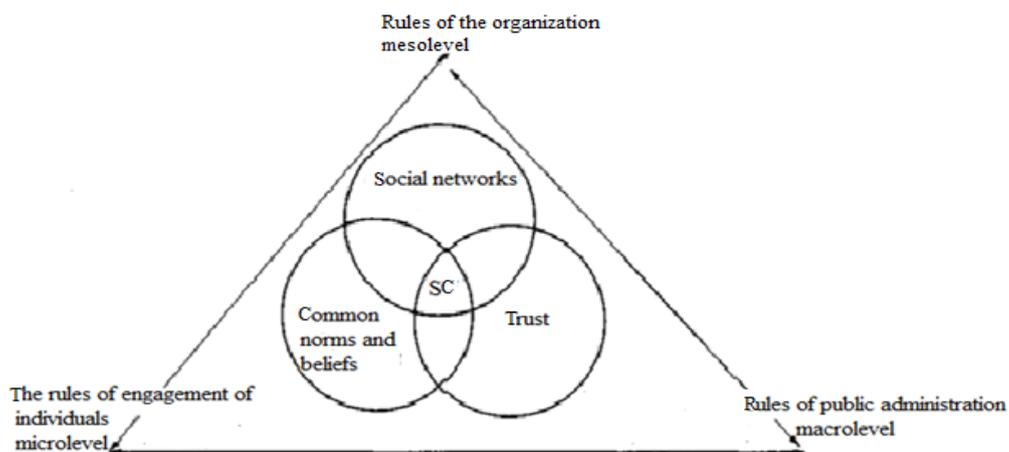


Fig. 1. Model of the social capital structure [4, p. 19].

By analogy with physical and human capital embodied in the instruments of labor and training that enhance individual productivity, social capital is found in elements of social organization, such as social networks, social norms and trust, creating conditions for coordination and cooperation for mutual benefit.

Social capital complies with most of the characteristics of the economic capital:

- limitedness;
- ability to accumulate;
- liquidity;
- convertibility;
- capacity for self-expansion [4, p. 30].

Ability to accumulate social capital is not an individual characteristic and feature of a network of relations which includes an individual. At the regional and national levels social capital creates conditions for economic growth: facilitates creation of new businesses, promotes developing small business and entrepreneurship, improves efficiency of the market.

Important preconditions for the formation of social capital are a high level of interpersonal trust and broad public access to communication and mass media. People's willingness to enter into relationships with each other depends on the level of interpersonal trust. In turn, broad access of citizens to the means of communication and mass media allows to expand geography of social contacts and promotes national unity, giving individuals a sense of belonging to the events and issues topical for the community .

Currently, the impact of social capital on economy has been proved in several studies. They usually contain a correlation relationship between the level of social capital with the objective economic performance, such as rates of economic growth, investment, the level of GDP. This demonstrates the role of trust in economy, but does not reveal the full mechanism of influence of social capital on economic relations.

Interpersonal trust is one of the main components of social capital. Trust as a component of social capital helps to minimize transaction costs. Trust encourages frequent and intense exchanges of information, prevents unnecessary costs of protecting property rights, promotes and harmonizes various interests of participants of economic interaction. Therefore, reputation is a valuable asset that supports and justifies trust relationship. Unreasonable trust leads to increased costs, as it requires investment in terms of time, money and resources. Thus, reduction of transaction costs can be considered to be a result of investment in trust, and therefore in social capital. Trust promotes significant cost savings for organizations by reducing legal formalities and bureaucracy.

Social capital is defined by its function. It includes many different components which are characterized by two common features: they are, first, composed of several social structures, and second, facilitate certain actions of participants within a structure. Like other forms of capital, social capital is productive, it contributes to achievement of certain goals, achievement of which without social capital is impossible. Like physical and human capital, social capital is not subject to strict wording, but it may have specific characteristics in certain areas.

Thus, we can identify a number of functions of social capital:

Firstly, social capital can reduce transaction costs by improving trust.

Secondly, it provides access of subjects to benefits and values, increasing available resources, as well as reducing costs related to receiving such access. Social capital makes it possible to use resources which an individual does not possess, and also substantially increases the value of existing resources.

Thirdly, it provides access to information. Normal market relations are characterized by imperfect information, namely, its inaccessibility and closure, which results in increased costs of obtaining reliable and objective information.

Fourthly, social capital improves confidence in state institutions, increases social stability, which, in its turn, leads to the acceleration of economic development [2, p. 77].

Conclusions. Effective implementation of the above mentioned functions of social capital promotes reduction costs of organization. In this way, social capital is able

to reduce transaction costs, uncertainty and risk, to improve efficiency of the use of specific assets. Social capital is a set of norms, rules, and links that permit taking action to obtain benefits in one way or another.

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УДК 911.3

PRESENT-DAY ELECTORAL DIFFERENTIATION IN UKRAINIAN SOCIETY

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Summary: Present-day electoral differentiation in Ukrainian society is being analyzed in the paper. The specific geographical situation, the chain of factors of social, cultural, language and religious nature, as well as the factors of society differentiation inside the country, in the economic and commercial sphere are considered in it.

Key words: choice, differentiation, electorate, inequality, specific.

Анотація: У статті сучасна електоральна диференціація українського суспільства аналізується. Розглядаються специфічне географічне положення, низка факторів соціального, культурного, мовного та релігійного характеру, а також фактори диференціації суспільства в середині держави у економічній та торговельній сферах.

Ключові слова: вибір, диференціація, електорат, нерівність, специфічний, фактор.

Аннотация: В статье анализируется современная электоральная дифференциация украинского общества. Рассматривается специфическое географическое положение, факторы социального, культурного, языкового и религиозного характера, а также факторы дифференциации общества внутри государства в экономической и торговой сферах.

Ключевые слова: выбор, дифференциация, неравенство, специфический, фактор, электорат.

Due to the specific geographical situation and the string of historical factors of Ukraine, there has been formed a differentiation in the choice, the inequality of the trends of free expression of popular will, which are based, first and foremost, on the difference in views concerning foreign policy orientation and the choice of national development vectors, followed by the chain of further factors of social, cultural,

language and religious nature, as well as factors of society differentiation inside the country, in the economic or commercial sphere, which, in the final analysis, also display themselves, if the problem of differentiation may be considered on a larger scale [2].

This is important, since one cannot say that orientation on the neighboring or any other states is an influential decisive factor, for example on choosing, a typical Lvov citizen can cast his or her vote for a certain political power of the right or right-of-center type. Behind the course of a particular choice there is a range of factors relating historical cultural, ethnical and religious aspects, which supported by a political party on the government level, which, in turn, meets its own preferences and vision. However, this forms the very reason, apart from the lack of tolerance to the different vision of the ways of the national development, absolute sturdiness in solving historical, cultural and religious issues both on the one and other hand, for a dramatic differentiation of the society (electorate) and their actual separation thereof into two camps, having their confrontation bases formed historically, in parallel to the development of the whole country.

In general, the electorate differentiation is a normal phenomenon in all democratic states, where the election process is invariably legitimate. Such countries, as, for example, England, having two the most influential parties of Laborites and Conservatives, do not face the problem of national collapse and breakup into adverse conflicting sides and, consequently, do not give rise to such phenomenon as generation of separatist ideas. Englishmen have the uniform national idea, which is grounded on the common history and culture, while numerous differences in religious views or those lying in details of their historical past only shape general and tolerant patriotic outlook of the people who need to be united to form an integral state. Otherwise, the country is doomed to separatism.

Another feature of most democratic countries is unequal domination of one political power over other powers in different regions. For a specific example let us take the US presidential elections in 2009 when 60 % of electorate votes were cast in California in favor of B. Obama, 37 % of votes in favor of McCain, and some 3 % in favor of other candidates; 38 % of electorate votes were cast in the state of Alabama in favor of B. Obama, the candidate for Presidency, while 60 % of votes were cast in favor of McCain and 2 % in favor of other candidates. This establishes electoral differentiation of the society, which exists, however, in the political plane only and poses no threat to sovereignty and integrity of the country. Basing on the results of round II of the presidential elections in Ukraine in 2010, 90 % of votes were cast by the electors in favor of one of the candidates (V. Yanukovych) in Donetsk oblast and 86 % of votes in favor of his direct rival (Yu. Tymoshenko) in the geographically different part of the country, i.e. in Lviv oblast, which is indicative of dissociation of the society as the uniform nation. Such a situation has taken place due to a range of reasons and factors that build up the political world outlook of the electorate - historical, cultural, religious, language and national factors [1].

The largest problem results from the specific decisions that were taken by the power-holding structures and, especially, by the head of the state, as regards unification of Ukraine and its maintenance as the single whole not only in the territorial aspect, but also in the mental, cultural and national aspects. Although, instead of specific decisions, the purpose of which would be unification of the nation, the current power makes

speculative decisions that only contribute to origination of separatist ideas and attitudes. One of such decisions is, for example, the groundless decision taken by the President on the eve of May 9, 2011 about the flag of the USSR, when the original resolution was adopted concerning as regards formal demonstration with the use of the flag of the 150^{iet} infantry division and then, following a violent reaction of a part of the local citizens in Western Ukraine, the above resolution was cancelled. The reasons for taking such a contradictory decision, considering repressions, to which the citizens of Western Ukraine were subject by the Soviet power, as well as quite natural consequences, make the impression of a still further separation of Ukraine by the state authorities, rather than its unification as a single-nation country. Among other similar decisions there can be mentioned awarding the title of the Hero of Ukraine to S. Bandera and subsequent cancellation of the above decision with the advent of the new power. This decision resulted in a still greater differentiation of the society in the country. At the same time, the existence and foundation of such extreme parties as “Tryzub” (trident) and their operation only heighten confrontation of different values and ideas [1].

The present-day power should have every effort not to emphasize the most conflict issues, especially those that failed to be solved both by the predecessors and in the current situation. The higher powers should avoid conflicts inside the country or should seek their elimination through a compromise, which would not provoke the separated nation, and, to the contrary, should have every effort to unite the country by all possible means. First and foremost, the country, as a uniform nation, is in need of an idea, specific ideology that would make all the Ukrainians get united as the single nation around at least one factor of the historical, cultural or spiritual value. By casting a glance over the historical part of Ukraine one could see many common features that would allow to unite both an average citizen of Donetsk and Lviv, both a citizen of Crimea and Kyiv. What the Ukrainians have in common are the common past, common heroes and prominent figures whose personalities do not give rise to any dispute or argument, common important events, such as, for example, victories gained in the battles for national liberation, national language. The Ukrainians, as the uniform nation of one past also have much in common. Common Ukrainian culture, common language and traditions are the factors, which are recommended for the powers to be focused on in the course of education of the future generation to be free from separatism ideas. The nation is in need of a sound idea of patriotism, which would be respected by both the East and the West and be based on the Ukrainian traditions. Generation of the uniform idea will grant the powers a desired authority and will allow the people to get united within one country as the single nation. Following unification of the nation, the rate of the development of the country will increase considerably, the development vector will change; the country will undergo important changes oriented on consolidation of the society; there will be new workplaces created, which every Ukrainian will be able to take regardless personal origin - a Galician, graduate of one of the universities in Western Ukraine, will be able to work in mines of the Donets Basin instead of remaining unemployed owing to downtime of the mines in Western Ukraine; miners will go on holiday to the Carpathians, being aware of the fact that their recreation time is shared with other fellow Ukrainians; enterprises will get cooperated instead of buying essential raw materials from abroad; each Ukrainian, regardless any differences in religious or historical views, will be provided with a desired education, treatment or recreation in any region of Ukraine [2]. However, to attain the above goals, the state

must solve the problem of differential split of the society. To settle the existing situation, the attention should be drawn to the following factors:

- national idea;
- patriotism and national consciousness;
- religious, cultural and language preferences of uniform nation;
- historical past;
- education of new generation in united society;
- cultural and health-improving measures to be taken to unite Ukrainians

from different regions of the country.

Differences in opinions about common Christianity, dialects, common language, common past must only convince every Ukrainian that the greater a difference inside the single-nation country is, the more reach the nation is and, among other things, on the international level.

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УДК 004.02

LOYALTY PROGRAMS: USING DATA MINING IN DIRECT MARKETING

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Summary: The main tasks of direct marketing in loyalty programs have been analyzed in the present article, such as segmentation of customers, selection of target group, creation of attractive offers to these customers, feedback analysis and evaluation results of a program. Building successful solutions for these tasks requires applying advanced data mining and machine learning techniques reviewed in the present work.

Keywords: association rules, data mining, direct marketing, Kahonen maps, loyalty program.

Анотація: У цій статті проаналізовано основні задачі прямого маркетингу в програмах лояльності, такі як сегментація клієнтів, вибір цільових груп, створення привабливих пропозицій, аналіз зворотнього зв'язку та оцінка результатів програми. Створення успішного вирішення цих завдань вимагає застосування передових алгоритмів інтелектуального аналізу даних і методів машинного навчання, розглянутих у даній роботі.

Ключові слова: асоціативні правила, інтелектуальна обробка даних, карти Кахонена, програма лояльності, прямий маркетинг.

Аннотация: В данной статье проанализированы основные задачи прямого маркетинга в программах лояльности, такие как сегментация клиентов, выбор целевых групп, создание привлекательных предложений для этих клиентов, анализ обратной связи и оценка результатов программы. Создание успешного решения для этих задач требует применения передовых алгоритмов интеллектуального анализа данных и методов машинного обучения. Именно поэтому в данной работе рассмотрены эффективные алгоритмы и методы интеллектуального анализа данных.

Ключевые слова: ассоциативные правила, интеллектуальная обработка данных, карты Кахонена, программа лояльности, прямой маркетинг.

1. Introduction

Almost all companies recognize the high value of loyal customers. Market competition has led to the fact that customer loyalty is one of the most important factors for stable existence and development of the business. Nowadays having a great product or service is not enough and customers want more. The value of loyalty as a factor of competitiveness is confirmed by concrete statistics. By estimates of F.F. Rayhelda (the tutor of the program "Loyalty Practice" consulting firm Bain & Company and the author of "The Loyalty Effect") low level of loyalty in the business environment degrades the efficiency of economic activity by 25 - 50%. Increase in retention rates of regular customers by 5% depending on the sector leads to the increase in the value of purchases made by the average buyer by 25 - 100%.

2. Main Principles of Loyalty Programs

Loyalty programs need to focus on a long-term and mutually beneficial relationship between the supplier and the consumer. This requires using special action mechanisms. Loyalty based only on the programs of discounts will eventually lead to disastrous results. You should use other methods of customer's keeping, such as taking into account the characteristics of each customer, anticipating their needs, offering what is likely to be of interest – and thus give additional "value" of your company to the customers. In most cases, all companies prefer direct methods of promotion addressed to all customers. Obviously, in all these cases, the desired objective is not completely achieved. Identity operations do not work with loyalty on a regular basis, and the distribution of all discounts to the needs and interests leads to losses. In Ukraine, these programs have begun to develop recently, so it is very important to describe all methods and components of their implementation.

The challenge of a campaign lies in identifying what program is delivered to whom and predicting campaign effectiveness. For its launch and subsequent full operation, it is necessary to answer a lot of difficult questions:

- Who is your customer? Which segments are they broken into and what distinguishes one from another segment?
- What factors affect the behavior? What is the structure of consumption?
- Through what channels may they be targeted? What is the impact of this?
- How to measure the loyalty of the factors telling about changing trends?

The circle of a customer's lifetime comprises a customer's acquisition, customer development and customer retention, as Figure 1 (Liu, 2011) shows. At the stage of a customer acquisition, most sellers consider three issues: the identity of their profitable customers, their needs, and how to attract them. The second step is a customer's cultivation. Marketers have to consider issues at this step: matching customer demands and, delivery method. The final step is a customer's retention. The key issue is "How to establish and sustain customer loyalty?" [3, p. 73-79].

CRM lifetime value cycle

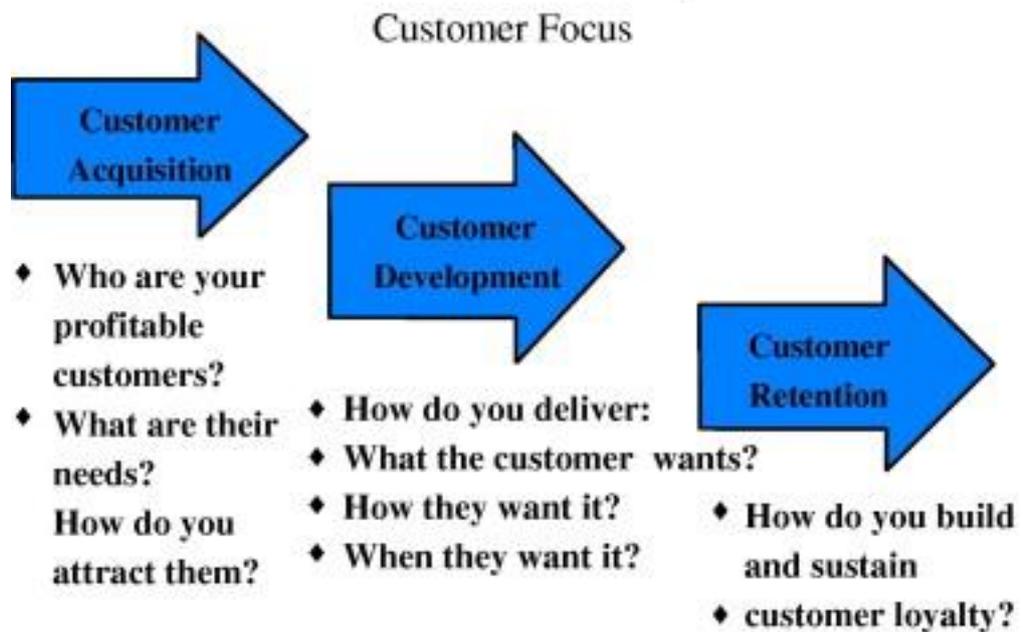


Figure 1: A customer lifetime value defined by IBM

3. Direct Marketing: Steps to Achieve Customer's Loyalty

Direct marketing approach can answer these questions. Direct marketing also plays an important role in any loyalty programs. In fact, direct marketing means creation of targeted offers to customers based on their preferences. The idea of the referral marketing is to offer the right product to the right people at the right time and right place. In this case, the direct marketing program can be divided into the following steps (see Figure 2):

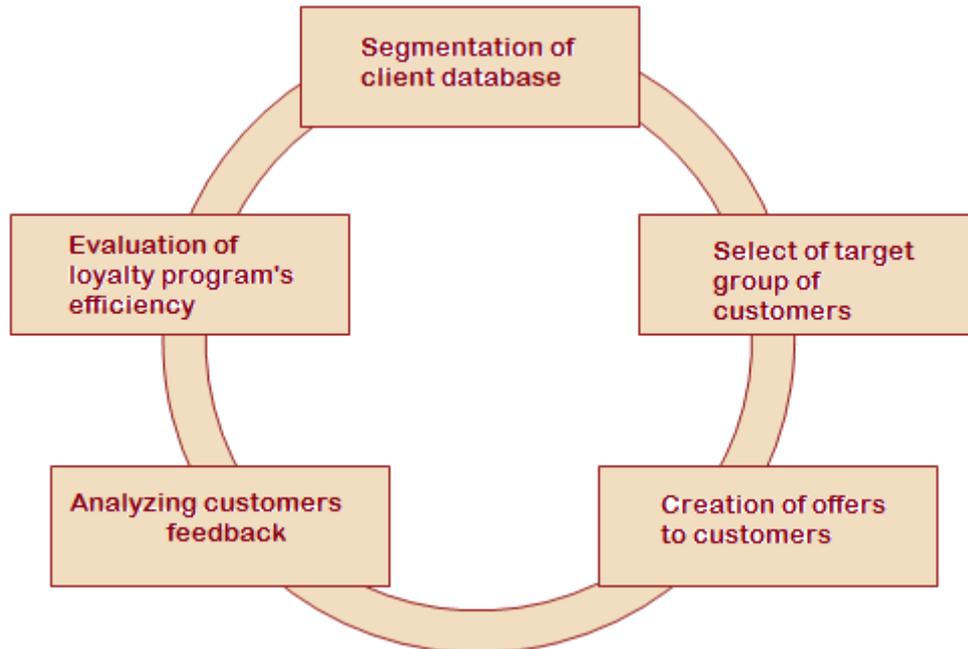


Figure 2: Direct Marketing stages in the loyalty program

Direct marketing tasks include market segmentation, selection of target audience, creation of offers to customers, analyzing customers' feedback, evaluation of loyalty program's efficiency. Nowadays a huge amount of information on customers is kept in databases. Thus, data mining can be very effective for developing the loyalty programs.

Building successful solutions for these tasks requires applying advanced data mining and machine learning techniques to find relationships and patterns in historical data and using this knowledge to predict each prospect's reaction to future situations.

Consider how you can and should use Data Mining at each of these stages.

3.1. Segmentation of the Customer Database

As one of the main benefits from the application of the loyalty program is an opportunity to focus on a specific group of customers who make the most out of it to a company, so an important point of their promotion effectiveness is the process of a segmentation of client base and selection of the most attractive consumers. And then you can build a relationship with clients in certain segments that have common characteristics. This allows you to create specific marketing programs.

In other words, the segmentation of the target audience and its need for study are the items required to perform. If we fail to interest clients, the loyalty program simply will not work.

But customer segmentation based on the primitive rules, such as a combination of "Sex + Age" does not reflect the complex structure of real customers. It is clear that the preferences affect a lot of other factors in very complex combinations, ranging from geography customers to, for example, their average annual income. For the construction of qualitative models of segmentation we should move away from the primitive methods of grouping and use appropriate and desirable Multidimensional Data Mining and machine learning algorithms for segmentation, such as Kohonen maps (networks), which allow not only to make the segmentation of objects, but also to visualize the results by using multivariant projection.

3.2. Selection of the Target Audience

The sale of goods and services is very important for understanding of who the final user is, that is why key point of direct marketing is to create a list of clients who may be interested in a particular product or service; it means that you have to choose the target audience to action. The right choice can give excellent results, i.e. efficiency measures can increase several times.

Therefore, after identifying segments you should analyze them:

- Estimate the size of the statistical characteristics.
- Calculate the financial characteristics of segments of their potential appeal, promise.
- Understand what characteristics define the interesting segments, how they differ from the rest.
- Determine which strategy is best applied to each segment: cost reduction, cross-sell, up-sell or any others.

Data Mining tools can not only carry out segmentation, but also can interpret the results obtained with the help of specialized visualizations methods.

3.3. Creation of Targeted Offers

Obviously, the more accurately we can predict what the product or service generates the interest of representatives of each segment, the greater effect can be expected from targeted appeals. Well-formed offers increase loyalty and profitability, and illiterate prepared not only beneficial, but also irritate customers. Data Mining tools include algorithms, such as association rules, that to automatically find the relationship between the products and generate offers that are likely to influence the client. The

goal of the techniques described in this topic is to detect relationships or associations between specific values of categorical variables in large data sets. These techniques enable analysts and researchers to uncover hidden patterns in large data sets, such as "customers who order product *A* often also order product *B* or *C*" or "employees who say positive things about initiative *X* also frequently complain about issue *Y* but are happy with issue *Z*." The implementation of the so-called *a-priori* algorithm allows us to process rapidly huge data sets for such associations, based on predefined "threshold" values for detection [5, p.1-15].

3.4. Analysis of Customer's Feedbacks

Evaluation of customer's satisfaction is another important component of any marketing programs. Tracking response allows you to define the most productive methods. Indeed, the mere existence of targeted offers even formed with a very high-quality analysis algorithms, does not guarantee the desired response, as any economic process affects a huge number of facts. Therefore, it is necessary to analyze the response to it after every marketing action, to identify the factors that influence the process. There should be even negative answers and reasons in order to avoid future mistakes. The arsenal of Data Mining contains algorithms to evaluate the impact of factors, find patterns, such as decision trees.

3.5. Evaluating the Effectiveness of Loyalty Programs

There are many unsuccessful loyalty programs due to disability for careful watching over the progress of a loyalty program. And nobody knows how effective it is and whether there is any sense in it, because there is no full control and analysis of its implementation.

In other words, the company is not enough to have developed a system to improve loyalty, the company also needs tools for monitoring its effectiveness, as the assessment of loyalty is a challenge that cannot be reduced simply to the calculation of the average ticket. The required statistical data must be collected in the control system keeping in mind the future of the company, as with the help of them the company can get an analysis of the system efficiency, expressed in terms of money and the number of clients.

To assess the effectiveness of loyalty programs the following methods should be applied to address the various aspects of behavior: frequency of purchases, the time of the last operation, the response to the offers, consumption patterns, etc. Using Data Mining in conjunction with the various methods of analysis and statistical processing of the data to assess the effectiveness allows to apply criteria of loyalty, for example, moving a customer from the segment "loyal customers" to "disloyal" and back.

4. Conclusion

So, now to achieve sustainable growth of the company and the planned return on sales is not possible without the creation of a large group of regular customers. The reasons are simple: intensive competition and growth in the number of offers in the area of trade in services and specific requirements for doing business. And, accordingly, the client base is one of the valuable assets of the company. Therefore, customer loyalty is becoming one of the main criteria for business success.

Currently, almost in every sector of industry, companies tend to have loyalty programs for all or some of their clients; it is a marketing tool, which aims to optimize companies' relationships with customers. But, on the other hand, loyalty programs require the handling of large volumes of data, fine-tuning of a customer's account and

analysis of heterogeneous data, automatic generation of current offers and more, what can realistically be achieved only by using Data Mining.

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УДК 343

PROCEEDINGS IN JUVENILE OFFENCE CASES. TOPICAL PROBLEMS

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Summary: The article deals with topical problems of current reaction of the state and public to the situation with juvenile delinquency in Ukraine. An attempt is made to trace the origin of some trends and to analyse necessity of developing the legal system governing juvenile delinquency and to determine priority guidelines in this important work.

Key words: juvenile delinquency, juvenile justice, justice, law-enforcement system, offence.

Анотація: Стаття присвячена головним проблемам реакції держави й суспільства на ситуацію з правопорушеннями серед дітей та молоді. У статті аналізується ситуація зі станом злочинності серед неповнолітніх, що склалася на сьогодні в Україні. Зроблено спробу простежити походження деяких тенденцій та проаналізувати необхідність розвитку системи правосуддя щодо неповнолітніх, визначити пріоритетні напрямки у цій важливій роботі.

Ключові слова: злочинність серед неповнолітніх, правоохоронна система, правопорушення, правосуддя, ювенальна юстиція.

Аннотация: Статья посвящена основным проблемам реакции государства и общества на ситуацию с правонарушениями среди детей и молодежи. В статье анализируется ситуация с состоянием преступности среди несовершеннолетних, которая сложилась на сегодня в Украине. Сделана попытка проследить происхождение некоторых тенденций и проанализировать необходимость развития системы правосудия относительно несовершеннолетних, определить приоритетные направления в этой важной работе.

Ключевые слова: правоохранительная система, правосудие, преступление, преступность среди несовершеннолетних, ювенальная юстиция.

Ukraine practises an extensive system of children's rights protection, but children who committed unlawful acts usually fall under the jurisdiction of organs of criminal justice [1] [2]. The problem of adequate reaction of the state and society to a situation with offences committed by children and young people has become apparent especially sharply in the years of independence. Attempts have been made recently to enter a more humane system for work with the children that are in a conflict with law. The situation with the current state of juvenile delinquency in Ukraine determines necessity of strengthening the social protection of children as well as defining priority directions for this important work.

An early social rehabilitation of children in conflict with law is an effective social mechanism that gives an opportunity to renew physical, psychological and social status of a child with considerable cost effectiveness. Thus, development of the system of justice in relation to juveniles should be examined in the context of important international and regional initiatives envisaged in the key legal acts and policy [7].

The problem of juvenile delinquency has always been one of most painful for society of any state in different historical epochs. In the period of crisis it becomes topical as to development of a certain public formation. In the period of time, when the stable value reference-points have been lost, children are the first who react to these changes that influence their consciousness and behavior [4].

Unfortunately, Ukraine is no exception. Statisticians testify that every eighth or ninth crime in Ukraine is committed by under-aged criminals. Lately the crimes committed by juveniles have gained a more cruel and cynical character.

The current rate of juvenile delinquency and threatening tendencies in its structure require some new approaches to prevention and effective counteraction with this dangerous public phenomenon. This problem appears quite urgent under the conditions of reformation of the modern system of criminal law and enforcement jurisdiction, in particular, regarding children [4].

An essential problem is work with juvenile criminals in accordance with the international norms, rules and standards, that insist on necessity of application of educational influence with the aim of maximal maintenance of the child's personality, minimization of psychologic traumatic factors, forming of his/her consciousness in direction of providing his/her observance of certain general rules of behavior and life in society.

These tendencies enhance attention to the study of this problem, and there is nowadays a long-felt need for considering the modern state of law of criminal procedure in cases of juvenile delinquents and for defining their legal status, which is the judicial constituent of the effective juvenile justice system, being the necessary basic precondition of solving the problem [5].

The most widespread method of juvenile delinquency control is its prevention. This is one of the top priority tasks facing the law-enforcement system of our state. Society is concerned, foremost, about how to defend itself from juvenile offenders, and at the same time how to return those who went astray to normal life.

Criminal law and enforcement jurisdiction measures including precautionary steps applied to the minors are of special importance in prevention of crimes among the youth. They can really contribute to prevention of crimes and at the same time provide

reformation of teenagers. Taking it into account, the most serious attention should be paid to investigating proceedings connected with juvenile crimes.

Many researchers support the idea of efficiency of applying preventive measures to juvenile offenders not connected with imprisonment. In practice, it is most expedient to use preventive measures to them not depriving them of liberty. Thus, an important role belongs to introduction of special courts for minors in Ukraine. It is much spoken about, but real changes in the given field have not been made.

The system of preventive measures, envisaged in the Law of Criminal Procedure of Ukraine, allows the organ of inquest, investigator, public prosecutor and court to apply them taking into account the gravity of crime in the perpetration of which a person is suspected or accused, her/his age, state of health, marital and material status, type of activity, residence and other circumstances that she/he is characterized with. In accordance with Article 149 of the Law of Criminal Procedure of Ukraine such preventive measures are: recognizance not to leave, personal bail, bail of a public organization or a labour community, bailment, detaining in custody, supervision of command of a military unit [2].

A special measure of preventiveness is envisaged in Article 436 of the Law of Criminal Procedure of Ukraine for the minors; it is handover of the minors under supervision of parents, guardians, trustees or administrations of children's establishments.

Measures of prevention are measures of state compulsion which are used in criminal process with the aim of the most effective implementation of the tasks of justice. Legality of choosing a measure of restriction is provided by the presence of a certain set judicial procedure and supervision of a public prosecutor and court over observance by pre-trial investigation organs of terms and order of application of preventive measures [4].

While considering crimes perpetrated by juveniles, an important role is played by the unity of the system of judicial actions, conducted by the organs of investigation, office of public prosecutor and court. This system has features that, foremost, are related to the object of collecting evidence in proceedings, as well as to the circle and status of persons that participate in the proceedings, with the aim of higher legal security of juveniles. Cases of juvenile criminals should be considered in special judicial proceedings as they are persons not completely formed and rather vulnerable. The problems related to instituting criminal proceedings against teenagers, application to them of preventive measures stand out sharply enough; however juvenile justice, i.e. the special system of justice for minors, has not been developed in our country until now.

The idea of specialization concerning juvenile criminal cases can be traced back as far as the beginning of 90^s. By then there had already been attempts at creation of the so-called juvenile courts envisaged by *the Conception of the Judiciary Reform*, approved by the resolution of Verkhovna Rada of Ukraine on April, 28 in 1992. Experts emphasise the necessity of creation of such courts [5]. Presently criminal cases in relation to minors are considered by general courts that administer justice to all persons that have committed a crime. Such an order of proceedings in criminal cases of minors is not a confined factor of negative influence on teenagers. Specialized courts can improve the situation.

Such courts exist in many countries of the world, and their activity justifies itself, especially at consideration of cases of juvenile crimes. They contribute to removal of

negative influence on minors and create additional guarantee for defence of legal interests of the indicated category of persons. Teachers, physicians and psychologists are permanently invited to take part in the proceedings conducted by these courts, which also communicate with health and education authorities, as well as with social services.

Further we compare the norms of separate countries' laws of criminal procedure, that regulate the preventive measures applied to minors. The special rules of Bulgarian Law secure that pre-trial investigation in relation to minors is conducted by investigators from the office of the public prosecutor, but in special cases it is conducted by investigators of state security. The following preventive measures can be applied to the juveniles: parental or guardians' supervision; supervision of administration of the approved school, where the juvenile is placed; supervision of an inspector or a member of a local commission dealing with children's antisocial displays; imprisonment, which is a preventive measure taken in exceptional cases.

Poland is the only country of Eastern Europe where special courts that are engaged in consideration of juvenile crimes operate now, while in Hungary and Romania there is only specialization of judges in this field. In Russia cases in which juveniles are accused criminally are investigated and examined in the general order. In such states, as Japan, Austria and Spain, cases connected with crimes of minors are examined in domestic courts, but such courts mainly have civil legal orientation, that is why along with them courts that consider criminal cases of minors function alongside with them [6].

Legal proceedings concerning crimes of minors are also exercised by specialized courts of different modifications in such leading countries as the USA, Great Britain, Belgium, France and Germany. Activity of such courts for the minors is evaluated highly enough by law scholars. The experience of foreign countries demonstrates that the presence of special courts for minors positively affects both investigation and consideration of cases of this category and prevention of juvenile delinquency on the whole. This experience can be used for creation of such courts in Ukraine.

Maybe, it is time to raise the question about the necessity of creation of an effective system of juvenile justice in Ukraine and to do our best to solve this problem. This will enable our judiciary system to guarantee all-round protection of rights and interests of minors, and also to take into account the individual features of juveniles, their criminal behavior and further lives in society. Creation of such a system aims at reorientation in dealing with socially dangerous acts of minors to mainly preventive measures against commitment by them of such actions.

In conclusion, it should be mentioned that the practice of applying preventive measures, which is alternative to detaining in custody, should become more common. This will make it possible to begin correctional re-education of minors already on the stage of pre-trial investigation.

One of the conditions of observance of rights and legal interests of minors is taking into account all circumstances of the case and requirements of legislation. In application of preventive measures to minors, organs of pre-trial investigation do not properly execute the requirement of Article 433 of the Law of Criminal Procedure of Ukraine in relation to the duty of complete investigation of circumstances that are included in the ultimate fact according to a given category of criminal cases, namely: juvenile's age; his/her health and overall development; his testimonial as to character (attitude toward studies, labour, behavior in his family life, etc.); living and educational

environment; circumstances that negatively influenced his/her education; influence of adult instigators of a crime and other persons who involve juveniles in criminal activity, and also his/her attitude toward the act committed.

Clear ascertainment of these circumstances will help the law-enforcement system to correctly determine which preventive measures should be applied to minors. To solve this problem correctly, it is also necessary to take into account circumstances, that though not covered by the aims of the Law of Criminal Procedure, are of great value for criminology: motivation of criminal behaviour; a teenager's role in the commission of crime; reasons and conditions for commission of the crime; the minor's living and educational environment; mental development and mental condition of the teenager; behaviour before and after the commission of the juvenile crime; behaviour of the teenager during investigation, etc [3]. Taking into account these circumstances will give us an opportunity to solve the problem as to choosing an alternative measure, not connected with imprisonment of minors, because investigation and consideration of cases concerning juvenile crimes should be of educational preventive value.

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MEDIATION AS A SPECIAL FORM OF RESTORATIVE JUSTICE FEATURES OF ITS IMPLEMENTATION IN THE CRIMINAL LAW OF UKRAINE

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Summary: The article deals with the essence of restorative justice and its component parts (mediation). The concept, principles and features of the implementation of mediation in the current criminal legislation of Ukraine were considered as a result of the research. It was found that mediation in Ukraine is an important condition for the further successful functioning of the justice system.

Key words: criminal law, mediation, principles, restorative justice, specificities of implementation.

Анотація: Стаття присвячена розгляду суті відновного правосуддя та складової його частини – медіації. У результаті дослідження були розглянуті поняття, принципи та особливості впровадження процесу медіації у чинне кримінальне законодавство України. Було виявлено, що медіація в Україні є важливою умовою для подальшого успішного функціонування системи правосуддя.

Ключові слова: відновне правосуддя, кримінальне право, медіація, особливості впровадження, принципи.

Аннотация: Статья посвящена рассмотрению сути восстановительного правосудия и составляющей его части – медиации. В результате исследования были рассмотрены понятия, принципы и особенности внедрения процесса медиации в действующее уголовное законодательство Украины. Было обнаружено, что медиация в Украине является важным условием для дальнейшего успешного функционирования системы правосудия.

Ключевые слова: восстановительное правосудие, медиация, особенности внедрения, принципы, уголовное право.

Construction and development of the legal state, civil society is one of the defining elements of Ukraine's democratization. Reform and improvement of national legislation, including the Criminal Procedure, is an objective requirement of time.

The problem and the relevance of the study is that the introduction of restorative justice, namely mediation process is a new alternative positive impetus to combat crime. The emphasis is shifted from justice, which considers its primary function to be punitive, while restorative justice mediation being its essential element considers its main function to be socialization of the offender and an effective, deliberate removal of public harm by the offender through the process of reconciliation with the injured party. A modern tendency of criminal law's growth in Ukraine is changing of views on the nature and the purpose of criminal law and the law.

The aim of the study is to disclose the mediation process, its features and implementation in current criminal law of Ukraine.

The main problem of Criminal Justice, which is responsible for the control of crime, is its focus on the guilty. In many cases, the functioning of the traditional justice system eliminates the possibility of resolving criminal situation through active involvement of victims and offenders. Furthermore mediation strengthens the position of a civil society in solving criminal cases and challenges the monopoly of the state in solving them. European integration processes of Ukraine to the Council of Europe puts the state to legitimate tasks to tackle. Under such circumstances change and upgrade activities of the legal system are necessary. One of the most important ways of the criminal policy reforming in our country is the implementation and development of the restorative justice's institution. Unlike the traditional criminal justice system, restorative justice is primarily intended to restore justice, to conciliate the victim and the offender, to reach satisfaction of victim's and offender's needs, and to repair damage caused by a crime.

The use of mediation (as a tool of restorative justice) has been widespread in most countries for over 25 years, in particular, this process is being successfully developed in Europe (Austria, Belgium, Great Britain, Norway, Germany, Finland, Poland, etc.), the USA, Australia, New Zealand and other countries.

According to the Council of the European Union of 15 March 2001, the mediation in criminal cases should be understood as the search, for a mutually agreed solution between the victim-offender mediation by a competent person (mediator) prior to or during criminal proceedings. That is mediation that is regarded as a process in

which both parties of the criminal conflict have a possibility to settle voluntarily the problems arising from the crime using a neutral third party or a mediator.

Mediation as a legal institution based on the basic principles:

1. *Voluntary participation in the mediation process.* The consent to participate must be obtained prior to the procedure and should indicate the veracity of the will of the parties. It is strictly forbidden to compel either side to agree to a meeting. Finally, the process can be terminated at the request of any party at any stage;

2. *Confidentiality of mediation.* This principle is the dividing criterion of restorative justice from the traditional criminal justice system. It is based on achieving productive dialogue and constructive results in the interests of the parties. Any information that became apparent in the mediation process shall not be distributed in any way other than voluntary consent of the parties or by the existence of a real threat of committing a new crime;

3. *Neutrality of an intermediary (mediator).* A mediator in reconciliation programs should work in the same way either for the injured party or the offender, but he can not remain neutral towards the offense itself, recognizing its injustice;

4. *Self-determination of the parties.* That is delegation of authority to the parties concerning searching and taking a mutually acceptable decision;

5. *Active participation of the parties* (a victim and an offender) means that directly involved parties are treated as members of procedure;

6. *The offender's admission responsibility for damage* caused by a crime that involves the recognition of the guilty by the offender and willingness to pay damages;

7. *Admission of the victim's feelings and needs of the victim*, it provides for the victim an opportunity to express their views on what happened, and how caused pecuniary and non-pecuniary damage can be compensated. [1, p. 100], [2, p. 32]

Advantages of restorative justice, especially mediation process, are the following: time saving that consists in dynamic case proceeding. For judges who hear criminal cases, the application of restorative justice helps to reduce the number of cases that require consideration and, therefore, also leads to savings in working time and discharge of judges from solving problems associated with the emotions of the parties; ability to influence the outcome (this means a direct and active participation in the matters of compensation for damages); cost's reducing of the dispute process; taking the emotional stress of the victim and the offender down and the consequent restoration of balance in society; satisfying the interests of participants.

We can give you an example of the mediation benefits. First of all, reconciliation of the guilty person and injured party, as a reason for exemption from criminal liability, should be extended not only to the minor offense, but also to some other cases, for example, to public and private prosecution proceedings initiated at the request of the victim. But it is already impossible to withdraw the statement to terminate the proceedings because of the reconciliation of the parties. We believe that it is a violation of the principle of discretionary proceedings. Sometimes a situation seems paradoxical when a criminal case of a simple (not aggravated) rape or an attempted one comes to court, even though the victim has married the former abuser and she is already pregnant, and importunes panels law enforcement authorities to suspend its application. The law (Part 2 of Art. 27 Code of Criminal Procedure of Ukraine) cannot close the case, it goes to the court with charge sheet, and then the court racks its brains over dealing with a case. The disadvantages of mediation include the lack of established clearer legal

procedure of mediation that negatively affects its functioning status and functioning opportunities in justice.

The mediation procedure consists of the following steps, which include certain phases:

- premediation, preliminary negotiations between the parties, examination of the possibility of mediation, an agreement on its implementation (before the mediation);
- basic mediation, which includes 5 phases: clarification of the subject of negotiations (the purpose coordination, scope of negotiations); the definition of the discussed objects (a list of topics as a result of mutual listening); study of the positions and interests; and a joint search for a solution; the final agreement.
- postmediation, a control session in 1.5 - 3 months after the mediation, which is specified at the beginning.

One of the priorities of the Council of Europe and the European Union is to assist Member States in a fair and rapid administration of justice and the development of alternative methods of dispute resolution. Such assistance primarily consists of development standards according to which Member States should bring its legislation into line on the basis of assumed legal obligations. Having done a comparative study of the best practices of some countries, the Council prepared recommendations on the next steps for Ukraine and offered their opinions on the appropriate regulatory framework. However, despite the absence of specific legislation, Ukraine has its own experience of mediation procedures (reconciliation). It confirms high efficiency of this institution in resolving conflicts. In 2003 the Charitable Organization "Ukrainian Center of Mutual Understanding" in cooperation with the Supreme Court of Ukraine started the program of mediation implementation in criminal cases in Kiev. Within this program partnership with the judicial system was successfully established, the mechanisms of cooperation with the courts were developed, 20 mediators were trained and practical experience in mediation was accumulated. Taking into consideration the experience of new positive evaluation of the program, the Supreme Court of Ukraine added new decisions on relevant items during 2004 that, in particular, pointed to the possibility of enforcing programs of reconciliation between victims and offenders in judicial practice.

Ukrainian Justice doesn't presuppose direct use of mediation in criminal investigation, but it does not object to it. The current Ukrainian legislation contains many assumptions to allow reconciliation between the parties, and thus to introduce a mediation. These are the following articles: 46, 66, 75, 82, 97, 103-105, 107 of the Criminal Code, Articles 6 and 27 of the new Criminal Procedure Code. It means updated criminal and criminal procedural law is providing opportunities for its implementation. And it specifies the legal form of applying the act of reconciliation.

Summarizing the above and analyzing mediation process, we have proved the concept of mediation itself, its principles and features. So, we can say that the program of restorative justice, especially mediation, is an addition to the traditional justice system. It is intended to restore the relationship between victims and offenders and remove the inflicted damage. Such mediation programs help victims overcome the emotional problems arising from a criminal situation, to answer the questions that concern them, to get the material and moral compensation for losses. The purpose of mediation programs is also to help offenders admit their guilt, to take the responsibility for their actions, to promote social rehabilitation of persons who have committed crimes. Thus, implementation of restorative justice programs, especially mediation of

victims and offenders in Ukraine, is an important condition for further justice system successful functioning in general.

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FUNCTIONS OF MANAGEMENT

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Summary: Functions of management combine both the features of science and art and here in this article I have analyzed the problems connected with them. In my study I tried to describe every function of management and also present some pieces of advice to better your business. In the article the four concepts of management are analyzed and their interconnection is shown.

Key words: efficiency, functions of management, relationship.

Анотація: Исследование и анализ функций управления является актуальной проблемой. Управление сочетает в себе характеристики науки и искусства. Правильное применение функций управления позволяет организации повысить ее эффективность. В этой работе вы можете найти описание каждой функции управления и некоторые советы по их совершенствованию. Эта работа направлена на анализ четырех функций менеджмента: планирование, организация, руководство, контроль. В этой статье вначале будут описаны все функции в деталях, а затем их взаимозависимость.

Ключевые слова: взаимосвязь, функции управления, эффективность.

Анотація: Дослідження та аналіз функцій управління є актуальною проблемою. Управління поєднує в собі характеристики науки і мистецтва. Правильне застосування функцій управління дозволяє організації підвищити її ефективність. У цій роботі ви можете знайти опис кожної функції управління і деякі поради щодо їх вдосконалення. Ця робота спрямована на аналіз чотирьох функцій менеджменту: планування, організація, керівництво, контроль. У цій статті спочатку будуть описані всі функції в деталях, а потім їх взаємозалежність.

Ключові слова: взаємозв'язок, ефективність, функції управління.

Functions of Management: Any organization, whether new or old, whether small or big, needs to run smoothly and achieve the goals and objectives which it has set forth. There are basically four management concepts that allow any organization to handle the tactical, planned and set decisions. The four functions of management are: planning, organizing, directing, and controlling [2].

Planning is the foundation area of management. It is the base upon which all the areas of management should be built. Planning requires administration to assess, where the company is presently set, and where it would be in the upcoming. From there an appropriate course of action is determined and implemented to attain the company's goals and objectives [4].

Planning is a course of action which never ends. In strategic planning, management analyzes inside and outside factors that may affect the company and so objectives and goals. Here they should have a study of strengths and weaknesses, opportunities and threats. In order to do this efficiently, management has to be very practical and ample.

The second function of the management is getting prepared, getting organized. Management must organize all its resources well before in hand to put into practice the course of action to decide that has been planned in the base function. Through this process, management will now determine the inside directorial configuration; establish and maintain relationships, and also assign required resources [3].

While determining the inside directorial configuration, management ought to look at the different divisions or departments. Management determines the division of work according to its need. It also has to decide for suitable departments to hand over authority and responsibilities.

Directing is the third function of the management. Working under this function helps the management to control and supervise the actions of the staff. This helps them to assist the staff in achieving the company's goals.

It is very important to maintain productive working environment, building positive interpersonal relationships, and problem solving. All this can be done only with Effective communication. Understanding the communication process and working on areas that need improvement, help managers to become more effective communicators [3].

Control, the last of four functions of management, includes establishing performance standards which are based on the company's objectives. It also involves evaluating and reporting of actual job performance [1].

Planning. Planning is concerned with the future impact of today's decisions. It is the fundamental function of management from which the others four stem. The need for planning is often apparent after the fact. The organizing, directing and controlling functions stem from the planning function. The manager is ready to organize and staff only after goals and plans to reach the goals is in place. Planning is important at all levels of management. However, its characteristics vary by level of management [2].

Strategic Planning: Strategic planning is one specific type of planning. Strategies are the outcome of strategic planning. Strategies are major plans that commit large amounts of the organization's resources to proposed actions, designed to achieve its major objectives and goals. Strategic planning is the process by which the organization's strategies are determined. In the process, three basic questions are answered:

1. Where are we now?
2. Where do we want to be?
3. How do we get there?

Organizing. Organizing is establishing the internal organizational structure of the business. The focus is on division, coordination, and control of tasks and the flow of information within the organization. Managers distribute responsibility and authority to job holders in this function of management [5].

Organizational Structure: Each organization has an organizational structure. By action and/or inaction, managers structure businesses. Ideally, in developing an organizational structure and distributing authority, managers' decisions reflect the

mission, objectives, goals and tactics that grew out of the planning function. Specifically, they decide on:

1. division of labor;
2. delegation of authority;
3. departmentation;
4. span of control;
5. coordination.

Organizational structure is particularly important in family businesses where each family member has three hats (multiple roles): family, business and personal. Confusion among these hats complicates organizational structure decisions [2].

Directing: Directing is influencing people's behavior through motivation, communication, group dynamics, leadership and discipline. The purpose of directing is to channel the behavior of all personnel to accomplish the organization's mission and objectives while simultaneously helping them accomplish their own career objectives.

Helping people in the organization with career planning and professional development is an integral part of the directing function [4].

Motivation: Selection, training, evaluation and discipline cannot guarantee a high level of employee performance. Motivation, the inner force that directs employee behavior, also plays an important role. Highly motivated people perform better than unmotivated people. Motivation covers up ability and skill deficiencies in employees.

The most effective motivation for employees comes from within each employee, i.e., self-motivation. Possible indicators of self-motivation include: past accomplishments in school, sports, organizations and work; stated career goals and other kinds of goals; expertise in one or more areas that shows evidence of craftsmanship, pride in knowledge and abilities, and self-confidence; an evident desire to continue to learn; and a general enthusiasm for life [1].

Discipline. A disciplined person exhibits the self-control, dedication and orderly conduct consistent with successful performance of job responsibilities. This discipline may come through self-discipline, co-workers or the supervisor/employer. Self-discipline is best and most likely to come from well selected, trained, and motivated people who regularly have feedback on their performance.

Typical levels in progressive discipline are: informal talk and counseling, oral warning or reprimand, written warning, disciplinary layoff and discharge [3].

Conclusions: Management operates through various functions.

Planning: deciding what needs to happen in the future (today, next week, next month, next year, over the next 5 years, etc.) and generating plans for action.

Organizing: (implementation) making optimum use of the resources required to enable the successful carrying out of plans.

Directing: determining what needs to be done in a situation and getting people to do it.

Controlling: monitoring, checking progress against plans, which may need modification based on feedback.

Performance of all management functions ensures an organization stability of development, high profitability and efficiency. Planning helps to work out strategy. Organizing is responsible for creation the structure of company. Directing makes people to follow strategy. Controlling checks running of the whole company [4].

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УДК 327 (73)

INTERNATIONAL RELATIONS BETWEEN THE USA AND BURMA. CURRENT STATUS AND PROSPECTS

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Summary: The results of the study of specific trends in international cooperation between the USA and Burma today are as follows: decisive actions in this aspect are social, political, economic and humanitarian "care" by the first, and the formation of military resource base by the second. This process of international synthesis of the two countries is on track to fruitful results.

Key words: decree, democracy, ethnicity, financial investment, international isolation, military system, plenum, republic, sanction.

Анотація: У результаті проведеного дослідження визначено характерні тенденції міжнародної співпраці між США та Бірмою на сучасному етапі. Визначальними положеннями в даному аспекті займає соціальна, політична, економічна та гуманітарна «опіка» з боку першої, та формування військово-сировинної бази з боку другої. Даний процес міжнародного синтезу двох держав є на шляху до плідних результатів.

Ключові слова: військовий режим, декрет, демократія, етнос, міжнародна ізоляція, пленум, республіка, санкція, фінансові інвестиції.

Анотация: В результате проведенного исследования определены характерные тенденции международного сотрудничества между США и Бирмой на современном этапе. Определяющими положениями в данном аспекте занимает социальная, политическая, экономическая и гуманитарное «попечительство» со стороны первой, и формирование военно-сырьевой базы со стороны второй. Данный процесс международного синтеза двух государств есть на пути к плодотворным результатам.

Ключевые слова: военный режим, декрет, демократия, международная изоляция, пленум, республика, санкция, финансовые инвестиции, этнос.

Nowadays the problem of international relations between the USA and Burma is being developed. Interest to South-Eastern Asia was particularly intensified in the early twenty first century when the process of global integration had gained a new impetus.

An important contribution to the study of the theme was made by an Oriental scholar Alexander Simonyi. His article «Changes in Burma. The first year of civil government» is well known along scientific world. Among this, Soviet scientists such as I. Orbeli and founder of the Indology school I. Minaev made essential research. Other sources include archival material.

Pre-election to the first parliament in April 2012 in Burma was another step towards the democratization of the country and its way out of international isolation, where the party of opposition – the National League for Democracy (NLD) won, led by Nobel Peace Prize laureate Aung San Suu Kyi, who was recognized in world encirclement as a symbol of the struggle for political reforms in Myanmar and who saved the country from military dictatorship. Half a century ago, on March 2, 1989 the government of Burma's military regime came to power led by General Ne Vinne. As a result, after the overthrow the country went another way in comparison with its neighbors Thailand, Indonesia, Taiwan, South Korea, Singapore, the Philippines, Malaysia and other countries which have managed to get free from dictatorship and took a step to democracy. For many years Burma had remained under the oppression of the military regime which was in power in different manifestations.

Today Burma is one of the most "amazing" countries of South-East Asian region, which has been carrying a continual struggle for a stable position and status in the region despite the catastrophic inland situation. According to the latest information of humanitarian services of Asia, a leading position in the country belongs to a layer of entities that have no political legitimacy for using antidemocratic methods of governmental power such as terror and intimidation. In particular, regular conflicts between the authorities and the population cause aggregate economic disruption in the country: about half of the annual budget goes to purchasing weapons and military equipments, while this finance could help a third of people to get a medical assistance and organize new centers in the struggle against AIDS [2].

Recently, the announcement of bird flu in the country has been another warning of the danger. As a result, in March 17, 2012 the authorities of Burma decided to exterminate chickens and ducks in residents which greatly undermined the economic background of the country [3].

In 2012 the political elite noted an interesting related fact: international relations between East and West within 2001-2010 were defined as usual, special system of relations for nothing. But the beginning of 2011 was marked as a "morbid interest" of Western hegemony to the less developed countries of South-Eastern Asia. One of such progressive states was the USA, which is not surprising, with rational program of democratic changes in Myanmar [4].

Coexisting along with other countries of the world space, the US government does not forget about a significant impact of the authority that is working out not only one century. This authority shouldn't be estimated for only a strong "international wall", which was built by the leading countries of the European continent and Australia, because every American soldier knows that the war will not be successful, if the army hasn't got a "rear". In this situation, the southeastern region in Asia is the same for the USA which is why taking into account the importance of them is considerably.

As mentioned at the beginning, Burma is a country, which since the late 80's to 2012 had been suffering from terrible war terror. It certainly had an impact on the economic, social and cultural area of the country. No less depressed was the moral factor of population. The interest of the Western world and the establishment a new democratic program, have managed to provide a new beginning for the progressive development of the country. And, as we know from the history, such ethnopsychological explosions can be a powerful impetus for a new revolution for the recognition of their state as independent.

We haven't noticed the fact that the United States purposefully and openly uses Myanmar as a strong raw material base in Asia. If, for example, Vietnam is a country with a direct position (trade is closed to the liberal model, the presence of structured leadership, etc.), this base shake is properly harder than fragile elements of Burma.

In May 2012 Barack Obama at the annual plenum on Foreign Relations the USA. and Asia the President of the USA said that the United States will ease some financial and investment sanctions against Burma because the historical reforms took place in this country [5].

The United States has been afflicted about the protection of human rights, corruption and the military role in the economy of Burma. At the meeting with the leader of the NLD in Myanmar, Aung San Suu Kyi the US Secretary Hillary Clinton announced distinct and carefully thought-out democratic policy and national reconciliation between ethnic groups of population; in particular, she promised to help with the development of economic and business environment. Moreover, Barack Obama issued a new order in June 17, 2012 that empowers the US government to control the sanctions of corporate and individual body which impend to security and stability in Burma [6].

Analyzing the above-mentioned, the key concept is formulated as the concentration of "international attention". In this case there is a problem of law sanctioning of Myanmar. There are orders of the US President in 2012 that testify about it. They are based on reservations towards people who are endangered to peace, security and stability in Burma. By signing this order, the president of the United States delegated the government to control the situation in this country. In particular, blocking of such people is allowed only to the Minister of Finance in the USA by consultation or recommendation of the Secretary of the State.

An important component of the same order is a decision about national security. By August 23, 2012, the Defense Industry (OPS) had established scientific research rocket in Burma and had undertaken to assist in the development of this sector in the country. During the visit to Portugal in November 2008, Burmese military officials, including the head of the US Defense Industry signed a memorandum-consensus with China for assisting in the creation of medium-range missiles in the territory of Burma. Besides, due to the promotion of the USA in 2011, North Korean ships conducted raids to ports of Burma carrying the load of the Defense Industry [7].

The problem of child-soldiers is equally important. Despite the fact that the USA is a military country, it does not change the attitude to the liberal principles towards children. Thus, the Order of the military forces of Burma in August 11, 2012, Myanmar was forbidden to receive any types of foreign assistance such as recruiting orphans groups from other areas of the Pacific region [8].

In the same direction the USA conducts a policy towards illegal drugs circulation in Burma. Long before the arrival to the country of the Secretary of the State Hillary Clinton in 2012, Myanmar was being suffered "persecution" by the Western countries due to illegal and irrational methods of drug trade. Recently, the first person in Burma – Thein Sein (the president of the country since 2010) – paid his attention to this problem. In cooperation with the US secretary in February 2012 he managed to establish an absolute ban on trade of above-mentioned goods both within and outside the country. This resolution was stated in the decree of February 2012 «General principles of Burmese trade». In particular, besides the thesis about the taboo of narcotic business,

she referred to the illegal trafficking – law "On Protection" which provides severe punishment for persons who neglect the freedom of others in the form of imprisonment according to the international responsibility [9].

But conflicts between the authorities and the public aren't based only on military and economic points. In 1995 Myanmar sank in the bloody struggle for religious ideals. Burma is known as a religious center. The important for the whole Asia today is Yangon with Shwedagon pagoda and Mandalay which are located in the north foothills of the country close to Tibet, where the Buddhist shrines, revered not only Burmese, but Buddhists through Asia [10].

Myanmar is a multiethnic country, so religious people are also different: besides the Buddhists, there are Muslims, who came from the north, and Christians, who adopted the faith of the Middle East. The country was inhabited by even those people, whose ancestors are perceived as representatives of the Israel 13th tribe, which vanished in the mists. Hence, the close ties of modern Burma both with Muslim countries and Israel. From here puzzle of idolatry is taken off – which one of them should be dominant? [11].

The solution might not be monosemantic, but the American Act "Religious freedom in southeast Asia" in April 21, 2012 offers a profound solution of this problem. The Law of Religious Freedom requires that the US president holds an annual review of the status of religious freedom in countries that "he took under his wing and, in particular, only he has the right to authorize innovations in this area".

Burma has been characterized as a country which evokes some concern of religious freedom. So, because of its current state, which is inextricably linked with the history and for implementation of a balance between the different ethnic groups in the country, peace and harmony were proclaimed among all existing religions, thus, establishing religious freedom in the country [12].

Overall, analyzing the last conclusions of the US Congress in July 2012 on international affairs for the last 6 months, we can attest that US policies towards Burma have some controversial positions. The most remarkable point is the withdrawal sanctions which can complicate the situation in the country. Its removal may override all provisions of laws, published by the USA before.

Moreover, if even sanctions do not lose their force, they can not remove some restrictions in Burma completely. For example, the removal of the ban on certain types of care may be more difficult than removing bans on imports of certain products from the materials, parts or components from Burma [13].

But despite this fact, the Obama's administration has made some efforts to continue the desired reforms in Burma. During his visit to Myanmar in June 2012 the Secretary Clinton announced an increasing humanitarian assist to Burma (\$1 million for microfinance programs) and other initiatives (for example, \$5 million for an education program). The secretary also pointed to the additional steps that can improve the situation in the country, namely, the release of all political prisoners and the rule of the law in Burma, cessation of hostilities in areas, which is inhabited by ethnic groups, permission to international humanitarian organizations and observers of human rights to be involved in conflict [14].

So, to sum up the above mentioned, it may be noted that the relationships between the USA and Burma at present are directed to progressive cooperation. In particular, assessing the problem in line of the historical process, worth noting, that it is

a consistent with an international political logic. Thus, the process of international synthesis of the two countries is on the way to fruitful results. Having two bipolar levels – and even mutuality – it has quite substantial prospects for further development.

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УДК 911.3

THE PLACE OF KHARKIV REGION IN THE RESTAURANT BUSINESS DEVELOPMENT OF UKRAINE

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Summary: The article analyses the dynamics of a number of restaurant business enterprises and retail trade turnover of restaurant enterprises in Ukraine and Kharkiv region, rating of the indexes which define restaurant enterprises activity per regions of Ukraine has been conducted by the method of linear scaling and the place of Kharkiv region has been defined.

Key words: bar, café, catering, public catering, restaurant, restaurant business, retail trade turnover, social infrastructure.

Анотація: В статті проаналізовано динаміка чисельності підприємств ресторанного господарства та роздрібного товарообороту підприємств ресторанної мережі України і Харківської області, за допомогою методу лінійного шкалювання проведено нормування

показників, що визначають діяльність підприємств ресторанного господарства по регіонах України та визначено місце Харківської області.

Ключові слова: бар, громадське харчування, кафе, кейтерінг, ресторан, ресторанне господарство, роздрібний товарообіг, соціальна інфраструктура.

Анотація: В статті проаналізовані динаміка численності підприємств ресторанного господарства та розничного товарооборота підприємств ресторанної мережі України та Харківської області, з допомогою методу лінійного шкалювання проведено нормування показників, що визначають діяльність підприємств ресторанного господарства по регіонах України та визначено місце Харківської області.

Ключевые слова: бар, кафе, кейтеринг, общественное питание, ресторан, ресторанное хозяйство, розничный товарооборот, социальная инфраструктура.

Restaurant business is one of the social components of infrastructure providing reallocation of material values between members of a society occupying a worthy place in realization of the socio-economic tasks connected with health promotion, increase of their labor productivity, economic usage of resources, raw food, reduction of time on cooking at home, creation of possibilities for cultural leisure and recreation.

Some territorial differences arise in restaurant business at the state and individual levels of regions with the development of this branch, in particular, Kharkiv region that is characterized by a high level of social and economic development. To solve these problems it is necessary to do some socio-geographical research of restaurant business at the regional level to ensure its complex and proportional development both at the state and regional levels.

The issues of restaurant enterprise organization are considered in the works of V.V. Arkhipov [1], V.D. Karpenko [4], G.T. Pyatnitska [8], N.O. Pyatnitska [7], issues of socio-geographical conditions of the restaurant business development in Ukraine as a whole and of separate regions of Ukraine. In particular, Volyn and Sumy regions are examined in the works of K. Dmitrieva, V. Doroshenko [2], O.G. Kornus [5], M.M. Lyashchuk [6]. But there is a lack of literary sources on the issues of socio-geographical features of the branch development of Kharkiv region and analysis of its place in the restaurant business of Ukraine.

Catering or restaurant business is a branch of the national economy that produces and realizes ready meals and services consumers [3]. Institutions of the restaurant business include restaurants, bars, dining rooms, taverns, pizzerias, cooking stores, stalls (selling of shawarma, hot dogs). The relevant index of the restaurant business development is trade turnover of restaurant enterprises which characterizes the sales volume of consumer goods to consumers through retail trade, the restaurant business network by all existing enterprises, industry, transport and other non-trade enterprises directly to the population through the enterprise cash desk. It should be noticed that during 2005-2011 retail trade turnover of restaurant enterprises grew in Ukraine as a whole and in Kharkiv region, in particular. In 2005 retail trade turnover in Ukraine was 4327 thousand UAH, in Kharkiv region – 209 thousand UAH, in 2008 – 8380 and 457 accordingly, and in 2011 – 11369 thousand UAH in Ukraine and 719 thousand UAH in Kharkiv region [9]. The share of retail trade turnover of restaurant enterprises in Kharkiv region is 6,62% [9]. Thus, the region makes a significant contribution to the restaurant business development of Ukraine.

Figure 1 reflects the negative trend of the restaurant business' dynamics in Ukraine due to closure of noncompetitive types of institutions in the modern market

conditions: industrial and office canteens, office buffets, etc. Thus, we can speak about the decline of the branch in Ukraine as a whole. The crisis of 2008-2009 influenced the decrease of restaurant enterprises as well. We can speak about the unstable trend in Kharkiv region, as until 2007 the number of enterprises had been growing because of social and economic progress of the region and since 2008 the decline has been accounted for by the financial crisis that contributed to reduction in the number of customers and the closure of objects of the restaurant business. The new trend in the increase of the enterprises number was noticed in 2011 when the region was preparing for the final Europe football championship EURO-2012.

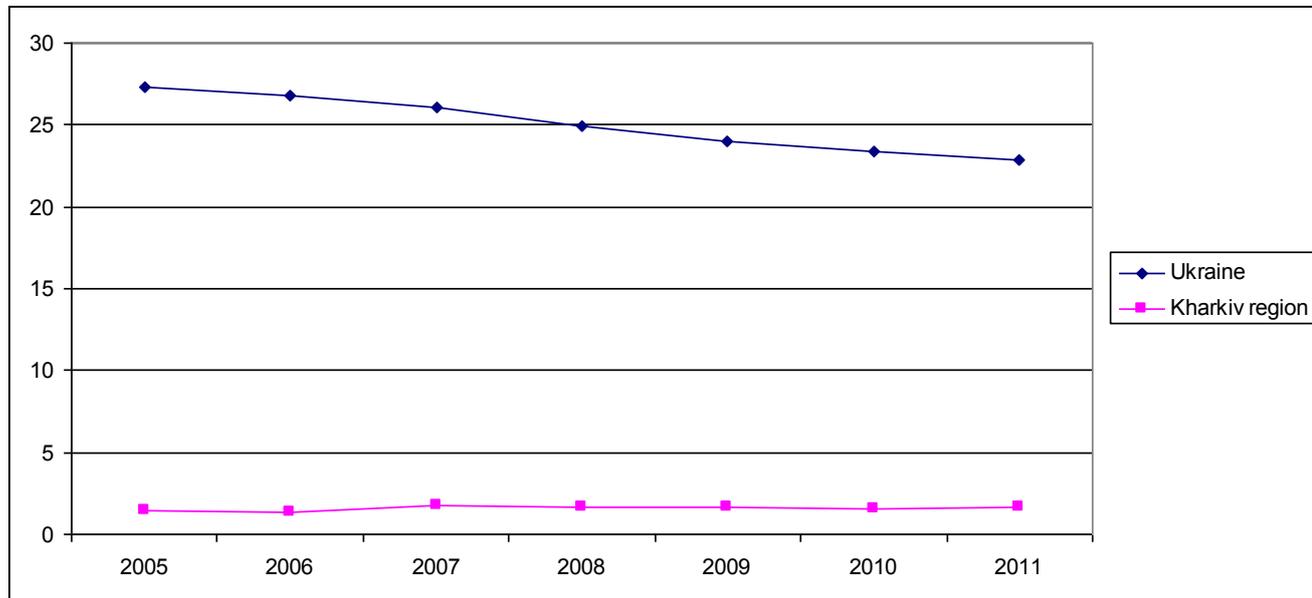


Fig 1. The dynamics of a number of the restaurant business objects in 2005-2011 [9,10]

In the structure of restaurant business objects we can identify such types as a café (56,6 % of all types of restaurant business institutions) since they are the most accessible and popular for ordinary residences of Ukraine. The second and the third places are taken by restaurants (18,9 %) and bars (15,3%), since they are characteristic for people with higher incomes [10]. The last place is taken by enterprises engaged in food delivery. This service is called “catering”. Catering is an activity of a restaurant business enterprise delivering ready dishes, drinks, tableware and everything needed for organization of receptions, banquets and special events. [2, p. 29]. This service is still new and not wide spread in our country. The distribution of the institution types is the same, but there are some differences in percentage. Thus, cafes take 67,1% of all types of region’s enterprises, at the same time the share of restaurants, bars, catering enterprises is much lower [10]. It is accounted for by a relevant number of students, middle-ranking officials with average incomes who use the café services.

To analyze the development of the restaurant business and to define the place of Kharkiv region in the restaurant business of Ukraine the method of linear scaling has been applied, which allows to normalize the indicators characterizing the activity of the restaurant business. Such indicators show the available restaurant business objects (objects per 1000 population), the supply of the population by seats in the restaurant business objects (seats per 1000 population), retail trade turnover of the restaurant

network per capita. Each indicator has been normalized using the formula presented below:

$$I_j = \frac{X_{i,j} - X_{\min,j}}{X_{\max,j} - X_{\min,j}} \quad (1.1)$$

де I_j – the index of the j indicator (the index has an amplitude from 0 to 1);

$X_{i,j}$ – the current value of the j indicator;

$X_{\max,j}$ – the highest value of the indicator on record;

$X_{\min,j}$ – the lowest value of the indicator on record;

Indexes have been ranked, rating for each indicator has been assigned, total index of the restaurant business development for each Ukrainian region has been calculated using the sum of indexes mentioned above.

Application of the method allowed us to determine the rating of Kharkiv region in terms of total index of restaurant business development (Figure 2). So, Kharkiv region takes 9th place (the index is 1,15) after the city of Kyiv (2,26), Volyn (2,1), Ternopil (1,46), Khmelnytskyi (1,28), Vinnytsia regions (1,27), the city of Sevastopol (1,26), Rivne (1,26) and Sumy (1,22) regions. The average value index in Ukraine is 0,8. Thus, the position of Kharkiv region as concerns the restaurant business development is above the average one that can be explained by the relatively high level of the regional social and economic development (in terms of revenue per capita it takes 6th place), a large number of the population, a large number of students who actively use the services of restaurant business enterprises.

Thus we can come to the conclusion that Kharkiv region takes 9th place in terms of the

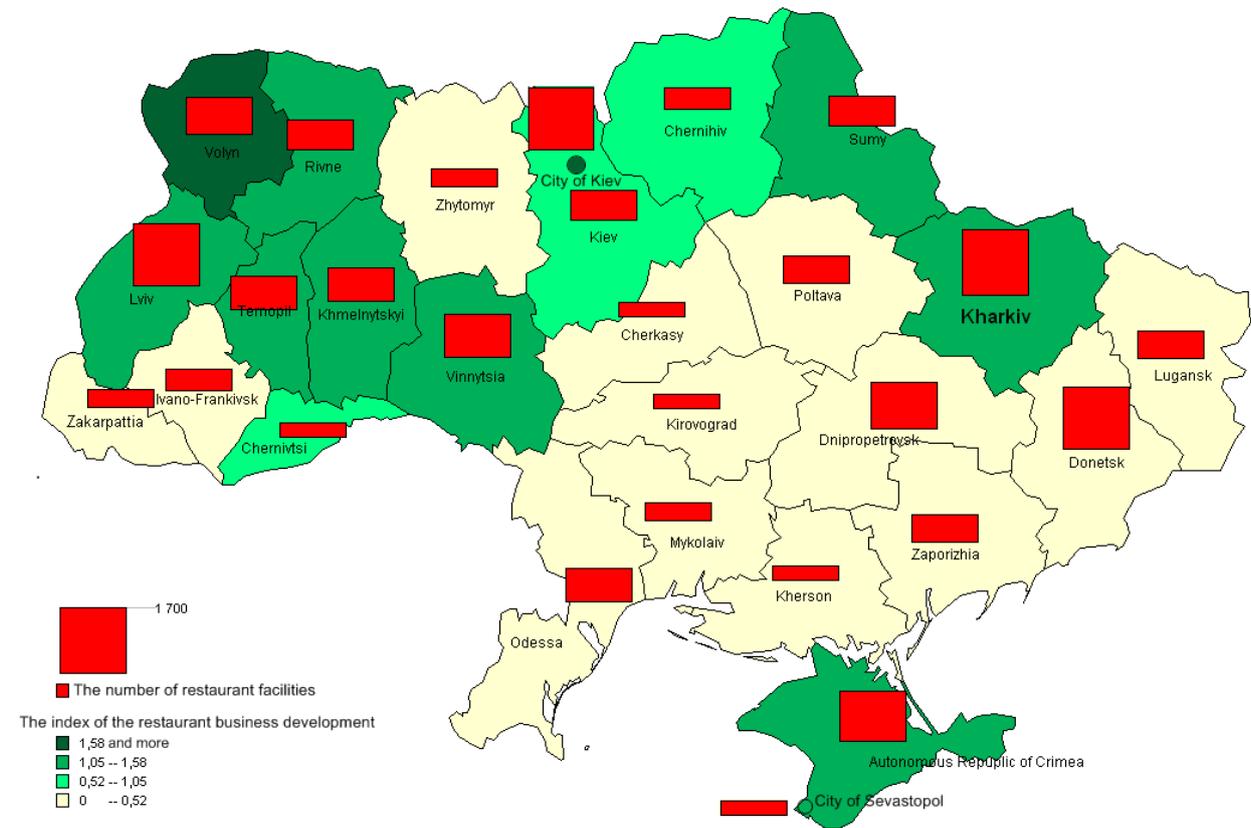


Fig. 2. The restaurant business development of Ukraine [9, 10]

restaurant business development. It has been calculated by using the method of linear scaling. The level of the restaurant business development is accounted for by the significant social and economic development and the number of the population. Similar social and geographical investigations are very important since they allow to determine priorities of the restaurant business development of Kharkiv region as a whole and to work out measures to improve territorial organization of the regional restaurant business.

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METHODOLOGICAL ASPECTS OF REGULATORY AND MONETARY EVALUATION OF NATIONAL ECONOMY CAPITALIZATION AGGREGATES

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Summary: The article studies methodological approaches to the proportions of capitalization indices objectifying efficiency of financial and real sections. It discusses the methodological problems of determining the proportions of capitalization aggregates. They include such indices as financial capital, the capital as a factor of production, natural capital and the human capital.

Keywords: capital as a factor of production, capitalization, financial capital, human capital, mineral resources, natural capital, water resources, wood capital.

Анотація: У статті аналізуються методологічні аспекти дослідження пропорцій показників капіталізації, що об'єктивують ефективність фінансового та реального секторів економіки. В даній статті розглядаються методологічні проблеми визначення пропорцій капіталізаційних агрегатів, що включають такі показники, як фінансовий капітал, капітал як фактор виробництва, природний капітал та людський капітал.

Ключові слова: водні ресурси, деревинний капітал, капітал як фактор виробництва, людський капітал, мінеральні ресурси, природний капітал, фінансовий капітал.

Аннотация: В статье анализируются методологические подходы к исследованию пропорций показателей капитализации, объективирующих эффективность финансового и реального секторов экономики. В данной статье рассматриваются методологические проблемы определения пропорций капитализационных агрегатов, включающих такие показатели, как финансовый капитал, капитал как фактор производства, природный капитал и человеческий капитал.

Ключевые слова: водные ресурсы, капитал как фактор производства, лесной капитал, минеральные ресурсы, природный капитал, финансовый капитал, человеческий капитал.

Globalization and formation of information-network society are processes which change the main proportions between the processes of monetization, capitalization, and socialization which are objectified in the transmission mechanism of monetization, which, in turn, determines the basic dimensions of indices for the economic efficiency of transmissions. The most acute is the problem of defining proportions of capitalization indices objectifying efficiency of financial and real sections. The article discusses methodological problems of the determining of the proportions of capitalization aggregates.

Considerable attention to the problem is paid in the scientific papers by A. Hrytsenko, V. Heets, I. Bobuh and others. Using their analysis as a basis, we have designed a systematic approach to researching regulatory and monetary structures to estimate the capitalization aggregates of the national economic system.

The **aim** of the paper is to identify structural components in the process of capitalization of the national economic system by its aggregation; to define the basic methodological conceptions of data evaluation processes as well as to deal with the econometric modeling of the capitalization process.

Understanding capitalization as the process of value self-expansion, utilizing the general logic of social and economic development, considering the interrelation of monetization, capitalization and socialization, within the framework of narrowed and extended types of reproduction, enables one to single out the following aggregates [1,2]:

C0 – financial capital;

C1 – C0 and capital as a factor of production;

C2 – C1 and natural capital;

C3 – C2 and human capital, where C3 is national wealth.

Financial capital is represented by a complex of financial resources at all levels of a financial system, formed by borrowed and non-borrowed (residents' as well as non-residents') funds. Structural specificity is objectified in the determination of the following components: net foreign assets of depository corporations, including the National Bank of Ukraine (NBU), requirements for non-residents of depository corporations (including NBU), liabilities before non-residents (including NBU) and gross external debt [1].

Thus, the formula to calculate the financial capital is:

$$CF = (NFA_{NBU} + NFA_{ODC}) + (REC_{NON-R_NBU} + REC_{NON-R_ODC}) - (O_{NON-R_NBU} + O_{NON-R_ODC}) - GED,$$

where CF is financial capital (UAH), NFA_{NBU} – net foreign assets of NBU (UAH); NFA_{ODC} is net foreign assets of other depositary corporations (UAH); REC_{NON-R_NBU} is requirements for non-residents of depositary corporations of NBU (UAH); REC_{NON-R_ODC} is requirements for non-residents of depositary corporations of other depositary corporations (UAH); O_{NON-R_NBU} is liability before non-residents of NBU (UAH); O_{NON-R_ODC} is liability before non-residents of other depositary corporations (UAH); GED is gross external debt (UAH).

Capital as a production factor (industrial capital) is a complex of fixed and current assets of all types of economic activities. The final calculation formula of production capital is [1]:

$$CI = FC_{RC} + WC_C,$$

where CI is industrial capital (UAH); FC_{RV} is residual cost of fixed capital (UAH); WC_V is cost of working capital (UAH).

$$FC_{RV} = FC_{IC} - D,$$

where FC_{IC} is initial cost fixed capital (UAH); D is depreciation (UAH).

Natural capital is a complex of real or potential economic effects of the of natural factors exploitation. Evaluation of natural capital includes: evaluation of land resources, wood resources, water resources, mineral resources and recreational resources [1;4].

Specificity of land resources evaluation is objectified in determining categories of their usage: agricultural land, lands for housing and public buildings construction, lands for forestry, territories with surface waters, and other types.

General calculation formula for land capital is:

$$Clr = \sum S_{S-i} * P_{1m-I},$$

where Clr is total cost of land resources (UAH); S_{S-i} is an area of land, including categories of its usage (sq. m.), P_{1m-I} is price for 1 sq. m., taking into consideration categories usage (UAH).

Evaluation of wood resources is carried out taking into consideration types of trees: coniferous, hard-wooded broadleaved, soft-wooded broadleaved.

The final calculation formula for wood capital is:

$$R_W = C_C + C_{HW} + C_{SW},$$

where R_W is total cost of wood resources (UAH); C_C is economic evaluation of coniferous wood (UAH); C_{HW} is economic evaluation of hardwooded trees (UAH); C_{SW} is economic evaluation of softwooded trees (UAH).

$$C_i = V_{wi} * k_{aamw} * k_b * C_{Ai},$$

where C_i is economic evaluation of any type of wood (UAH), V_{wi} is volume of wood of any type; k_{aamw} is a conversion factor based on average maturity of a certain type of wood; k_b is a conversion factor based on value classes; P_{Ai} is average domestic market price for 1 sq. m. of an unedged board of a certain type of wood (UAH).

Water resources include underground waters and surface waters (represented by the average annual runoff) and are calculated in the following way [1]:

$$R_W = OR_{stW} * OR_{sW} + V_{EA} * P_{EA},$$

where R_W is cost of water resources (UAH); S_{GW} is operational reserves of underground waters (1 sq. m.); C_{GW} is economic value of underground waters (1 sq. m.);

V_{EA} is volume of average annual runoff (UAH); P_{EA} is economic value of surface waters (1 sq.m., UAH).

Mineral resources are one of the most important elements of national wealth, which includes different types of mineral resources [1].

The final calculation formula for mineral resources as capital is:

$$C_m = V_m * k * P_{Am},$$

where C_m is total cost of mineral resources (UAH); V_m is volume of mineral resources (tonne); k is a conversion factor of substance content in raw materials; P_{Am} is average annual price for raw materials (UAH).

Volume of mineral resources (V_m) is calculated through multiplying production stocks of a certain kind of mineral (tonne) by categories (A+B+C1) and average substance content in raw materials (%).

Recreational resources are factors, substances, and properties of components of natural environment, which possess parameters favorable for recreational activity (in quantity and quality), and are or can be used for recreation, tourism, medical treatment and rehabilitation of people. Basic resources are therapeutic muds, seashores, mineral water. The above-mentioned are calculated as a sum of multiplication of resources volume and its economic evaluation.

Human capital, within the framework of determination of capitalization flows, is relevant for consideration within the context of its efficient application during the economic cycles of reproduction, which is objectified in the index of efficiency for total human capital [3].

The final calculation formula is:

$$Ch = GDP * i_{he},$$

where Ch is human capital (UAH), GDP is gross domestic product (UAH), i_{he} is index of total human capital efficiency, which is calculated as multiplication of the ratio of Gross Value Added (UAH) to population's income (UAH), and the number of population.

Real proportions are shown in Table 1 and Graph 1.

employment, it is emphasized that losing jobs is observed in various spheres in the USA due to China's quick economic growth and its close cooperation with America. Statistic reports about job losses within the period from 2001 till 2012 have been analyzed, the results of economic cooperation between the USA and China are given.

Key words: crisis, economic growth, job cuts, standard of living, trade deficit.

Анотація. Стаття присвячена аналізу залежності між економіками США та КНР, яка визначається швидким економічним зростанням Китаю, навіть у період кризи. В результаті досліджень виявлено, що в сучасних умовах США залежать від КНР у плані працевлаштування, підкреслено, що в США спостерігається скорочення робочих місць у різноманітних сферах діяльності у зв'язку з швидким економічним ростом Китаю, його тісною співпрацею з Америкою. Проаналізовано статистичні звіти про скорочення робочих місць в період з 2001 до 2012 року, наведено результати економічної співпраці між США та КНР.

Ключові слова: економічний ріст, криза, рівень життя, скорочення робочих місць, торговий дефіцит.

Аннотация. Статья посвящена анализу зависимости между экономиками США и КНР, которая определяется быстрым экономическим ростом Китая, включая кризисный период. В результате исследований выявлено, что в современных условиях США зависят от КНР в плане трудоустройства, подчеркнуто, что в США наблюдается сокращение рабочих мест в различных сферах деятельности, что связано с быстрым экономическим ростом Китая, его тесным сотрудничеством с Америкой. Проанализированы статистические отчеты о сокращении рабочих мест в США в период с 2001 по 2012 год, приведены результаты экономического сотрудничества между США и КНР.

Ключевые слова: кризис, сокращение рабочих мест, торговый дефицит, уровень жизни, экономический рост.

Today a lot of things can be heard about economies of China and the USA, there are hot disputes about the future of these countries, but still we can see that their economies depend on each other. In this article attention is paid to connection between China's economic development and job losses in the USA. Concerning China's economic success, it can be said that few things better illustrate the difference between the state of China's economy and that of the rest of the world than the fact that its newly announced GDP growth figures of 7.6% were analyzed as a "slowdown". In any other major economy this would have been considered blistering growth. Instead, it is clear China has some room for further stimulus measures in the following years.

Indeed, as the international financial crisis has unfolded, there have been few starker contrasts than those between China, the US and the EU. Europe has combined loose monetary policy with little or no stimulus to the productive economy – the "austerity" approach. The result has been that the EU's economy shrank by 2% over four years – the UK's shrank by 4.4%. The US has combined loose monetary policy with a consumer stimulus delivered via the budget deficit. The US economy has grown by 1.2% in four years. India, which followed the US model of a budget deficit delivering a consumer stimulus, saw its growth decline from 9.4% in the first quarter of 2010 to 5.3% in the first quarter of 2012 [1].

Meanwhile China, which combined expansionary monetary policy with an investment-led stimulus, has experienced more than 9% annual average growth throughout the four years of the financial crisis.

Confronted with China's performance, a literature has developed claiming China is "about to overreach itself" and suffer deep economic crisis. Unfortunately for this thesis China's performance during the international financial crisis continued long-term economic trends. China's annual average GDP growth since launching its economic

reforms in 1978 has been 9.9%. China has the world's most rapid growth of both household and total consumption – i.e. including government services such as education.

As Professor Danny Quah of the London School of Economics has pointed out, China has lifted more than 620 million people out of internationally defined poverty – accounting for the entire world reduction of the numbers in such poverty. That figure is more than the population of the EU or Latin America.

When confronted with such gigantic economic growth and improvement in human living conditions the rational response would be to study the case intently to find out what can be learned from such success. But instead, a strange new approach has been developed: China is more economically successful than the rest of the world.

To put this more precisely, China's economic structure differs significantly from most of the world. It has a higher investment level and a much larger state sector than most economies. But instead of concluding from this that the rest of the world should move towards China's structure, by increasing investment and expanding the state sector, instead it is apparently China which should bring its economic structure into line with the rest of the world – doubtless thereby simultaneously bringing its growth rate and elimination of poverty down to the same slower rate.

In reality, far from being vulnerable or mysterious, China's economic policy is extremely coherent and robust and can be readily understood both in the Marxist framework utilized by its creator, Deng Xiaoping, or as set out in western economics. Most people in the west will not wish to adopt a Marxist framework. But they can equally understand China's economic policy through the framework of Keynes.

Deng Xiaoping's most famous remark was: "It doesn't matter if a cat is black or white provided it catches mice". It is not the most important issue whether one wishes to describe China's economic policy in Keynesian or Marxist terms. What is important is its prodigious ability to catch mice: it is delivering both the world's most rapid long-term economic growth and the most successful response to the financial crisis. For these reasons it is urgent the rest of the world learns from it.

So here is a moment to talk about connection of China's economy with job losses in the USA. Since China entered the World Trade Organization in 2001, the extraordinary growth of trade between China and the United States has had a dramatic effect on U.S. workers and the domestic economy, though in neither case has this effect been beneficial. The United States is piling up foreign debt and losing export capacity, and the growing trade deficit with China has been a prime contributor to the crisis in U.S. manufacturing employment. Between 2001 and 2011, the trade deficit with China eliminated or displaced more than 2.7 million U.S. jobs, over 2.1 million of which (76.9 percent) were in manufacturing. These lost manufacturing jobs account for more than half of all U.S. manufacturing jobs lost or displaced between 2001 and 2011.

The more than 2.7 million jobs lost or displaced in all sectors include 662,100 jobs from 2008 to 2011 alone—even though imports from China and the rest of the world plunged in 2009. The growing trade deficit with China has cost jobs in all 50 states and the District of Columbia and Puerto Rico, as well as in each congressional district.

Among specific industries, the trade deficit in the computer and electronic products industry grew the most, and 1,064,800 jobs were displaced, 38.8 percent of the 2001–2011 total. As a result, many of the hardest-hit congressional districts were in

California, Texas, Oregon, Massachusetts, Colorado, and Minnesota, where jobs in that industry are concentrated. Some districts in North Carolina, Georgia, and Alabama were also especially hard-hit by job displacement in a variety of manufacturing industries, including computers and electronic products, textiles and apparel, and furniture.

But the jobs impact of the China trade deficit is not restricted to job loss and displacement. Competition with low-wage workers from less-developed countries has driven down wages for workers in U.S. manufacturing and reduced the wages and bargaining power of similar, non-college-educated workers throughout the economy. The affected population includes essentially all workers with less than a four-year college degree—roughly 70 percent of the workforce, or about 100 million workers.

To put it another way, for a typical full-time median-wage earner, earnings losses due to globalization totaled approximately \$1,400 per year as of 2006. For a typical household with two earners, the annual cost is more than \$2,500. China is the most important source of downward wage pressure from trade with less-developed countries because it pays very low wages and because its products make up such a large portion of U.S. imports (China was responsible for 55.3 percent of U.S. non-oil imports from less-developed countries in 2011) [2].

These conclusions about the jobs impact of trade with China arise from the following specific findings of this study. Most of the jobs lost or displaced by trade with China between 2001 and 2011 were in manufacturing industries (more than 2.1 million jobs, or 76.9 percent). Within manufacturing, rapidly growing imports of computer and electronic products (including computers, parts, semiconductors, and audio-video equipment) accounted for 54.9 percent of the \$217.5 billion increase in the U.S. trade deficit with China between 2001 and 2011. The growth of this deficit contributed to the elimination of 1,064,800 U.S. jobs in computer and electronic products in this period. Indeed, in 2011, the total U.S. trade deficit with China was \$301.6 billion—\$139.3 billion of which was in computer and electronic products. Global trade in advanced technology products—often discussed as a source of comparative advantage for the United States—is instead dominated by China. This broad category of high-end technology products includes the more advanced elements of the computer and electronic products industry as well as other sectors such as biotechnology, life sciences, aerospace, and nuclear technology. In 2011, the United States had a \$109.4 billion deficit in advanced technology products with China, which was responsible for 36.3 percent of the total U.S.-China trade deficit. In contrast, the United States had a \$9.7 billion surplus in advanced technology products with the rest of the world in 2011. Other industrial sectors hit hard by growing trade deficits with China between 2001 and 2011 include apparel and accessories (211,200 jobs), textile mills and textile product mills (106,200), fabricated metal products (120,600), furniture and fixtures (80,700), plastics and rubber products (57,600), motor vehicles and parts (19,800), and miscellaneous manufactured goods (111,800). Several service sectors were also hit hard by indirect job losses, including administrative, support, and waste management services (160,600) and professional, scientific, and technical services (145,000) [3]. The more than 2.7 million U.S. jobs lost or displaced by the trade deficit with China between 2001 and 2011 were distributed among all 50 states, the District of Columbia, and Puerto Rico. The hardest-hit congressional districts were concentrated in states that were heavily exposed to growing China trade deficits in computer and electronic

products and other industries such as furniture, textiles, apparel, and durable goods manufacturing.

The growing U.S. trade deficit with China has displaced millions of jobs in the United States and contributed heavily to the crisis in U.S. manufacturing employment, which has heightened over the last decade largely due to trade with China. Moreover, the United States is piling up foreign debt, losing export capacity, and facing a more fragile macroeconomic environment.

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IMPROVING EFFICIENCY OF LIQUIDITY MANAGEMENT IN THE BANKING SYSTEM OF UKRAINE

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Summary: The article analyses methods of banking liquidity, covers generalized structure and instruments of management. The main factors of demand and supply of liquidity are defined, and directions of increase of deficiency of Ukrainian banking system liquidity management are defined.

Keywords: Instruments of adjusting of liquidity of the banking system, liquidity of the banking system, structure and analysis of liquidity of the banking system.

Анотація: В статті висвітлено підходи до аналізу ліквідності банківської системи, узагальнена структура та інструменти регулювання, визначено головні чинники попиту і пропозиції ліквідності, а також напрями підвищення ефективності управління ліквідністю банківської системи України.

Ключові слова: інструменти регулювання ліквідності банківської системи, ліквідність банківської системи, структура та аналіз ліквідності банківської системи.

Аннотация: В статье освещены подходы к анализу ликвидности банковской системы, обобщена структура и инструменты регулирования, определены основные факторы спроса и предложения ликвидности, а также направления повышения эффективности управления ликвидностью банковской системы Украины.

Ключевые слова: инструменты регулирования ликвидности банковской системы, ликвидность банковской системы, структура и анализ ликвидности банковской системы.

Relevance of the research. The global financial crisis highlighted the importance of ensuring adequate liquidity of the financial system in order to withstand adverse circumstances. The funding pressures that began in 2007 revealed acute deficiencies in the liquidity of management practices of some banks, and the severity of the ensuing

crisis requires massive public sector support to mitigate its detrimental effect on real economy [3, p. 35].

Liquidity of the banking system is its dynamic condition which ensures timeliness, completeness and continuity of all monetary liabilities of the banking system and the adequacy of measures to meet the needs of economic development [3]. Liquidity is one of the common qualitative characteristics of the banking system. Its optimal level makes the basis of solvency, sustainability, competitiveness and development of the banking system in the country, while excess liquidity in the banking system is a precondition for inflation deployment in the country and reduction of monetary policy effectiveness in achieving its goals through market insensitivity to changes in its instruments. Given that the negative impact is made both by insufficient and excess liquidity, the problem of effective management of the banking system liquidity is of particular importance.

The aim of the article is to highlight approaches to the analysis of liquidity in the banking system, to summarize its structure, to determine factors, regulatory instruments and to identify better managing liquidity of the banking system in Ukraine.

Management of liquidity in the banking system is a complex process of creating preconditions to ensure and maintain the optimal-level of liquidity at the macro level. In our opinion, optimal level of liquidity is the one which makes it possible to carry out its banking system liabilities, as well as increase in the volume of banks operations in compliance with the needs and the cycle of economic growth without creating imbalances, threats to financial stability and development of inflationary processes in the country.

In Ukraine, liquidity of the banking system is provided for by the National Bank of Ukraine in the regulation of the monetary market through certain legal mechanisms and instruments. At the present stage of development of monetary policy, liquidity management is carried out in accordance with the current regulatory framework. The National Bank of Ukraine may use tools of bank supervision, as economic standards particularly standards of liquidity (immediate, current, short-term) and capital adequacy, as well as the following instruments of monetary policy: reserve requirements, interest rate policy, bank refinancing operations (overnight credits, loans of from 14 days and 365 days), operations of direct and reverse repurchase transactions of foreign exchange at the national level (swap), a stabilization loan, operations with its own debt obligations (certificates of deposit overnight, from 14 days to 365 days), transactions with state bonds of Ukraine, long-term loans secured by property rights to the funds of a bank deposit. Regulation of liquidity in the banking system is preceded by an analysis of factors conditioning it. Liquidity of the banking system is influenced by factors of demand for it and many external and internal factors in its proposal [3].

The operation of economic norms is governed by Instruction "On Regulation and Analysis of Commercial Banks" and the Law of Ukraine "On Banks and Banking Activity".

Methods of calculating economic standards have been regulated by the Resolution of the NBU N315 «On Approval of the Method of Calculating Economic Standards in Regulation of Banks in Ukraine" dated June 2, 2009, but until then they had been governed by the Board of the NBU dated 11.04.2005 N125 .

In order to control the state of liquidity, the NBU sets standards of liquidity: quick liquidity ratio (N4), current ratio (N5) and short-term liquidity (N6).

The dynamics of changes in these indicators in the commercial banks of Ukraine is represented in Fig. 1. The standard value of instant liquidity ratio make no less than 20%. Having analyzed the activities of commercial banks in 2007-2011, we see that N4 exceeds norm and varies within 53,6-64,45%. With regard to the current liquidity ratio, its standard value is 40%. Carrying out the analysis, we also found out that the actual value is far above the norm, approximately 1.8 times higher and lies within the range of 70,10-77,33%.

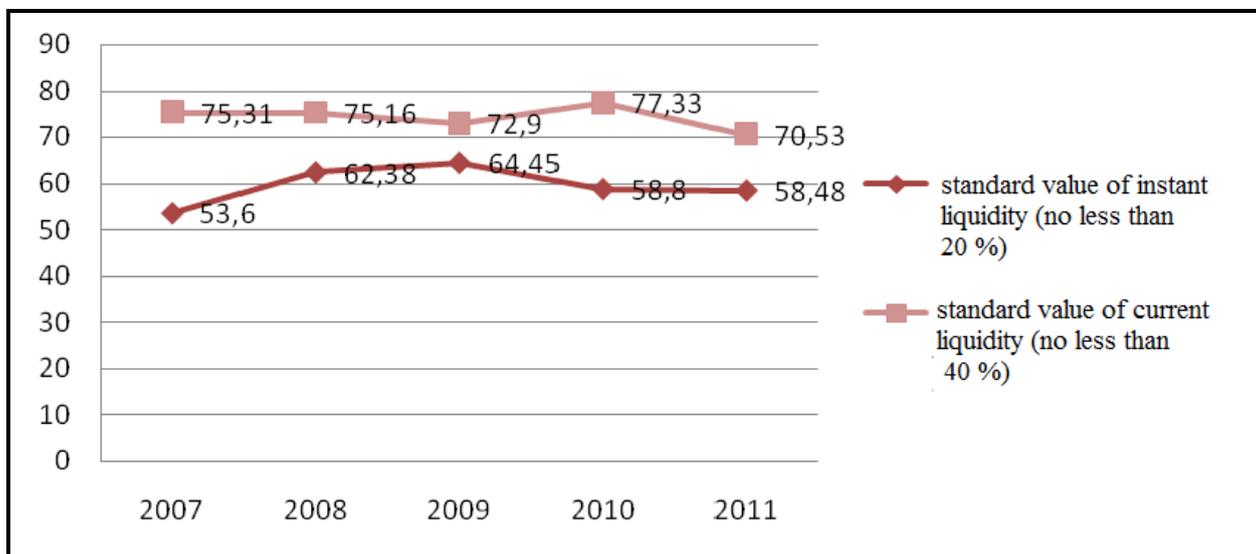


Fig. 1. Analysis of standards and instantaneous current liquidity of commercial banks in Ukraine in 2007-2011[5]

Legal and normative value of short-term liquidity ratio is no less than 60%. Consider its implementation by commercial banks of Ukraine (fig.2).

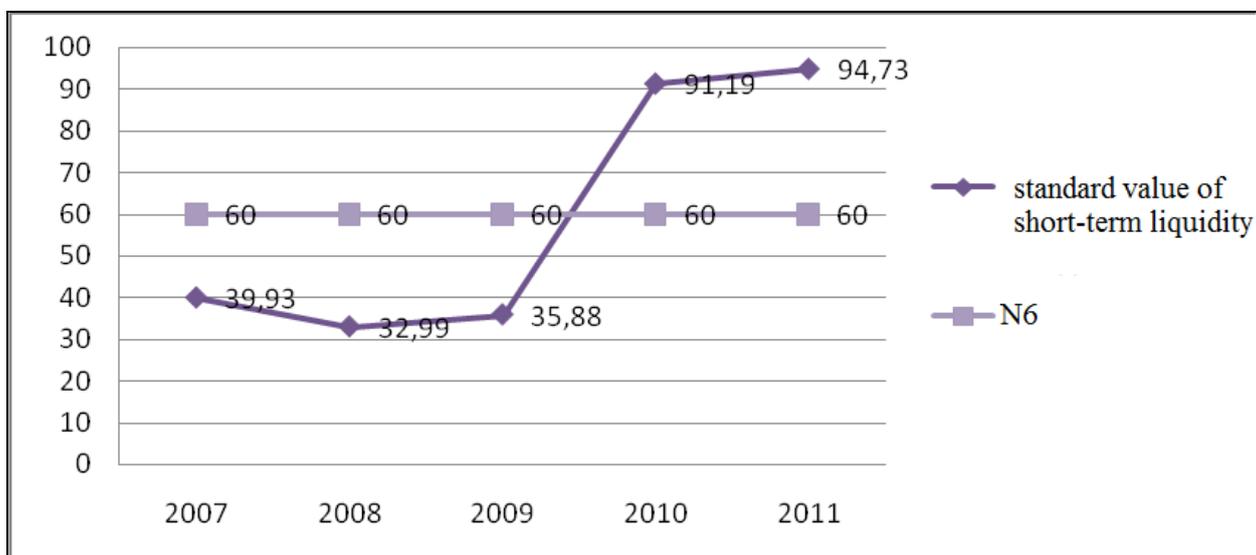


Fig. 2. Analysis of short-term liquidity of commercial banks in Ukraine in 2007-2011 [5]

The analysis mentioned above gives evidence to the fact that during 2007-2009 commercial banks of Ukraine did not comply with established regulatory indicators. This entails imposition of penalties by the National Bank of Ukraine and raising standards for required reserves. A sharp increase in short-term liquidity, started in 2010

only by the end of the year the value amounted to 91.19%, which is 1.5 times higher than the standard value.

Having examined the implementation of economic norms of the NBU during 2007-2011, we out found that in general commercial banks meet the requirements to their performance. Indeed, implementation of the standards by commercial banks is daily controlled by the corresponding regional branch of the National Bank of each bank and by the Banking Supervision Service in accordance with reporting procedure № 1D "Bank Balance", which is envisaged by the Rules for organization of statistical reports submitted to the National Bank of Ukraine.

Liquidity management of the banking system is based on an analysis of its structure, factors of influence and understanding of the situation in the money market.

Liquidity of the banking system is analyzed on the basis of correspondents' accounts in the National Bank of Ukraine (Figure 3). Current studies have proved that its main structural components are funds generated by banks' reserve requirements held on banks' correspondents' accounts in the central bank, and free liquidity is determined by:

$$Lbs = MRR + FL = FCA \quad (1)$$

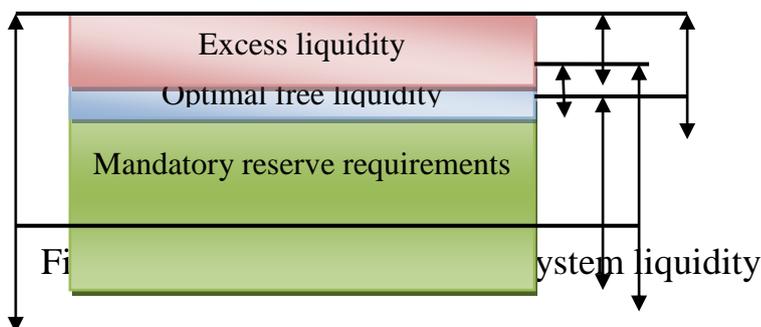
where Lbs – liquidity of the banking system, mln UAN ;

MRR - mandatory reserve requirements, mln UAN;

FL - free banking system liquidity, mln UAN;

FCA - funds on correspondent accounts with the National Bank of Ukraine, mln UAN.

Free / deficient liquidity is calculated as the difference between the amount of funds on banks' correspondents accounts with the National Bank of Ukraine and the obligatory amount of required reserves (equation 2). A positive value of this index indicates presence of free liquidity (surplus) in the banking system, a negative value of the index the problem of deficient liquidity (deficit) in the banking system.



$$FL (DL) = FCA - MRR, \quad (2)$$

where FL - a free banking system liquidity, mln UAN;

DL - deficient of liquidity in the banking system (lack of liquidity) mln UAN.

Free liquidity is one of the basic indicators of the banking system. It is used by banks for active and passive operations, so a certain level of free liquidity over the level of required reserves held in correspondents accounts with the central bank, is a prerequisite for banks effective performance of their functions by banks and increasing the possibility of their activities. In its turn, free liquidity is divided into excess liquidity surplus (EL) and optimal liquidity (OL) components.

Quantitatively, the amount of excess free liquidity can be defined as the difference between the available amount of free liquidity and optimal level of free liquidity:

$$EL = FL - OL, \quad (3)$$

where EL - excess liquidity in the banking system, mln UAN;

FL - free banking system liquidity, mln UAN;

OL - optimal free banking system liquidity, mln UAN.

The presence of excess liquidity, if incompletely sterilized by the central bank, creates inflationary overhang in the country's economy and is indicative of excess money supply over demand in the money market. It is this component that is subject to regulation by the central bank within its monetary policy in regulating the money market.

In surplus liquidity conditions the problem of justifying optimal level of free liquidity and optimal level of liquidity in the banking system of Ukraine as a whole is of particular relevance. From methodological provisions (Fig.3) that demonstrate constituent liquidity in the banking system, it is clear that the rate of optimum liquidity in the banking system is quantitatively defined as the excess of the volume formed by banks' reserve requirements over optimal free liquidity. Optimal liquidity of the banking system should provide not only the implementation of the mandatory level of reserve requirements (ORR), but the fulfillment of all financial obligations of the banking system, as well as the operations of banks and increasing their volumes according to the needs of economic development without creating imbalances and threats to financial stability of the banking system and development of inflation in the country.

$$OL = ORR + OfI, \quad (4)$$

where OL - optimal banking system liquidity, mln UAN;

ORR - obligatory reserve requirements, mln UAN.

Thus, in our opinion, the basic structural elements of liquidity in the banking system is optimal liquidity (OL), optimal free liquidity (OfI), free liquidity (FL) and excess liquidity (EL). Understanding and considering these components of liquidity in the banking system makes the methodological basis for regulating liquidity in the banking system.

Conclusions. Considering complexity of liquidity phenomena in the banking system, an integrated approach to the problem of improving the efficiency of liquidity regulation in Ukraine is of special interest. In our opinion, it should include measures aimed at strengthening the role of banking supervisors and economic standards of banking activity in regulation of liquidity at the micro-level, strengthening the mechanism of reserve requirements for the solution of term and currency imbalances in active and passive operations of banks by releasing the need to meet reserve requirements of banks' liabilities in national currency for a period of over two years of implementation; strengthening the coordination of monetary and fiscal policy in order to increase predictability of the government's cash flow at the government's account with the Bank and to minimize the impact of this factor on banking system liquidity; increasing exchange rate flexibility against the U.S. dollar, which will reduce the impact of foreign exchange interventions of the central bank on change of liquidity in the banking system of Ukraine and other countries.

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THE IMPROVEMENT OF TREASURY SERVICES FOR LOCAL BUDGETS EXPENDITURES

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Summary: The article considers problems of functioning of treasury maintenance system of local budget expenditures and suggests ways of its improvement in accordance with the terms of present time.

Key words: local budgets, system of treasury maintenance of local budgets, the State Treasury Service of Ukraine.

Анотація: У статті розглянуто проблеми функціонування системи казначейського обслуговування місцевих бюджетів за видатками та запропоновані шляхи його вдосконалення відповідно до умов сьогодення.

Ключові слова: казначейське обслуговування місцевих бюджетів, місцеві бюджети, Державна казначейська служба України.

Аннотация: В статье рассмотрены проблемы функционирования системы казначейского обслуживания местных бюджетов по расходам и предложены пути его совершенствования в соответствие с условиями настоящего времени.

Ключевые слова: казначейское обслуживание местных бюджетов, местные бюджеты, Государственная казначейская служба Украины.

In terms of structural changes in the economy of Ukraine, the question of effective functioning of the system of local budget execution arises [1; 2]. Such a system would ensure appropriate usage of the state financial resources. The complicated structure of local budgets, need for rational using and saving the budget, need to establish a rational relationship between the state and local budgets make the introduction of the treasury maintenance system of local budgets necessary [6, p. 258]. However, the system of treasury maintenance of local budgets has to be improved at the present stage. Perfection of treasury budget execution is one of the important ways of increasing the efficiency of management budget finances.

Today, the State Treasury Service of Ukraine adopts experience of developed countries' treasury systems, adapting them to the conditions that have been established in Ukraine, and thus attempts to perform its functions in the best way possible.

In the maintenance of local budgets, one of the main tasks of the State Treasury Service of Ukraine is to promote the implementation of fiscal policy and local

implementation of effective management of local budget funds. This task should be carried out by creating a system of efficient management of local finances.

The function of cash flow management process is to facilitate optimization of the expenses in the amount appropriated under local budgets [7, p. 58].

The organizational structure of the State Treasury Service of Ukraine replicates the administrative and territorial structure of Ukraine:

- the State Treasury Service of Ukraine;
- the regional offices of the State Treasury Service of Ukraine;
- district (local, city district) administration of the State Treasury Service of Ukraine situated in the major local administrative centers [4; 7].

The State Treasury Service of Ukraine carries out the procedure of local budgets execution, accounting of all transactions and reporting on the performance of local budgets. Financial authorities are responsible for budget planning, general management and analysis in the process of execution of local budgets.

In the maintenance of local budgets, one of the main objectives of the State Treasury Service of Ukraine is to promote the implementation of fiscal policy and local implementation of effective management of local budgets. This objective is to be achieved by creating a system of efficient management of local finances. The function of cash flow management process is designed to facilitate expenditure optimization within the funding level established by local budgets. The State Treasury Service of Ukraine shall have the following groups of functions while servicing local budgets [3]:

1. transactions with the funds of local budgets;
2. settlement and cash service of managers and budget holders;
3. financial control over income entry and payment transactions;
4. accounting and reporting on the implementation of local budgets.

In local budget execution, the State Treasury Service of Ukraine has a right to refuse payment of accounts submitted if there are not enough funds in the customer's account, if no provisional expenses, budget allocations, or supporting documentation are provided. Budgetary allocation can be suspended as a sanction for a budget offense such as: untimely and incomplete financial reporting; unsatisfactory accounting, reporting, and financial control; breaking terms of transfer of funds; violation of requirements for budgetary obligations; misuse of funds.

There are a number of problems that arise in treasury maintenance of local budget expenditures:

1. imperfection of the statutory enforcement of local budgets execution;
2. significant increase of documents circulation;
3. lack of work efficiency (considerable delays in financing of expenditures of local budgets);
4. non-optimal redistribution of budgetary facilities between superintendants and recipients;
5. non-productive expenditures for town and village budgets;
6. territorial remoteness of town and village areas;
7. lack of united display of accounting transactions that are carried out in the public sector;
8. a low level of skills of the State Treasury servicemen, which is due to staff turnover because of low salaries.

We suggest the following ways of improvement in the system of treasury maintenance of local budgets:

- clear allocation of functions and powers between the participants of the budget process, particularly between financial institutions and agencies of the State Treasury;
- improving exchange of information between the State Treasury and organs of the Ministry of Finance;
- organization of monitoring compliance with laws and regulations both for local authorities and bodies of the State Treasury;
- review of issues of labour remuneration and incentive bonuses for employees of the State Treasury;
- improving the work of the Treasury through allocation of additional funding to improve the material and technical base, introduction of automated inspection, increasing the number of employees of the State Treasury, and to promote the improvement of their skills;
- involvement of post offices in treasury services execution of local budgets, given considerable remoteness of some village and town councils from branches of the State Treasury;
- search for more effective ways of budget management (introduction of full-scale treasury services for local budgets both for income and expenditure);
- modernization of the accounting system in the public sector (development and introduction of national regulations (standards) of accounting and a unified chart of accounts).

Thus, the system of treasury maintenance of local budgets for expenditures appears to be complicated by some challenges, which include: lack of qualified staff, poor logistics and software, including computer systems. Superintendants of budgetary facilities are unable to obtain timely information on the status of balances in their accounts. Cumbersome paper circulation goes between superintendants of budgetary facilities and organs of the State Treasury Service of Ukraine, which hinders timely recording of transactions within budgets [5].

The development of the system of the State Treasury Service of Ukraine shall be based on finding and creating new forms and methods of achieving positive results in the future. In the current state of market relations in Ukraine, in an attempt at construction of a constitutional state, we consider it a priority to study trends and characteristics of treasury services in Ukraine, as well as to analyse theoretical and practical aspects of the organization of work of the State Functioning of the State Treasury Service of Ukraine needs to be improved with an aim of more effective budget funds implementation.

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THE IMPACT OF THE WORLD ECONOMIC CRISIS ON THE US EXTERNAL ECONOMIC MODEL AND DEVELOPMENT STRATEGY

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Summary: The article analyzes the main tendencies and changes in the US external economic models and the policy of the post-crisis period and determines the importance of these processes for the development of the world economic environment in the future.

Key words: external economic activity, external economic model, international competitiveness, post-crisis transformation.

Анотація: У статті аналізуються основні тенденції і зміни у зовнішньоекономічній моделі та політиці США в посткризовий період і визначається важливість цих процесів у розвитку світового економічного середовища в майбутньому.

Ключові слова: зовнішньоекономічна діяльність, зовнішньоекономічна модель, міжнародна конкурентоспроможність, посткризові трансформації.

Аннотация: В статье анализируются основные тенденции и изменения во внешнеэкономической модели и политике США в посткризисный период и определяется важность этих процессов в развитии мировой экономической среды в будущем.

Ключевые слова: внешнеэкономическая деятельность, внешнеэкономическая модель, международная конкурентоспособность, посткризисные трансформации.

The global economic crisis of 2008-2009 has a material impact on the modern development of the world economic system, forcing both governments and businesses to radically revise forms of external economic relations, principles and methods of foreign trade. The importance of this problem is confirmed by the relevance of the major trend of the modern post-crisis phase – countries need to adapt to the transformation of the international economic system, caused by the global recession.

The main aim of the article is to summarize and describe the major changes and new trends in the post-crisis period in the US external models and policy.

In 2011 the US economy was under obvious influence of the 2008-2009 recession period. The USA, as a catalyst of negative processes in the economic and financial environment was the first of the world's countries to face with catastrophic consequences of recession. Effects of the crisis undoubtedly influenced the internal U.S. economy, forcing the government to revise its external economic policy. By reason of the leading role of the US in the system of international relations, these changes influenced the global economic environment.

A number of facts suggest the depth of the recession and the severity of its effects. 2008 and 2009 witnessed not only a decline in GDP, but also a reduction of personal consumption, whose contribution to GDP is about 70%. The unemployment rate remains high. It reached its peak in 2010 of 9.6% and had not decreased until the fall of 2011 to 9% [3].

Domestic demand instability, coupled with high unemployment rate, determines both weak economic growth and general instability of the current state of the U.S. economy. Anti-crisis measures taken by the administration of President Barack Obama, in addition to the positive effects in the overall revitalization of the economic situation, affect interests of various business circles in the U.S., which gives rise to substantial criticism. Being accustomed to a favorable economic situation in the country, continued growth of profitability, development, sustainable financial and credit system, low interest rates and credit availability, the US population generally disapproves of the course of the current administration.

A reason for the crisis depth, duration and severity of its consequences is its structural character. The cyclical crisis, complicated by the collapse of the financial and mortgage system, coincided with the initial stage of a new technological cycle, when restructuring of economies and preparation for a new technological leap take place.

A distinguishing feature of American economic policy is a combination of tactical and strategic objectives, without the latter being overshadowed by the solution of the former ones. Priority tactical steps and concrete measures of monetary, fiscal, tax, social policy are aimed at stimulating new jobs creation, at overcoming stagnation, initiating post-crisis economic recovery and preventing another possible recession. The second block of the measures is aimed at strategic objectives of economic development – maintaining leadership and global competitiveness in the world economic arena. This includes implementation of a complex of large-scale goals, including infrastructure renewal and transfer to an entirely new energy policy.

The US economy is one of the most diversified national economies and has been holding the leadership in the global economy for the last 100 years. However, since the 2000s, due to the crisis and growth of developing countries, its influence in the world economy has had a tendency to decrease. The structure of the US economy is characterized by pronounced post industrialism. This is confirmed by the International Monetary Fund, according to which in 2010 the share of manufacturing and services in the US GDP made 22.1% (\$3.23 trillion) and 76.8% (\$11.2 trillion) respectively. Despite the widespread belief that the share of manufacturing in the modern US economy has steadily decreasing in favor of the service sector, it still remains the world leader (3.23 trillion US dollars, with China as the immediate rival – 2,756 trillion) [2].

As the most powerful and developed country of the modern world, the United States plays an important role in international economic organizations. Perhaps the most characteristic feature of the US position in these organizations is constant striving for upholding and strengthening its leading position. This policy is often at odds with the nature of international economic relations which are inherently multilateral and designed for integration and coordination of all participants' interests.

A major focus of US economic relations with the rest of the world is foreign trade, the size of which is constantly growing and its content is influenced by scientific and technological progress and economic activity of participants of modern world trade. Since 1976, the US trade balance has been a deficit (imports exceed exports in value

terms). In 2005-2007, the US had an annual deficit of \$700 billion or more (at the same time, Japan had a surplus of \$168 billion, Germany – \$146, Russia – \$165). In 2001, China overtook Japan in the gap in the trade balance with the US. The US trade deficit with China in 2006 reached 95% and made \$233 billion (28% of the total US trade deficit). Dynamics of increase of the trade deficit with China has been observed since 1985 [1].

Some prominent experts in the US and abroad consider the phenomenon of trade balance deficit to be a threat to sustainable economic development in the US. However, some experts claim that the deficit is an objective consequence of strengthening US economic leadership in the world economy [2]. Growing US imports are the reverse side of the trade balance assets corresponding trading partners, for which the sale of goods in the US market is often one of the main conditions for their economic growth and development. This is particularly true for countries where the export of goods is one of the main factors of economic growth. These countries include the EU countries, Japan, South Korea, and other countries with export-oriented economies.

65% of the US trade deficit is distributed among three Asian countries - Japan, China and Taiwan [2]. It should be noted that this gap roughly corresponds to a net inflow of capital into the United States. Despite all the changes in the world monetary system, the US dollar remains indisputably the leading reserve currency and is accumulated by other countries in the form of accounts in US banks and US government securities. Due to this factor, the United States has some immunity to negative factors of the trade deficit and huge foreign debt.

Energy resources remain another important aspect of thus foreign policy. The Obama administration has announced from the outset that its priority to overcoming over-dependence of the country's fuel balance on oil. More fully the task of reducing dependence on oil was put forth in Obama's speech on March 30, 2011 at Georgetown University in Washington: "Today I set a new goal, reasonable, achievable and necessary. At the time, when I was elected, America imported 11 million barrels black gold per day. Slightly more than in 10 years, we will reduce this rate by one-third". President Obama claims that the achievement of the goals set before the American nation will have made the US by 2025 significantly less vulnerable to fluctuations in oil prices, which in recent years have become noticeable for US economy [4].

The undoubted merits of the Obama administration's energy strategy include its increased attention to energy efficiency. The federal budget spending upon the economical and efficient use of energy resources in 2010 financial year totaled nearly 3.9 billion dollars compared to 832 million dollars in 2007 (in prices of 2010), having 4.7 times increased [1].

Low economic development pace, high levels of world and domestic prices for fuel oil, as well as the current policy of energy saving in the aggregate contributed to a slight reduction in oil consumption. In 2010, for the first time in many years, the share of imported oil was less than half its current consumption – 49%. However, despite the marked reduction in imports and some changes in their geography, the US dependence on imports from OPEC member countries is not reduced (42% the share of imports in 2010 compared to 41% in 2005). Some countries with unstable political regimes can still be found in the list of countries exporting to the US [1].

Multinational corporations are the backbone of the US economy. Despite the fact that they make up only 1% of the total number of US companies in 2007, they

accounted for 19% of all those employed in the private sector, 25% of the gross profits of the private sector, 48% of merchandise exports and 74% of private sector spending on research and development [1]. The supportive role of these companies in the economy is preconditioned by the fact that they provide long-term investment in key areas of the country, particularly in the field of innovation, research and development. Global activity of large corporations promotes international economic position of the United States, especially in the most competitive industries in the world market. Thus, 44% of the economic activity of the US multinational corporations is vested in global competitiveness of the sector, compared with 24% on average for all companies.

Despite the crisis, the US largest companies continue strengthening their competitive position by means of focusing on "core competencies" that is, the assets of the company where its benefits are most effectively implemented. The main feature of multinational corporations in the post-crisis period is high dependence of leading companies in the United States on their branches around the world. Their role has steadily increased in the activities of multinational corporations. The complex of intercompany relationships, built on the basis of deepening integration is getting more complicated.

The US financial crisis, the sharp economic downturn and falling stock prices brought about changes in the dynamics of direct investment flows. Tightening of credit conditions, falling corporate profits, declining demand and uncertainty about the future of economic growth in the world inevitably led to a reduction in the direct investment flow. The fall of the annual outflows was observed during 2007-2009 and amounted to nearly 27%. In 2010, the financial outflow increased significantly and the most important role was played by reinvested earnings, mainly due to increase in the proportion of funds allocated for reinvestment - 74% in 2010. According to all available data a slight decrease in foreign direct investments, took place at the beginning of 2011 due to a decrease in reinvested earnings and reduction in inter-firm loans. In their turn, the direct investments in the US fell sharply, which was the result of a shift in inter-company loans, reduction the in amount of financial inflows and reinvested earnings [1].

As of 2010, the largest host countries included China, the United Kingdom, and Canada. The largest investors into the US economy in the same year were the United Kingdom, Japan, and the Netherlands [2].

Summarizing the characteristics of transformational change of the US foreign models, we can conclude that the principal objective of this model today is maintaining global leadership and competitiveness in investment and innovation development. With this some of the elements of the model are radically changed in particular, the situation with energy resources imports, the role of transnational corporations and banking organizations. At the present stage US is facing various problems, including loss of leadership in international competitiveness due to strengthening of the position of its main rivals, such as China and Russia that demonstrate a more dynamic performance in overcoming the crisis. The US is gradually losing the lead in the international export of capital to China and Japan. The high dependence on imported oil makes the region of Arab countries a priority for US foreign policy. The United States is also developing new aspects of foreign models, in particular, the post-socialist countries due to their economic growth and strengthening of their position in the international economic system.

Undoubtedly, the most important current trend is increasing foreign ownership of US assets. In the mainstream of national security issues, there have been opinions whose supporters believe that acquisition of American companies in one way or another may result in losing control over the economy of the country.

However, it should be noted that the United States continues to actively function as an international lender increasing foreign investment. Moreover, the growth of imports of capital did not lead to an imbalance of investment earnings and payments. In the period of 2000-2010, foreign asset earnings increased by 1.9 times, and foreign asset payments by 1.5 times. The dollar still remains the dominant currency in international trade and foreign currency reserves. 90% of the US debt is in the national currency and the depreciation reduces the cost of future payments [2].

Despite the decline of the leading position in the world economy, the overall US position remains strong. The United States in the future will tend to smooth out the many contradictions within the national system and beyond, in order to ensure sustainable development and immunity to such economic shocks. In this case, the main instrument of the US competitiveness is to support innovative, and therefore human resources development, research and education. The US administration, in spite of the anti-crisis measures, consistently supports the strategic direction of the economic development of the country.

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CONSTITUTIONAL RIGHTS AND FREEDOMS OF MEN AND CITIZENS IN UKRAINE

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Summary: The article deals with the problem of constitutional rights and freedoms of men and citizens in Ukraine. All fundamental rights, including civil, political, economical, social and cultural rights are considered. Particular attention is paid to the guarantees of these rights implementation in practice.

Key words: civil rights, cultural rights, economic rights, guarantees of rights, political rights, social rights.

Анотація: Стаття присвячена проблемі конституційних прав людини і громадянина в Україні. Розглянуті усі основні права, включаючи громадянські, політичні, економічні, соціальні та культурні. Значну увагу приділено гарантіям реалізації цих прав на практиці.

Ключові слова: гарантії прав, громадянські права, економічні права, культурні права, політичні права, соціальні права.

Аннотация: Статья посвящена проблеме конституционных прав и свобод человека и гражданина в Украине. Рассмотрены все основные права, включая гражданские, политические, экономические, социальные и культурные. Особое внимание уделено гарантиям реализации этих прав на практике.

Ключевые слова: гарантии прав, гражданские права, культурные права, политические права, социальные права.

The problem of the rights and freedoms of men and citizens has been relevant since the earliest times of human history. The situation remains the same at present because the question of the rights and freedoms of men and citizens is the most important question of domestic and foreign policies of all democratic states.

The relevance of the study of theoretical and practical problems of basic rights and freedoms of men and citizens in Ukraine is connected, firstly, with the necessity to create integral theory of rights and freedoms of men and citizens in Ukraine and, secondly, with the necessity to improve the current legislation bringing into accordance to the current Constitution of Ukraine and, thirdly, with the necessity to create an effective mechanism that would ensure the realization of the constitutional rights and freedoms of men and citizens in Ukraine.

The fundamental part of the Constitution of Ukraine is the rights, freedoms and duties of men and citizens. The system of constitutional human and civil rights is the basis of all other rights.

But what are the constitutional rights and freedoms of men and citizens? Constitutional rights and freedoms of men and citizens is the measure of possible behavior or activities of the person (or a group of people) to meet their legitimate needs and interests in the political, economical, social, cultural (spiritual) and other areas of public life which is guaranteed by the Constitution and the state.

These rights and freedoms form a system of fundamental rights and freedoms of men and citizens, the main elements of which are traditionally considered to be civil (personal), political, economical, social and cultural rights and freedoms of men and citizens.

Foreground rights and freedoms of men and citizens in Ukraine are civil rights. These rights are natural because every person, regardless of citizenship, has or can have them from the beginning of life. Civil rights are designed to protect the freedoms and autonomy of an individual as a member of civil society, his juridical protection from any undue internal interference. The system of civil rights consists of the following rights:

1. the right to life;
2. the right to dignity;
3. the right of everyone to liberty and personal immunity;
4. the right to inviolability of the home;
5. the right to privacy of correspondence, telephone conversations, telegraphic and other types of correspondence;
6. the right to protection of private and family life;
7. the right to free movement, free residence and free departure from Ukraine;
8. the right to freedom of opinion and speech;
9. the right to freedom of belief and religion.

Political rights and freedoms of the individual, making the unity, characterize the level of political freedom in society. The realization of political rights and freedoms is aimed at the satisfaction of social needs and personal interests of citizens.

The system of political rights consists of:

1. The right to freedom of association in political parties and public organizations (It is one of the fundamental political rights of men and citizens).
2. The right to participate in public affairs (It denotes the guaranteed possibility to citizens of Ukraine to exercise full power directly and by their representatives).
3. The right to meetings, rallies, marches and demonstrations (Its purpose is to ensure the political freedom of thoughts, beliefs and statements in Ukraine).
4. The right to appeal (petition) (It means the guaranteed opportunity not only to citizens of Ukraine, but also to foreigners and residents to file individual or collective appeals, or to appeal personally to the state authorities, local authorities and officials of these bodies that are obliged to consider the appeal and give a well-grounded answer for the statutory term).

The main type of human rights and freedoms declared and guaranteed by the Constitution of Ukraine are economic rights and freedoms of the individual, i.e. the subjective rights in economic (property) relations [1, p. 104]. They include:

1. The right to private property (everyone has the right to own, use and dispose their property, and the results of their intellectual and creative activities).
2. The right to business (everyone has the right to entrepreneurial activity not prohibited by law).
3. The right to use state and municipal property (It means that every citizen has the right to use the natural property of the people).

Basic social rights and freedoms of men and citizens can't be considered as minor rights of civil, political, economic and cultural rights and freedoms. In particular, they include the following:

1. The right to work (that is one of the fundamental priorities of fundamental social rights and freedoms of citizens).
2. The right to strike (is a relatively new right for our country and closely connected with the right to work).
3. The right to rest (is available for everyone who works).
4. The right to social protection (This right is guaranteed by general governmental social insurance, by the insurance premium of citizens, enterprises, institutions and organizations, as well as budgetary and other sources of social support. The types of social security pensions are pensions, services and different types of deduction).
5. The right to habitation (is the right of everyone to the favorable living conditions).
6. The right to an adequate standard of living for himself and his family (the implementation of this right provides any person with a real opportunity to provide food, clothing and shelter for themselves and members of their families).
7. The right to health protection, medical care and medical insurance (The Constitution stipulates that the state creates conditions for effective and accessible health care to all citizens).

The system of constitutional rights and freedoms of men and citizens in Ukraine includes another important group of rights – cultural human and civil rights that guarantee the spiritual development of a man and help every individual to become a useful member of a political, spiritual, social and cultural progress [3, p. 58]. According to the Constitution of Ukraine the system of cultural rights and freedoms of men and citizens in Ukraine include:

1. The right to education (It includes almost all major types of education. The Constitution points out that the state ensures accessible and free pre-school, complete general secondary, vocational and higher education in state and communal educational establishments).

2. The freedom of literary, artistic, scientific and technical creativity (creative freedom is guaranteed by the intellectual property rights of citizens, their copyright).

3. The right on the results of their intellectual property (The right of intellectual and creative activity is guaranteed, in particular, by the prohibition of using or distributing without authors' permission of their intellectual property results).

4. The right to information (The right of everyone to freely collect, store, use and disseminate information orally, in writing or otherwise).

The proclaimed human and civil rights cannot be realized without real guarantees of their implementation. The real implementation of rights and freedoms of men and citizens, being one of the most important features of a democratic constitutional state, is of great importance.

The guarantees of rights, freedoms of man and citizens is a system of social, economic, moral, political and legal conditions, the ways and means of which ensure their factual implementation, security and protection [2, p. 194].

The guarantees of rights and freedoms in Ukraine are the President, the Verkhovna Rada of Ukraine, the ombudsman, the Cabinet of Ministers of Ukraine, the prosecutor's office, the police, the Constitutional Court of Ukraine and courts of general jurisdiction.

In addition to domestic factors of civil and human rights guarantees, today there is the international legal framework of human rights such as the international legal conventions, agreements, covenants, statements, memoranda and others.

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THE ESSENCE OF COMMON LAW SYSTEM

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Summary: The article deals with the essence of common law system. Such important problems as main principles of common law legal system, its historical origin, pros and cons of this system and

the precedent use are being discussed in the research. In general, the work clears out possible case law influence on judicial system efficiency.

Key words: binding precedent, case law, common law, judge, jurisdiction.

Анотація: Стаття присвячена розгляду сутності системи загального права. Такі важливі проблеми як головні принципи правової системи загального права, його історичне походження, позитивні та негативні боки цієї системи, а також вживання прецеденту обговорюються в дослідженні. В цілому, робота викриває можливий вплив судового права на ефективність діяльності судової системи.

Ключові слова: загальне право, обов'язковий прецедент, суддя, судове право, юрисдикція.

Аннотация: Статья посвящена рассмотрению сущности системы общего права. Такие важные проблемы, как основные принципы правовой системы общего права, его историческое происхождение, позитивные и негативные стороны этой системы, а также использование прецедента, рассматриваются в статье. В целом, работа выявляет возможное влияние судебного права на эффективность работы судебной системы.

Ключевые слова: общее право, обязательный прецедент, судья, судебное право, юрисдикция.

Nowadays one of the most important problems in the society is defining and defending human rights and freedoms. The legislative bodies pass laws securing people; executive organs embody these regulations into life and the court system provides opportunity to defend interests of people. However, this scheme is being constantly improved as it has not become ideal yet. One of the possible ways to refine country legal system is to accept common law tradition.

There exist hundreds of legal systems in the world. Although each of them has its own individuality, it is possible to group many of them into «legal families». Generally speaking, legal systems can be split into civil law jurisdictions, religious law, customary law and systems using common law and equity. The specific system that any country follows is often determined by its history, its links with foreign countries and its adherence to international standards. However, classification of different systems is more a matter of form than of a substance, since similar rules often persist [1, p. 10].

One of the major problems in early English law jurisdiction was to develop a system that was certain in its operation and predictable in its outcomes. The term "common law" is originally derived from the 1150s and 1160s, when Henry II of England established secular English tribunals. Since the twelfth century, English law has been described as a common law rather than a civil law system as there has been no major codification of the law. This may have been due to the Norman conquest of England, when a number of legal concepts and institutions from Norman law were introduced into the English system. In fact, every country which was colonized at a certain period of history by England, Great Britain, or the United Kingdom uses common law except those states that were formerly colonized by other nations. Nowadays one third of human population lives in common law jurisdiction or in systems mixed with civil law [2, 3- b. 1, p. 106–108].

Common law is a part of law being developed by judges through decisions of court, opposed to statutes and regulations. A common law system is a legal system that gives great precedential power to common law, following the principle that it is unfair to treat similar facts differently in various occasions. The main idea lies in the fact that if the same dispute happened in the past, the court must follow the reasoning having been used in the previous example. Nevertheless, if the court finds that the current case

is totally different from all the previously reviewed, judges will have the authority and duty to make law by creating precedent [4].

Judge-made common law had been operating as a primary source of law for several hundred years, before the parliament acquired legislative powers to create statutory law. Common law systems place great emphasis on court decisions, which are considered to be law with the same force of law as statutes. For nearly a millennium, common law courts have had authority to make law when no legislative statute exists, and statutes mean what courts interpret them. In civil law jurisdictions courts lack authority to act where there is no statute, and judicial precedent is given less interpretive force. The relationships between statutes and judicial decisions can be complex. In some jurisdictions, such statutes may overrule judicial decisions or codify the topic covered by several contradictory or ambiguous decisions. Sometimes judicial decisions may decide whether the jurisdiction constitution allowed a particular statute to be made. It is important to realize that common law is an older and a more traditional source of law. Legislative power is simply a layer applied to the top of common law foundation [5].

The precedent doctrine was developed during the 12th and the 13th centuries, as the collective judicial decisions were based on traditions, customs and precedents. A precedent is a court decision on the particular case, which becomes a binding or persuasive rule for the court while deciding similar cases. Precedent is one of the main three sources of common law alongside regulatory law, consisting of regulations being declared by executive bodies, and statutory law, including statutes and codes being passed by legislative bodies. According to precedent doctrine, tribunals executing inferior jurisdiction must accept the law having been declared by courts of superior jurisdiction. The highest appellate court in the UK is the Supreme Court of the United Kingdom and its decisions are obligatory for every other court in the hierarchy.

Precedents are subdivided into a binding precedents and persuading precedents. A binding precedent is a precedent which must be followed by all lower courts under common law legal systems. In the English law it is usually created by the decision of a higher court, like the United Kingdom Supreme Court. In many countries of the world, particularly in the states of EU, civil law means that judges take case law into account in a similar way, but they are not obliged to behave like that and are required to consider any precedent in terms of a certain principle. Decisions made by other judges may be persuasive but they are not binding. Under the English legal system, judges are not necessarily obliged to make their own decisions about the interpretations of the law. They may be bound by a decision which was reached as a result of a previous case.

Persuasive precedent is a precedent or another legal act which is not a binding precedent but which is useful or relevant and may guide any judge while making the decision in a current case [1, p. 47; 5, 6].

Judges in the United Kingdom use three primary rules for the law interpreting. Under the literal rule, the judge should do what the actual legislation states rather than try to do what the judge thinks what it means. Any judge should use plain everyday ordinary word meaning, even if it leads to an unjust or undesirable result. The golden rule is used when literal rule will obviously create an absurd result. The court must find genuine difficulties before it declines to use that literal rule. The mischief rule is the most flexible of the interpretation methods. It allows the court to enforce regulations which statute is intended to remedy [7].

Precedent future development includes judicial acts publication in the Internet and it will increase judicial system openness. A deeper investigation of the previous court cases should be done in order to create new precedents. The superior court should also give explanation why some cases were decided to be reviewed and the others were not. There are also some other improvements needed to be performed.

There are two main reasons that precedent doctrine is being criticized. The first reason lies in the fact that many people hesitate over the judges' responsibility to formulate such an important thing as a precedent. They are discussing presence of professional and moral qualities of lawyers. Furthermore, there is one more considerable reason for criticizing common law system. Judges are appointed by the President or parliament members who are elected by the people. However, political trends are constantly changing and a will of nation becomes entirely different, but judges occupy their places for years and create new precedents [5].

The final turn to the common law system is a good target to aim, because legal system proposes a lot of advantages. Firstly, it guarantees stable law positions with their constant progress, harsh revolutionary changes, absence, which is especially important for private relationships, law sequential deliberate development and clear display of the problems which occur in the law enforcement. Secondly, thanks to this system, judicial branch of power can be on equal footing with legislative and executive branches. In civil law jurisdiction executive bodies have the biggest power. Thirdly, common law system helps to avoid pressure on judges from outside. Nowadays it is always very difficult to clear out whether the decision was made independently or somebody could have had an influence on it. Precedents exclude this problem as previous similar cases generally or entirely formulate judge's position on different cases. Speaking about the pressure on the bodies which create precedents, we should understand that these courts are far more insensitive for this kind of influence than inferior tribunals.

Thus, all the precedent doctrine disadvantages can be more or less compensated. Further spreading of common law system popularity is quite a reasonable process. The privilege for judges to create binding and persuading precedents will certainly improve judgment quality in any country.

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ON THE QUESTION OF THE SIMPLIFIED PROCEDURE OF DIVORCE BY THE COURT

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Summary: The origin, development and modern regulation of divorce as a prevailing form of the termination of marriage during the life of a couple are important both from theoretical and practical point of view. The problem of marriage and divorce, in general, was studied by the following scientists: Azimov Ch., Genkin D., Gopanchuk V., Grave K., Dzera O., Dovgert A., Ioffe O., Maslov V., Harytonov E. and others. The relevance of the subject is due to the renewal of the Family code of Ukraine.

Key words: court, divorce, Family Code of Ukraine.

Анотація: Виникнення, розвиток та сучасне правове регулювання інституту розлучення, як найпоширенішої форми припинення шлюбу за життя подружжя, є актуальними як з теоретичної, так і з практичної точки зору. Питання укладення шлюбу та, загалом, припинення шлюбу достатньо ґрунтовно і неодноразово вивчалися науковцями – фахівцями, як Азімов Ч., Генкін Д., Гопанчук В., Граве К., Дзера О., Довгерт А., Іоффе О., Маслов В., Харитонов Є. та іншими. Актуальність теми зумовлена оновленням сімейного законодавства України щодо розірвання шлюбу судом.

Ключові слова: суд, розлучення, Сімейний кодекс України.

Аннотация: Возникновения, развитие и современная правовая регуляция института развода, как самой распространенной формы прекращения брака при жизни супруг, являются актуальными как из теоретической, так и из практической точки зрения. Вопрос заключения брака и, в целом, прекращение брака достаточно обстоятельно и неоднократно изучались такими учеными – специалистами, как Азимов Ч., Генкин Д., Гопанчук В., Гравэ К., Дзэра О., Довгерт А., Иоффэ О., Маслов В., Харитонов Е. и другими. Актуальность темы предопределена обновлением семейного законодательства Украины относительно расторжения брака судом.

Ключевые слова: суд, расторжения брака, Семейный кодекс Украины.

The purpose of this article is to analyze the changes in the judicial process of divorce and determination of the moment of its breaking of.

The Family Law of Ukraine changes on each stage of the society's development. The procedure of divorce changes as well, getting complicated or getting simplified. Legal regulation of marriage termination is provided not only by the Family Law of Ukraine but also by the Law of Ukraine "On state registration of acts of civil status", which simplifies the procedure of the termination of marriage in court.

Thus, due to the Family Code of Ukraine, the termination of marriage is provided by the registry offices and the court. The grounds for the termination of marriage in the registry office depend on the will of the couple. It can be divided into two groups: termination of marriage due to the will of both or due to the will of the only member.

According to the article 106 of the Family Code of Ukraine the marriage can be terminated in the registry office due to the mutual will of the couple which has no children [1].

According to the article 107 of the Family Code of Ukraine, the marriage can be terminated under the authority of petition of one member of the married couple if the other member is announced as a disappeared or disabled, because the person (disappeared, disabled) can not show his/her will for divorce or his/her mental inability

to form it. Also marriage can be terminated due to the physical absence of one member of the couple.

On the initiative of both members of the couple the divorce can occur in court according to the article 109 of the Family code of Ukraine. In this case a spouse with children has the right to apply to the court for divorce, with a written agreement about the fact whom the children will live with, whether the other parent will live separately and contribute to the life of children, what the conditions of his/her right to be a parent are [1].

Besides, the court examines a case of divorce according to the application of one member of the couple. When the court comes to the decision that reunion of the spouses contradicts the morals of society then it makes a decision to terminate the marriage. When the decision comes into effect – the marriage is considered to be terminated. The former spouses do not need to apply to the registry office. They receive a decision from the court and make corresponding notes in their documents. The only thing that can bring them to the registry office is a desire to make a note in the passport about the divorce.

It should be mentioned that until July 2007 termination of marriage by the court by July 2007 was subject to registration in the registry office.

With the adoption of the Law of Ukraine "On state registration of acts of civil status" state registration of divorce based on court's decision for divorce is not required. The court's decision of divorce is the final document which confirms the termination of the marriage and protects against necessity for making odd proceedings by the citizens, concerning the registration of divorce and obtaining a certificate. The mentioned changes are based on the experience of many countries (France, Germany, the United State of America, Poland, Romania, Estonia, Lithuania, Latvia, Belarus, Uzbekistan and others).

In our opinion, simplifying marriage termination procedure will lead to the increase in divorces. When the former spouses have already been in the court, have broken their relationship and have had the official court's decision about dissolution of their marriage so that the marriage be considered terminated. Formerly, though people had additional obligation to apply to the registry office after the judgment with their marriage being in power before applying to the registry office, the divorce could be produced irrespective of the period of time after the court's decision. The fact that divorce is not connected with the registration of divorce but with the court's decision is likely to lead to neglecting the meaning of the marriage.

To make a conclusion, we can say that divorce is an important process in the people's life. Therefore a right decision and sufficient level of legal regulation are supposed to lead to the good results and ensure rights and interests of husband and wife.

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PROSPECTS OF DEVELOPMENT AND FUTURE CHALLENGES OF THE BANKING SYSTEM IN UKRAINE

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Summary: The article deals with prospects of development and future challenges of the banking system in Ukraine. The results of the study are as follows: the banking sector of Ukraine shows a lot of positive tendencies. According to the National Bank of Ukraine, growth rates of the key indicators of Ukrainian banks' development are comparable and even slightly exceed the performance achieved by banks of the EU countries. A number of preventive measures have been taken by the National Bank of Ukraine to reduce risks in banking system and fuel confidence in the banking sector on the whole.

Key words: assets, banking system, credit portfolio, liabilities, long-term loans, prospects of development.

Анотація: У статті розглядаються перспективи розвитку та майбутні проблеми банківської системи України. Результати дослідження такі: в банківському секторі України демонструється багато позитивних тенденцій. За даними Національного банку України, темпи зростання основних показників розвитку українських банків порівнянні і навіть кілька перевершують досягнуті банками країн ЄС. Ряд превентивних заходів були прийняті Національним банком України для зниження ризиків у банківській системі і підвищення довіри до банківського сектору в цілому.

Ключові слова: активи, банківська система, довгострокові кредити, кредитний портфель, пасиви, перспективи розвитку.

Аннотация: В статье рассматриваются перспективы развития и будущие проблемы банковской системы Украины. Результаты исследования таковы: в банковском секторе Украины демонстрируется много положительных тенденций. По данным Национального банка Украины, темпы роста основных показателей развития украинских банков сравнимы и даже несколько превосходят достигнутые банками стран ЕС. Ряд превентивных мер был принят Национальным банком Украины для снижения рисков в банковской системе и повышения доверия к банковскому сектору в целом.

Ключевые слова: активы, банковская система, долгосрочные кредиты, кредитный портфель, пассивы, перспективы развития.

The banking system of Ukraine today is as following: during June 2012 the number of registered banks did not change as of 07/01/2012 and was estimated at 176 banking institutions. The number of banks licensed by the National Bank of Ukraine (NBU) to perform banking operations remained unchanged – 176 (JSC "RODOVID BANK" is a licensed remedial bank), the number of banks with foreign capital increased by 2 banks. The share of foreign capital in the authorized capital of the banks in the first half of 2012 decreased from 41.9% to 41.2%. According to the analysts of the National Rating Agency (NRA) "Rurik", it is connected with the structure of Ukrainian banks, with their own capital share [1]. It should be noted that banks with foreign capital continue to minimize their presence in the retail market and shift to the corporate segment. And some banks, due to unprofitable activities, continue leaving the Ukrainian banking market.

From the beginning of the year, the assets of the banking system of Ukraine have increased by 4.76% (UAH 50.2 bln). This June, they increased by 2.21% (UAH 23.8

bln) and amounted to UAH 1 104.5 bln as of 01.07.2012, as against UAH 1 080.6 bln. As of 01.06.2012, the loan portfolio from the beginning of the year increased by 0.89% (UAH 7.4 billion) to UAH 832.7 billion. According to the analytical department of the NRA "Rurik", due to the high requirements for potential borrowers, as well as the completed situation in the main sectors of economy, the pace of increasing the volume of banks' loan portfolios is constrained. The above assumption is confirmed by further reduction in the share of long-term loans in the loan portfolio of banks from 51.7% at the beginning of 2012 to 48.1% as of 01.07.2012. Since 2012, there have been no significant changes in the structure of credit portfolio of the banking system of Ukraine. The credit market, as before, is concentrated in the corporate sector (the share of loans to business entities, as of 07/01/2012, amounts to 69.0%). In absolute terms, the volume of loans granted to business entities, from the beginning of the year increased by UAH 12.41 billion (2.14%) to UAH 593.32 bln, in June – to UAH 4.82 billion (0.82%). The share of investments in securities as of 01.07.2012 totaled 12.0% (on 01.01.2012 – 10.4%), in absolute terms, the volume of investments in securities since the beginning of the year increased by UAH 15.32 billion (17.47%), in June – to UAH 2.99 billion (2.98%). At the end of June, the share that is attributable to loans to individuals made 19.0% (as of 01.01.2012 – 20.7%); in absolute terms, the volume of loans granted to individuals, from the beginning of the year decreased to UAH 11.28 billion (-6.46%) in June – to 2.09 bln (-1.26%). According to the analysts of the NRA "Rurik", the situation in the credit market can be considered appropriate and reflects the state of the general economic situation in the country: discrepancy of potential borrowers, bankable offset, recent activity in the placement of funds in government bonds and interbank loans.

The structure of liabilities of Ukrainian banks was an increased share of fixed-term funds from 34.7% at the beginning of the year to 35.4% at the beginning of July 2012. The volume of retail deposits increased: from the beginning of the year – by 10.34% (UAH 31.7 bln), in June 2012 – 1.65% (UAH 5.50 bln.), and as of on 01/07/2012 made UAH 337.9 billion. According to analysts of the NRA "Rurik", there is a positive dynamics in the increase in citizens' savings from the beginning of the year and gradual restoration of confidence in the banks of Ukraine after the negative experience in 2008-2009. As of January – June 2012, equity increased to 4.22%, or by UAH 6.6 bln, in June, its volume increased by 2.00%, or UAH 3.17 billion. The amount of regulatory capital was still lower than at the beginning of the year, and as of 01.07.2012, it was UAH 174.6 billion (on 01.01.2012 it made – UAH 178.5 bln). It should be noted that in June of this year, its volume increased by UAH 2.14 bln (1.24%). The value of regulatory capital adequacy standard (H2) as of 01.07.2012 totaled 18.0%, which is 0.9% less than at the beginning of the year, and 0.1% more than at the beginning of June. Despite the slow increase in the size of regulatory capital, the value of the indicator of adequacy of regulatory capital (H2) suggests a potential for further growth of assets.

The financial result of the banking system in January – June 2012, according to the information on the official website of the National Bank, was positive. Despite the overall profitability of activities before the first half of 2012, in June the banking system experienced a loss of UAH 335 million.

Over the last few years the banking sector of Ukraine has followed a “boom-and-bust” cycle. Rapidly growing loans have often been denominated in foreign currency and funded by cheap short-term external borrowings, which led to a build-up of

macroeconomic and sector-specific vulnerabilities. With the beginning of the global financial crisis in late 2008, the problem aggravated and the sector was confronted with severe liquidity and solvency difficulties. This brought about a credit crunch, which put additional stress on the real sector, which entered into a severe recession. Quick and determined policy actions by the authorities, supported by international financial institutions, prevented a complete meltdown, and the situation was calmed.

The period of stabilization in the banking sector which we can currently witness enables us to carry out a profound analysis and assessment of the overall situation. Following this way, we are able to make some vital conclusions as to how to make the system more balanced and stable, without impeding the system's important financial intermediation function for the real sector. The following policy recommendations summarize our position:

- **Macroeconomic policy.** Ukraine needs to improve its macroeconomic framework further in order to achieve macroeconomic stability. The flexible exchange rate system and the gradual introduction of inflation targeting are the key elements in this respect.

- **Credit growth.** In the situation where credit is still scarce, the authorities should refrain from using instruments that limit credit further. Thus, the current de-facto prohibition as well as the planned legislative ban on FX (foreign currency) loans to unhedged borrowers should be reconsidered. We prefer the application of macro-prudential rules to control FX risks rather than outright bans.

- **Consolidation.** Market-driven consolidation may help to improve the efficiency of financial intermediation, but the current legislative framework for M&A is a serious impediment. The respective steps to create a positive legal environment need to be taken.

- **Asset side.** Tackling the high level of bad debt must become a major policy priority, as otherwise banks will be reluctant to provide new credit. It is encouraging that the NBU seems willing to push for changes in the legal framework for bad debt resolution.

- **Liability side.** We support current plans to cancel the right of depositors to withdraw time deposits any time, as this will mitigate liquidity risks and facilitate long-term lending.

- **Relationship between asset and liability sides.** Given the current restricted amount of long-term funding in local currency, one way to facilitate the increase in long-term lending in local currency would be the introduction of FX hedging mechanisms. In the medium term, the development model must follow the principle "domestic deposits fund domestic loans".

- **Capital.** Adequate capitalization of the sector is a key element in the rehabilitation process. The fulfillment of recapitalization plans by all actors is thus needed. For the state-recapitalized banks, a strategic decision on what to do is required.

- **Rights of lenders and borrowers.** The protection of lenders' rights is crucial for fostering sustainable lending. The authorities need to improve the legal and judicial environment.

The following trends shall be basic for any scenarios of the banking sector development in the next years:

- reaching synergies when working with different clients segments;

- focusing on clients with the average and above the average level of income;
- developing remote systems of a customer's assistance;
- increasing the quality of risk management;
- expanding distribution channels.

The Ukrainian banking system faces the same challenges as the systems of other countries do. Presently there is a great possibility of the second turn of the world crisis to come, which can have a negative impact on the country's economics on the whole and on the banking system in particular. But despite expectations of the new surge of the crisis, the plans of Ukrainian banks for 2012 are quite pragmatic.

The banking sector of Ukraine shows a lot of positive tendencies. According to the National Bank of Ukraine, the growth rates of the key indicators of Ukrainian banks' development are comparable and even slightly exceed the performance achieved by the banks of the EU countries. The results of 2011 proved that the banking system assets increased by 11%, credits – by 9% (including credits in national currency), regulatory capital – by 11% and private persons' deposits increased by 13%. In 2012 the banking system of Ukraine was showing breakeven results for 3 consecutive months - the banks' profit in the 1st quarter amounted to UAH 1.7 billion compared to losses incurred a year before. In addition, a number of positive legislative innovations were implemented in Ukraine. In particular, the laws concerning improvement of banks' transparency in terms of consolidated supervision and protection of creditors' rights were adopted [4].

However, considering the positive scenario, particularly relative currency stability and lowering of pressure on the world debenture markets, one can anticipate stabilization of the national banking sector and setting of positive tendencies. The banking sector assets dynamics can reach 8-12%, and credit activities in 2012 reached 5% with further growth up to 10%. Besides, the uneven recovery of past-due arrears with the remaining trend for its lowering by means of creation of provisions and keeping the quality of credits at high level can be announced.

To address the consequences of the negative scenario the National Bank of Ukraine has taken a number of preventive measures among which the following should be mentioned: the increase of regulatory capital (from UAH 120 million and higher) and introduction from January 1, 2012 a new regulation regarding the proportion of regulatory capital to bank liabilities (not less than 10%). These and other measures have been taken to reduce the risks in banking system and fuel confidence in the banking sector on the whole.

In view of everything aforesaid, it is possible to predict that in the nearest three years the banking sector will follow a challenging way of quality growth aiming at further increase of capitalization and liquidity rate as at the moment banks of Ukraine, due to the fact of the NBU's adoption of regulatory acts, are prepared to ensure their stability in case of any force-majeure circumstances.

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PRICING VIA PSYCHOLOGY

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Summary: The article deals with pricing policy of any enterprise. It was stated that the price strategy mostly depends on the political, economic, psychological and social factors. Some new ways of persuading the customers to buy a product have been presented; different pricing techniques have been analyzed.

Key words: customer, perception, pricing, psychology, seller.

Анотація: Стаття присвячена розгляду політики ціноутворення будь-якого підприємства. У дослідженні було з'ясовано, що стратегія ціноутворення в більшості залежить від політичних, економічних, психологічних та соціологічних чинників. У роботі було представлено нові шляхи переконання споживача купити продукт; а також проаналізовано різні методи ціноутворення.

Ключові слова: психологія, продавець, споживач, сприйняття, ціноутворення.

Аннотация: Статья посвящена рассмотрению политики ценообразования любого предприятия. В исследовании было выявлено, что стратегия ценообразования в основном зависит от политических, экономических, психологических и социологических факторов. В работе были представлены новые способы убеждения потребителей купить продукт; а также проанализированы разные методы ценообразования.

Ключевые слова: восприятие, потребитель, продавец, психология, ценообразование.

In the market economy the business success of any company or entrepreneur mostly depends on the correctly chosen strategy and tactics of pricing on goods and services. Pricing is a rather difficult process because prices mostly depend on the situation in the market. The range of political, economic, psychological and social factors has a great influence on the price level. Today the price can be determined by the costs factor, and tomorrow its level will depend on the customer's behavior.

However, nowadays most entrepreneurs of our country have no necessary theoretical and practical knowledge of the complicated mechanism of goods and services pricing. As a result, establishing prices, they often make serious mistakes immediately reflected on the financial results, in some cases led to suffering losses and sometimes even to the bankruptcy of a company. To avoid this situation any economist and any entrepreneur must acquire the theory and practice of pricing.

There are numerous ways to look at pricing. Our focus will be how to use price to support overall marketing strategy, to use price as a means of persuading the buyers to accept certain ideas, and to create the image you desire in their minds. Price is in the mind. Here is an illustration: If I were with you and said, "I will sell you a gallon of water for \$100", you would laugh at the joke. But if you were out of water in the desert,

you would start looking for your cash. Customers always expect a “fair” price. But “fair” is in the mind of the beholder. You can buy a 50ml bottle of a very nice smelling perfume on the Internet for 100 UAH. If you want Chanel No. 5, go to a fine department store, where it will cost \$100. Why is there the 800% difference in price? The difference is not so much in the bottle as in the minds of the women who buy Chanel for \$100. They know that Chanel gives them a number of psychological “value-added” features – they know that their friends will recognize the scent and admire them for their good taste; they will feel good about themselves when they wear it; and they know that it is a part of the overall special image which they project to their husband, friends, and business associates. In short, they are willing to pay for benefits which are not even in the bottle of Chanel, but in people’s minds.

The reverse can also be true. A survey of some grocery stores found that their customers believed that these stores offered lower prices than the more well-known chain of stores nearby. In fact, the survey found that the stores had comparable or even higher prices for many items, and that many patrons could actually save money while getting higher quality by shopping elsewhere. But buyers were convinced that the utilitarian features of the store meant that they were spending less on operations, and passing on the savings to their customers.

A similar thought process goes on in the minds of those who go to flea markets or bargain-basement clothing stores. In Illinois, for example, the Farmer Store sells clothing of all sorts at a discount, displaying everything from shirts to shoes in huge tables bordered with six-inch planks to keep the merchandise from spilling on the floor. At first they tried to keep the apparel neatly in stacks, but soon found that people bought more if they had to sort through mounds of clothing. Shoppers were convinced that if the merchandise was displayed that way, it had to be cheap!

The price can be seen in many ways by buyers, as fair or unfair, high or low, depending on factors which have nothing to do with the actual product or service being offered. By understanding the ways in which you can manipulate the other factors, you can price your products and services to provide the greatest overall return on investment [1].

It is necessary to consider two major types of influence on the buyer’s evaluation of your price: those you control, and those you do not. Those you do not control are generally related to the buyer’s past experience, while those you do control are related to your advertising messages.

The influences on their price perception you do not control:

1. Past experience with that product line: if you know you paid about 25 UAH for a cafe latte at a café, you are more likely to think 35 UAH for the same drink at Coffee House is unfair. If you have never bought one before, you have no reference. That is why companies with products that expand into new areas have a great deal of flexibility regarding price.

2. Knowledge of what others paid: If your neighbour paid 50 UAH for a taxi ride from the city centre to your house, you are less likely to think that price is unfair. You have a basis for judgment.

3. Recalled advertising: This is one of the major problems with frequent discounting – people remember that the product was much cheaper two weeks ago, and will likely be on sale again. Whether they buy it or not, they will feel that the price is too high, and if they buy, they will not be as happy with the price they pay as they

otherwise would have. That is why it is often smarter to add value to a product as a part of a promotional deal, rather than just cut its price.

4. Brand name perception: We tend to think that well-known brands which have a reputation for higher quality will be sold more expensively. Numerous studies show that consumers use a brand name as a substitute for product quality.

5. Common sense: When a product's price falls out of the range we expect, it goes against our common sense to believe that the price is correct.

The influences on price perception which you do control:

1. Price comparisons you offer: Sellers can influence a buyer's perception of the price by providing information about what others sell a comparable item for, such as the clothing price tag that says, «Suggested retail price: \$X» or «Sold elsewhere at \$X.» This is effective for two reasons: First, people don't recall exactly what the item sold for when they saw it (if they ever did). One recent study found that a majority of shoppers could not guess the price of over 90% of common purchases like toilet paper and milk within 10% of their actual selling price. Second, most buyers will take your word that the quality of both items is equivalent. Discount clothing stores have used this technique to sell millions of shirts and dresses, often making comparisons which are not strictly 1:1.

2. "On Sale" signs. Buyers are generally trusting people. If you tell them an item is on sale, they will believe the price they see is lower than the one last week. In general, buyers will believe that an item on sale is a better value than one which is not. This assumption rests on another fundamental belief of most buyers – that products and services are usually priced fairly, based on the whole "package" being offered. Of course, the problem with sales is that you make less on that unit of merchandise, so you have to hope your overall volume will make up for it. Sales are best used to attract people to the store where they can be exposed to full price. Supermarkets regularly put a few common items on sale each week, selling them even below cost to bring in more shoppers.

3. Discounts: There are three common types of discounts used in advertising: Discount Range, Exact Discount and Upper End Discount. These three methods can create different perceptions about the same discount.

4. Using the word "Only": The word "only" implies that others are selling similar items at a higher cost. Often this technique for manipulating the buyer's perception of the price is paired with a comparison technique, such as "Only \$X! Compare at \$Y."

These techniques focus on some ways to make the price appear more attractive, but there are more effective ways to get the price you want by creating a perception of quality and value in the buyer's mind. We think that nowadays CEO of any company should take into account the above mentioned strategies to develop their business.

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Summary: The present article considers the problem of prevention and disclosure of financial crimes in banking. The terms “bank” and “banking system” are defined. The preventive measures are connected with certain difficulties which are also viewed in the article. The article also deals with the procedure of investigating financial crimes.

Key words: bank, bank accounts, causes of crimes in banking, infringement.

Анотація: В статті розглядається проблема попередження та викриття фінансових злочинів в банківській системі. Надається визначення термінам «банк» та «банківська система». В статті також розглядаються певні труднощі, з якими пов'язані превентивні заходи. Стаття також присвячена опису процедури розслідування фінансових злочинів.

Ключові слова: банк, банківські рахунки, правопорушення, причини злочинів в банківській системі

Аннотация: В статье рассматривается проблема предупреждения и раскрытия финансовых преступлений в банковской системе. Дается определение терминам «банк» и «банковская система». В статье также рассматриваются трудности, с которыми связаны превентивные меры. Статья также посвящена описанию процедуры расследования финансовых преступлений.

Ключевые слова: банк, банковские счета, правонарушение, причины преступлений в банковской системе.

In order to ensure an adequate functioning of the nation's economy, the state should have a reliable, stable and developed banking system, in which banks fulfill payment transactions, provide their clients with loans, give assistance in operations with capital issues in due time. The banking system of Ukraine includes the National Bank of Ukraine and commercial banks.

According to Paragraph 1 of Article 2 of the Law of Ukraine “On Banks and Bank Operation”, a bank is a legal body, which has an exclusive right to fulfill operations with deposits and to set up accounts of private persons and legal entities [3, p.12].

The National Bank of Ukraine is an independent legal body. Its founder is the state itself. The National Bank is accountable to the Verkhovna Rada but it is not responsible for the actions of the state directly and the state is not responsible for the National Bank, except the cases when the sides of a case take such responsibility in court. The functions and structure of the National Bank are determined in Article 2 of the Law of Ukraine “On Banks and Bank Operations” [3].

The reasons for economic crimes are connected with the latent and shadow character of economics. The volumes of shadow economics in Ukraine, according to experts' evaluation, make from 40 to 60 per cent of the GDP of the country. Shadow economics is a threatening factor for the state national security, and all of its forms are directly or indirectly connected with unaccounted or illegal economic activities. For disclosure of infringements in the spheres of banking and foreign economic activities special attention should be paid to the information placed in the Major clearing house and the Centre of international accounts [1].

Initiating proceedings caused by the checked results of implementing special investigative techniques usually tends to have negative consequences. Characteristic features of such proceedings are inadequate organization of work, problems with collecting necessary proofs and protractions at the first stages of the investigation. Top-level officials usually have enough time to get rid of financial documents reflecting the activities of fictitious firms, take measures to conceal capital and estate property and to escape the bodies of investigation.

Such investigation may last for years and be over when the persons in charge cannot be identified or found; very seldom actual doers are brought to responsibility. In the majority of cases they are convicted under Articles 87, 194 of the Criminal Code of Ukraine (the sanctions of which even do not imply confiscation of property), while their involvement into breaking the laws concerning currency operations and other severe crimes is not even proved.

The organization of work at the very stages of bringing into life the results of implementing special investigative techniques, opening criminal cases, holding primary investigative actions, ensuring compensation of damages have decisive influence for reaching definite results in the struggle against money laundering.

Taking into account the experience of the law enforcement agencies, case papers can be implemented into life only after getting valid data from the heads of converting centres, fictitious firms and banks fulfilling such converting operations concerning the mechanisms of such conversion and all the people in charge. Special attention should be paid to movement of financial flows, so the realization is held at the moment the funds are on the accounts of fictitious firms, because when they move to the correspondent accounts, the arrest of such financial flows becomes too complicated.

According to Article 12 of the Law of Ukraine “On the Procedural and Institutional Grounds of Crime Prevention”, the funds from the accounts of fictitious firms are arrested on the prosecutor’s sanction, their cash departments are sealed, all the documents connected with their activities are seized (for the term of 10 days).

The persons under investigation are questioned; they are supposed to give information concerning the type of their relation to the given firm, the reasons of why they find themselves in the building of the bank, the origin of financial flows and documents.

In case the fact of converting financial flows is proved, the way and conditions of converting, the total sum of converted money, the banks and office holders involved into the operation are considered [4; 5].

According to the applicable law, immediate investigative actions shall be taken with the purpose of procedural confirmation of the available data and looking for new evidence, including search in the place of employment and residence of persons suspected of conversion, confiscation and review of documents and objects, as well as their attachment to the materials of a criminal case as material evidence; arresting the confiscated money and property in strict accordance with Articles 125 and 126 of the Criminal Procedural Code of Ukraine (only the property of suspects and the accused is subject to arrest only).

Considering the fact that officials of commercial banks often resort to the help of fictitious conversion companies and may warn criminals of oncoming checks, realization of operative materials should first of all involve blocking or arresting the

accounts of these companies as well as withdrawing cash from the cashier's desk of the fictitious company and from its customers [5].

When disclosing crimes related to money laundering through fictitious companies, it should be taken into account that criminal activity is often organized according to the principle of 'discontinuous' responsibility, i.e. there are elite groups of people who fulfill organizational, managerial and ideological functions, but are not involved in committing concrete crimes. Therefore, their activity is beyond criminal responsibility, and it is only performers (managers of fictitious companies, couriers, employees of exchange offices, etc.) who are made answerable, while the criminal community itself continues its existence attracting new participants.

The analysis of results of checks and criminal cases over a long period of time testifies to the fact that the following are among the most frequent crimes committed in banking establishments: abuse of office, borrowers' fraud with financial resources, in particular, in collusion with bank officials, forgery by an official, plunder of money and property. The objects of infringement are credit resources and funds, pledged property and property of banks.

The state and banks are chiefly affected by swindlers who provide banking establishments with knowingly false information on the economic situation of companies and on use of funds in order to be granted a loan. Most of the frauds involving banking financial resources are practically related to plunder of these resources.

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TYPES OF MARKET SYSTEMS AND MARKET FUNCTIONS

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Summary: The article deals with the market as an economic system and its component elements. It concerns the kinds of markets, their functions and organization of the auction. State power has great influence on all kinds of markets, so special attention is paid to this issue. The market is considered as a single economic system and analyzed from the point of view of the buyer and the seller.

Key words: government, organization of trade, taxes, types of markets.

Анотація: У статті розглядаються ринок як економічна система та його складові елементи. Так само зачіпаються питання про види ринків, їх функції та організацію торгів. Державна влада створює великий вплив на всі види ринків, тому окрема увага приділена цьому

питанню. Для кожного з нас важливо знати про ринок не тільки на рівні покупця або продавця, але і сприймати ринок як окрему економічну систему.

Ключові слова: види ринків, державна влада, організація торгів, податки.

Аннотация: В статье рассматриваются рынок как экономическая система и его составляющие элементы. Также затрагиваются вопросы о видах рынков, их функциях и организации торгов. Государственная власть оказывает большое влияние на все виды рынков, поэтому отдельное внимание уделено этому вопросу. Для каждого из нас важно знать о рынке не только на уровне покупателя или продавца, но и воспринимать рынок как отдельную экономическую систему.

Ключевые слова: виды рынков, государственная власть, налоги, организация торгов.

A market is an environment that allows buyers and sellers to trade or exchange goods, services, and information. These interactions define demand and supply characteristics and are therefore fundamental to economies.

A market can be defined as a place where any type of trade takes place. Markets are dependent on two major participants – buyers and sellers. Buyers and sellers typically trade goods, services and/or information. Historically, markets were places of physical meeting where buyers and sellers gathered together to trade. Although physical markets are still vital, virtual marketplaces supported by IT networks such as the internet are getting larger.

There are three major types of markets: free, command and mixed market. With a free market system, two parties enter into an agreed exchange that is mutually beneficial. This can be as simple as buying and selling a cup of coffee. The coffee business is owned completely by the merchant, but the customer has the power to shape the coffee business through repeat business, or by going to a competitor. The competition aspect spurs all coffee businesses in that area to have competitive pricing, or to offer a clearly superior product. A free market system is driven by the goal of profit determined by consumer demand, and the government maintains a distant role, only ensuring the market remains stable. The market system has many benefits, but also some drawbacks. These include possible shortages and surpluses due to market fluctuations, income discrepancies that can lead to a society of very rich and very poor, with few in between and distribution of public services. Public services, like defense, health care and education, are typically utilized by everyone, but not everyone pays an equal share of the costs in a free market system.

In a free market economy, the pricing for goods and services will be set by the changes in supply and demand. For example, if there is a surplus of goods in the marketplace and the demand is not sufficient to offset that supply, sellers will often decrease the price in hopes of attracting more buyers. At the same time, if the demand for a product greatly outpaces the current supply, sellers may increase the cost per unit in order to take advantage of that demand for as long as it lasts. Since demand can be affected by a number of factors, such as personal tastes, advances in technology and even the loss of household income, this means that in a free market economy, prices are always the subject to change.

Command market systems are also called planned economy or market systems due to the coordinated planning of the government. Authorities own all resources and establish all facets of the economy, including what and how much is produced, financial compensation to workers, prices of products and who can receive them. This type of economy is favored by communist countries and was the market system used by the

USSR. The benefits of a true command market system include a similar quality of life--though it tends to be the lowest, not the highest, standard--for all citizens, with little homelessness and no inflation due to government price controls. The command system has a number of drawbacks, including limited product selection, needs determined by the central planning authority that aren't truly compatible with what the society requires or wants and the restriction of personal freedoms. The system can end up hurting the government and economy due to stagnation. When workers don't own the resources, and receive the same amount of compensation regardless of what they do, there is no incentive to improve existing products or make innovations. This can lead to a loss of technological and financial progress.

Most countries in the world employ a mix of free market and command market systems. For example, the United States is usually classified as free market, but the command aspect applies through government regulations, taxation and prohibition of certain products the government deems hazardous or illegal. In an ideal mixed market system, both the businesses and the government work together to meet the demand for products in the safest and most efficient manner possible. Mixed market systems are favored by a wide range of societies, because they can balance diverse economic and political ideals between groups with vastly different views [3, p. 271-273].

Many nations around the world combine elements of a free market economy with other forms of strategies, depending on the specific situations existing in those countries. For example, nations with a significantly poorer citizenry may choose to implement subsidies and other restrictions on the prices for certain goods as a means of ensuring access to those goods by a greater number of residents. At the same time, there may be no restrictions on trade, price or any other aspect of transactions between buyers and sellers, effectively creating a mixed market economy [5].

There is another classification of market systems: perfect competition, monopoly and oligopoly.

Perfect competition – this is when there are many buyers and sellers for a particular product, the product is similar looking. The cost of investment is small and the product is easy to produce (for example, farming and agricultural products).

Monopoly – there is a single seller with no close substitutes, and there is lots of control over the goods price (for example, and electrical company).

Oligopoly – this market system is dominated by a few sellers. The products are high cost investments causing difficulties for new companies to join. The products are identical or slightly different (usually advertisements set the differences) (for example, Airlines) [4].

In order to understand the meaning of Market the market function is an important issue to delve into. The market function is there so that the satisfaction of the buyers and sellers during a transaction can be ensured. The market generally depends on the adjustments of the price so that it can inform the participants involved in a transaction. This is done so that both the buyer and the seller are well informed and can bargain the right price out and satisfy themselves somewhat. Another main function of the market is to keep the prices under check and control fluctuations in supply and demand to reach allocative efficiency.

In every economy the work of different firms has to be coordinated. In a market economy this coordination is achieved by means of markets. Nevertheless the debate over the role for Government in a market economy is continuing and the issue is being

widely discussed at the present time. An economy based on free enterprise is generally characterized by private ownership and initiative, with a relative absence of government involvement. However, government intervention has been found necessary from time to time to ensure that economic opportunities are fair, to dampen inflation and to stimulate growth [3, p. 13].

Government plays a big role in the free enterprise system. Federal, state and local government's tax, regulate, and support business. Some industries — nuclear power, for instance — have been regulated more closely over the last few years than ever before. In others the trend has been towards deregulation or reduction of administrative burden on the economy.

Taxes and trade restrictions are pervasive in most examples of the modern open market economy. Regulations preventing unfair dealing, deceptive pricing structures, and monopolies over essential goods and services are also common. It has been argued that any hand of the government disrupts the autonomy of buyers and sellers to the extent that a market can no longer be considered “free.” This is a minority view, however. Most economists cede that light-handed government oversight promotes order, in many ways advancing individual dealings and innovations while protecting against lawlessness that could lead to market deterioration [1, p. 125].

Thus, markets are classified depending on the goods. There are stock markets, commodity markets, labor markets, etc. There are many classifications of markets, all of them in some way controlled. Under the influence of time, markets have evolved, but the main function of the exchange of goods remained. The market has always been and remains the basis of economic relations between people.

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PROBLEMS OF THE LEGAL ADJUSTING OF INSTITUTE OF PRESIDENT IN UKRAINE

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Summary: The purpose of the article is to give information about the role and place of the president in the mechanism of state power, his functions and problems that arise at adjusting this institute.

Key words: legal adjusting, institute of President.

Анотація: Метою даної статті є надання інформації про роль і місце президента в механізмі державної влади, його функцій і проблеми, які виникають при регулюванні цього інституту.

Ключові слова: правове регулювання, інститут Президента.

Аннотация: Целью данной статьи является предоставление информации о роли и месте президента в механизме государственной власти, его функций и проблемы, возникающие при регулировании этого института.

Ключевые слова: правовое регулирование, институт Президента.

Institute of President is certainly one of the most important in the system of government in any country of the world. The formation of this institution is quite lengthy. No wonder, that in ancient times people elected and appointed leaders, the kings, emperors, rulers of the land who concentrated the power in their hands. Since ancient times major leading and ceremonial functions depended upon folk elections.

The term of "president" (praesidens) from Latin means someone who sits in front. Historically, the president as a head of the state was first introduced in the U.S. in 1787. Since that time the most active research of the presidency in the world has been held in the United States [1].

In Ukraine the position of the President was introduced by a decision of the Verkhovna Rada of Ukrainian SSR on June, 21 1991 (№ 1228-XII), where it was stated to establish the post of President of the Ukrainian SSR. Later on July 5, 1991, the Law of the USSR "On the President of the Ukrainian SSR" was passed, in which the President of Ukraine was proclaimed as the highest official of the Ukrainian state and a chief of executive power [2].

Although the presidency has existed for more than one century, the question of its operation does not lose its relevance in the law and political sciences.

This is due to the fact that this institution is one of the most powerful among the public institutions and the presidency is the highest public office, and depending on the form of government allows influencing on the internal and external position and behavior of the country.

The institute of President is being constantly investigated and this resulted in numerous monographs and articles.

In Ukraine, the study of the presidency can not be attributed to a number of well-researched topics. Ukrainian constitutional theory and practice currently perceive an acute shortage of monographs which try to solve problems of the presidency [3].

Among the Ukrainian scientists who worked at the problem of the formation and activities of the institute of President we can point out the works of V. Shapoval, I. Markov, V. Shatilo, R. Pavlenko, S. Linetsky.

In our opinion the main problem of the non regulation of Institute of President in Ukraine is the absence of single legal act, which describes the limits and the scope of authority of the President of Ukraine and fully determines its legal status.

Beginning from 1991, the institute of President in Ukraine is in a state of continuous change, which reflects on the scope of powers of the President of Ukraine. The lack of a clear and comprehensive delineation of the President functions and other authorities functions, leading to the concentration of a significant amount of power in the president's hands, does not give positive results, that would have to occur under the stable development of society, increase of welfare of population and the high level of confidence to the highest governing institution – the Institute of President.

In some countries (USA, France) the position of president is dominant in the highest state authorities. The importance of this institute around the world is confirmed by the presence of specific laws on the presidents. In these legal documents standards

that concern not just presidents, but the ex-presidents are reflected. Laws are not limited to the rules regarding the election, resignation, impeachment, list of powers, but also include other provisions that regulate not less important relationships with presidents.

Nowadays in Ukraine, this question still needs some research. As practice has shown in the issues of the relationship of the President of Ukraine with other higher authorities there are many problems that could be avoided through better description of its functions, tasks and powers as a head of state, in a Constitutional Law "On the President of Ukraine". This would democratize the institution, make the procedure for suspending the powers and ways of protecting the honor and dignity as the President of Ukraine real.

Thus, the institution of the presidency is particularly essential due to the place and role of the President in the state mechanism, and its importance in solving problems of state and lawmaking process in Ukraine. The expediency of adopting a single legal act, namely the Law "On the President of Ukraine", is obvious and necessary for the independent democratic state.

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RESEARCH ON THE CAUSES AND CONSEQUENCES OF THE STATE DEBT OF UKRAINE

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Summary: The paper studies the current state of the debt policy of Ukraine, peculiarities of the formation of the state debt of Ukraine since the early years of independence to the present. Differences in the methodology used to calculate the national debt were identified; quantitative difference between these approaches was given.

Keywords: budget deficit, financial security, public debt, state debt management.

Анотація: У статті проаналізовано сучасний стан боргової політики України, досліджено особливості утворення державного боргу України з перших років незалежності до теперішнього часу. Визначені відмінності в методології обчислення державного боргу, наведена кількісна різниця між даними підходами.

Ключові слова: бюджетний дефіцит, державний борг, управління державним боргом, фінансова безпека.

Аннотация: В статье проанализировано современное состояние долговой политики Украины, исследованы особенности образования государственного долга Украины с первых лет независимости до настоящего времени. Определены различия в методологии исчисления государственного долга, приведена количественная разница между данными подходами.

Ключевые слова: бюджетный дефицит, государственный долг, управление государственным долгом, финансовая безопасность.

Relevance of research is determined by the fact that the problem of debt policy does not lie in the point if additional external borrowings are permissible or not. The problem lies in the ability of the legislative and executive power to create an effective mechanism of not only attracting the necessary financial resources but also of their effective use.

Debt can be public, corporate, external and internal. The situation is rather simple. None of these types of debt exists independently. Moreover, state debt policy is crucial to the corporate sector.

This question has been investigated by the International Monetary Fund for a long time. Today we can say that in the world is no sufficiently clear answer what the amount of external and domestic debt should be, what measures we should operate, and what criteria should be taken into account.

The aim of the research is to determine the current state of the debt policy of Ukraine and the mechanisms by which it is implemented.

Transformation of Ukrainian economy provides adaptation of the financial system to market conditions. One indication of the adaptation process is lack of financial resources of the state. Therefore, the priority is to find a balance between revenue and expenditure budget and to secure financing its deficit on a rational basis, the most profitable, that is the least vulnerable to the budgetary system conditions.

The Ukrainian government has been using internal debt as a tool of deficit financing since 1995. Augmented formation of the government securities market and the use of funds to meet the current needs of centralized budget gradually led to the excess of debt over the current repayment capabilities. Then, amid irrational debt policy there arose practical necessity for, first, a comprehensive study of the problem of public debt and the current system of public borrowing, and secondly, a study of international experience of domestic loans and, thirdly, development on this basis of new approaches to formation of public internal debt of Ukraine. Despite some improvements in the management of public borrowing, observed in recent years, the problem of optimizing the formation of government domestic debt does not lose its relevance.

Debt security of the state is adherence to a level of public debt that meets the needs of the state in financial resources, allows us to preserve the stability of the financial system and, thus, does not compromise their ability to perform state functions and obligations of repayment and debt service in particular [1].

An important obstacle to the establishment of appropriate strategic effectiveness of debt policy in Ukraine is lack of a coherent system of legal regulation of the costs of servicing and repayment of the public debt. Delaying the adoption of basic law on public debt leads to conflict between the provisions of specific regulations on repayment and servicing of the public debt. According to the Accounting Chamber of Ukraine, the current legislation does not regulate the procedure expenditures of the State Budget of Ukraine for debt management and powers of public authorities in this process. Significant deficiencies exist in the phase of planning costs of servicing debt and debt management.

The basic normative act that regulates this sphere is the Budget Code of Ukraine which contains general principles of debt policy, including mandatory reduction of public debt if its volume will increase to 60% of GDP. The Law on the State Budget of Ukraine for respective years determined the annual limits of individual quantitative parameters of public debt, the source of his service and financing the budget deficit.

Statistics of public debt shows several stages of its formation and development [1].

The first phase (1991-1994) is characterized by involvement of the budget deficit of exclusively direct loans of the National Bank in financing and by chaotic form of external debt by providing government guarantees for foreign loans.

The second phase (1995-1996): In addition to the continuation of external government guarantees, the public debt was being formed by obtaining loans from international financial institutions, as well as the settlement of Ukraine's debt for energy, the beginning of production of T-bills and the gradual replacement of their direct loans of the National Bank.

The third phase (1997 – early 1998) is characterized by active government borrowing on domestic and foreign capital markets.

The fourth stage (second half of 1998–2000): Ukraine faced considerable difficulties associated with a significant reduction in the ability of state borrowing both from external and internal sources. A series of transactions to restructure parts of the internal and external debt of Ukraine were carried out. This made it possible to extend repayment of borrowed funds through replacement of T-bills, and reduce the burden of payments on bonds in 1998 and 1999.

The fifth stage (2001–2007) is a period of prudent debt policy aimed at preventing uncontrolled growth of public debt. During 2001-2007, there was a transition from crisis debt management to implementing prudent debt policy in Ukraine. Besides, a tendency to reduce the ratio of public debt to GDP was observed. Despite the fact that during 2001–2007 there was a gradual increase in payments on public debt in absolute terms, expenditures on debt and public debt got stabilized within 3,8–4,0% of GDP. Improving the ratio of government debt to GDP is due to both economic growth of Ukraine, and to prudent debt policy.

Ukraine has had six sovereign issues of Government Bonds on foreign capital markets to finance the state budget with maturity of 5–12 years and the yield from 7.65% to 3.5% per annum. Eurobond issue in Ukraine in 2003 was awarded the "Best Sovereign Issue of the year among Developing Countries" prize—one of the most prestigious global business media "Euromoney" magazine. This made it possible to promote the rankings of our country.

The sixth stage (2008–2012) can be called the period of threat of lose debt security. Today, Ukraine is on the verge of a significant increase in debt burden that could in the nearest future substantially increase financial risks and increase depressive pressure on all economic agents. The period is characterized by economic crisis caused by political instability. Ukraine continues to borrow, which could lead to the loss of debt security.

According to statistics of the Ministry of Finance of Ukraine, the total public and publicly guaranteed debt (including the period from 2008 to 30/11/2012) increased from UAH 88,744,741.81 thousand to UAH 501,440,643.93 thousand, i.e. almost by six times [3].

According to forecasts, the economy of the state will experience fall in demand in domestic and foreign markets, leading to a slowdown of domestic economy; rapid narrowing of domestic consumer demand due to falling incomes in the population and

strengthened devaluation tendencies; rising prices due to the gradual increase in tariffs for gas and electricity and other services.

However, the key issue of debt security of Ukraine and its financial sector now and in the coming years is the peak service payments and repayment of public debt in some periods. Thus, strategically important task in the field of debt management is to consider alternative possibilities for smoothing peak payments. Quantitative parameters of public debt have little impact on economic dynamics, peak loads in certain periods and the state's ability to ensure timely repayment and debt service, which also provides the ability to make new loans, remain the basic factors of economic development.

An alternative to internal debt is external borrowing, which is objective reality of today. As a result of "crowding effect", it is almost impossible for the state to place large volumes of securities in the domestic market without reducing investment in real economy sector. Therefore, at present access to international capital markets is one of the most promising ways to raise capital for the state and for Ukrainian companies and banks.

It should be noted that uniform national standards for disclosure of government debt not exists today.

For analysis of public debt, one should first define the limits of statistical coverage of the given economic category, since in the calculations of public debt The Ministry of Finance of Ukraine primarily follows the Budget Code, while the National Bank of Ukraine (NBU) follows standards of the International Monetary Fund (IMF) and the System of National Accounts (SNA). The main difference lies in the account or neglecting the obligations of financial institutions and real economy sector of Ukraine in external debt. This disparity has led to emergence of two indicators of financial statistics, "public debt", which is calculated by the Ministry of Finance of Ukraine, and "gross external debt", which is calculated by the NBU.

Statistics of the gross external debt of Ukraine are calculated by the NBU in accordance with the international standards set out in official publications of the IMF, and their conceptual basis is consistent with the SNA.

Gross external debt as of a certain date is a total outstanding amount of all existing, but in no way contingent, liabilities that must be paid by the debtor in the form of principal and / or interest at any time and that are liabilities of residents to non-residents of the economy.

According to the NBU, gross external debt of Ukraine as of 10.01.2012 totaled US \$132.5 billion (according to the IMF methodology) [2], and according to IFI as of 30.11.2012, the public and publicly guaranteed debt of Ukraine reached US \$62.7 billion [3].

Thus, the lack of consistency in methodological approaches to the determination of the external debt of Ukraine requires improvement and harmonization of international standards of government finance statistics of Ukraine, which will ensure correctness of statistical information about the financial position of Ukraine.

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THE CONSTITUTIONAL COURT OF UKRAINE

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Summary: The present article is devoted to the study of powers of the Constitutional Court of Ukraine and its influence on the relations, the protection of human and civil rights, the implementation of the constitutional supervision and enforcement of the Constitution and its interpretation. The issues related to the nature of legal acts of the Constitutional Court of Ukraine are also considered in the article.

Key words: an act, Constitutional Court of Ukraine, legal state, systems of constitutional justice.

Анотація: Дана стаття присвячена вивченню повноважень Конституційного Суду України та методів його впливу на відносини, що стосуються захисту прав людини і громадянина, здійснення конституційного нагляду та контролю за дотриманням Конституції України та її тлумачення. Також в ній розглядається питання, що стосується природи нормативно-правових актів Конституційного Суду України.

Ключові слова: акт, Конституційний суд України, правова держава, системи конституційного правосуддя.

Аннотация: Данная статья посвящена изучению полномочий Конституционного Суда Украины и методов его влияния на отношения, касающиеся защиты прав человека и гражданина, осуществления конституционного надзора и контроля над соблюдением Конституции Украины и ее толкование. Также в ней рассматриваются вопросы, касающиеся природы нормативно-правовых актов Конституционного Суда Украины.

Ключевые слова: акт, Конституционный Суд Украины, правовое государство, системы конституционного правосудия.

The Constitutional Court of Ukraine ranks as a special, separate organ of the judiciary. The Constitutional Court of Ukraine is the only body of constitutional jurisdiction in Ukraine, which differs from the courts of general jurisdiction by its special order formation, composition, specific proceedings and procedure, by the peculiarity of the legal force and obligatoriness of decisions of the Constitutional Court, and also by the term of appointment. The Constitutional Court of Ukraine is the judicial body of constitutional control, independently exercising judicial power by the constitutional court.

Inconsistence, contradictions and even conflicts between different branches of government can weaken their authority, lead to confusion, irresponsibility and even destabilize the society.

So the problem of constitutional control over the enforcement of the Constitution by all the branches of government, and therefore a comprehensive review of the Constitutional Court is of particular relevance and importance now.

One of the main branches of the political system of democratic states is the organs of constitutional justice. These courts operate in most European countries. Such a body also operates in Ukraine and is named the Constitutional Court of Ukraine.

Control over the conformity of laws and other legal acts to the Constitution, the interpretation of some constitutional statutes stipulate the creation of a credible and competent body which would operate independently from any governmental organs and would effectively defend the principles of the legal state [2, c.427].

Traditionally two systems of constitutional justice are identified: American (the USA, Brazil, Argentina and others.) and European (Ukraine, Poland, Germany, and others.). In American system the constitutionality of laws and other legal acts is verified by the courts of special jurisdiction. This system is widely extended in the countries of common law, and has two varieties: in some countries courts of general jurisdiction are in charge of constitutional control, i. e. any court may solve the problem of constitutionality of any statute and in other countries only the Supreme Court performs constitutional control.

The main difference between the European system and the USA is that constitutional justice in these countries is allocated from general justice.

So let's look at the result of activities of the Constitutional Court of Ukraine, namely acts of the Constitutional Court of Ukraine, their legal nature and importance to the political and legal theory and practice.

Acts of constitutional justice occupy a special place in the law of each state, as these bodies have a major impact on social phenomena and processes.

Acts of the Constitutional Court of Ukraine are the rules of law application acts, so they can not be regulations. The Constitutional Court of Ukraine has lawmaking powers allocated in the Constitution or in law, and the judge can not substitute a lawmaker. The task of the Constitutional Court of Ukraine is not to change the Constitution of Ukraine and laws through their decisions, but to reveal their real content, and not to amend constitutional statutes, but merely to interpret them [3, c.29].

Acts of the Constitutional Court of Ukraine has certain features that are primarily caused by the nature of the constitutional jurisdiction. They are as follows:

- have a special subject (object) – acts of the Constitutional Court of Ukraine resolve the issues within its exclusive competence. No other government agency is not authorized to deal with matters that are the subject of the Constitutional Court of Ukraine;

- are taken in the special procedure;
- are obligatory on the territory of Ukraine;
- are final and aren't appealable;
- are the means to guarantee the supremacy of the Constitution of Ukraine on the territory of the state, the direct effect of its rules and the formation of a single legal constitutional understanding.

Thus, the acts of the Constitutional Court of Ukraine are special legal acts adopted by the Constitutional Court in a special procedure to exercise its powers as a body of constitutional jurisdiction, and shall be final and compulsory throughout Ukraine.

In the theory of law the regulations are understood as written documents that establish, alter, suspend or specify the rules of law. This gives reasons to talk about the

legal nature of the decisions of the Constitutional Court of Ukraine concerning the official interpretation of the Constitution and laws of Ukraine, as this interpretation is the way to specify the rules.

The findings of the Constitutional Court of Ukraine involving the constitutionality of existing international agreements of Ukraine, as well as the decisions of the Constitutional Court of Ukraine to suspend the constitutional proceeding and to refuse to initiate constitutional proceedings, which contain the legal position of the Constitutional Court of Ukraine in terms of understanding and interpretation of the law are of normative value, except the decisions concerning official interpretation.

Moreover, considering the case on the constitutionality of laws and other regulations, the Constitutional Court of Ukraine can recognize them as a whole or partly unconstitutional, and therefore in accordance to Part 2 of Art. 152 of the Constitution of Ukraine, they cease to be valid from the day the Constitutional Court of Ukraine decision about their unconstitutionality. According to Part 3.150 of the Constitution of Ukraine, such decisions are binding on the territory of Ukraine, final and can not be appealed. The decision of the Constitutional Court of Ukraine on the recognition of legal acts or their separate provisions unconstitutional entails their reversal. It makes them similar to the acts of the Constitutional Court of Ukraine regulations. However, this similarity is limited by the so-called "negative" powers or "negative" law-making of the Constitutional Court of Ukraine. The Constitutional Court of Ukraine is authorized only to recognize certain unconstitutional acts, but not to create new or modify existing rules of law. Due to E. Evgrafova, the Constitutional Court only "releases" the system of law from acts contrary to the Basic Law of the State [1, c.66-68].

Thus, the acts of the Constitutional Court of Ukraine have a complex legal nature. No doubt they are legal acts in the cases provided by law, have a normative content, but are not the regulations in the full sense. Legal validity of decisions of the Constitutional Court of Ukraine is revealed through their commitment, finality and legal implications.

It is interesting to understand how to relate to such acts of the Constitutional Court regulations as laws. The answer may be ambiguous primarily because decisions and opinions of the Constitutional Court of Ukraine perform primarily the protective rather than the regulatory function. It's obvious that the decision of the Constitutional Court of Ukraine is more valid about the law, which is considered as unconstitutional.

Thus, regardless of the formal definition of the constitutional courts legal nature, the name of these bodies shows that they are treated as special organs of justice. The Constitution of Ukraine provides rules on the Constitutional Court of Ukraine in a separate section.

In such a way the importance of the Constitutional Court as a special body of constitutional jurisdiction is emphasized. Constitutional justice, regardless of the organizational forms of its implementation, solves the problem of protecting the Constitution: to ensure its supremacy, the separation of powers, protection of rights and freedoms of men and citizens.

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**CULTURAL CAPITAL IN STUDENTS' VALUE SYSTEM
(ON EXAMPLE OF VALUE OF INTRODUCTION TO LITERATURE
AND ART)**

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Summary: The article deals with the specificity of students' attitudes to the value of literature and art acceptance. The conceptual basis of the paper is Bourdieu's capital analysis of capitals and their relations. The factors affecting the extent to which Ukrainian students consider it important to be introduced to the objectified cultural capital are described.

Key words: cultural capital, disposition, position, values.

Анотація: Стаття присвячена розгляду специфіки ставлення студентської молоді до цінності прилучення до літератури й мистецтва. В концептуальну основу закладені положення капітального аналізу П. Бурдьє про взаємозв'язок капіталів. У статті описуються чинники, що впливають на те, наскільки значущим українські студенти вважають залучення до об'єктивованого культурного капіталу.

Ключові слова: диспозиція, культурний капітал, позиція, цінності.

Аннотация: Статья посвящена рассмотрению отношения студенческой молодёжи к ценности приобщения к литературе и искусству. В концептуальную основу заложены положения капітального анализа П. Бурдьє о взаимосвязи капиталов. В статье описываются факторы, влияющие на то, насколько значимым украинские студенты считают приобщение к объективированному культурному капиталу.

Ключевые слова: диспозиция, культурный капитал, позиция, ценности.

Culture is an integral part of any society. Hence the interpretation of the trinity "individual – culture – society" proposed by P. Sorokin has hardly lost its relevance nowadays. Largely because of this, a notable volume and an adequately designed cultural capital is a key indicator and guarantee of the high position of the individual in society, of the collective – in the social environment, and of the country – on the international arena. The development of society as a social system and as a system of social inequality can also be referred to as a process parallel to and coherent with the development and diversification of culture, for both processes constitute a single bundle.

The pattern of what this capital is expected to be depends on a variety of factors. The cultural capital of modern Ukrainian youth (which is virtually synonymous to "contemporary Ukrainian students" in terms of the strength of this social group) is dominated by the system of education which is currently practiced in the institutions of higher learning. The declared goal of any higher educational establishment consists in the designing of such an ensemble of capitals that would further contribute to their owners' formation and high social position in society. It is worth mentioning here that we consider capital as an indivisible unity rather than a mechanical sum of its components. Social, economic, symbolic and cultural elements are closely related and involved in conversion processes. Thus, good manners, tolerance and many other

manifestations of cultural capital (which in today's society unfortunately tend to belong to rare exception rather than to the rule) can be converted, for example, into social capital. The latter might then take a form of symbolic or economic capital, contributing to an agent's social mobility. Being a person of culture in its "pure form" serves as a "pass" to certain communities. In addition, an agent is able to reproduce the capital. Yet in order to do it, one needs the capital relevant to the group which an agent belongs to.

Thus the amount of cultural capital is of significance for any member of a society being of special importance for the youth. To change its shape and increase its volume is a feasible daily task. The transmission of this type of capital is associated with genetics, upbringing and education. But referring to the youth as a social group which is undergoing the process of active socialization, we take into consideration the fact that its formation – both cultural and social – as well as its self-perfection is still going on. Therefore, the youth is at the stage of identifying and building their cultural capital. This accounts for the relevance of the current study which determines the value of introduction of modern Ukrainian youth to literature, and arts and the way this value is represented at both micro- and macro-levels of society.

This work focuses on the orientations and attitudes of young people concerning their introduction to literature and arts. Studying value orientations of young people in the cultural sphere, we aim at analyzing the young people's attitudes to the value of introduction to literature and art.

To achieve the main goal, we are to attain the following objectives: to consider the importance of art for today's youth, to investigate the relationship between the value of introduction to literature and other types of capital, to analyze the characteristics of the described trends regarding introduction of students to literature and arts.

P. Bourdieu's analysis of capital [4] and value approach make up the theoretical and methodological foundation for the given investigation. Empirically the work is based on the results of a sociological survey by the institute of social and humanitarian research headed by A.M. Nikolaevskaya.

Taking all above into account, we can propose the following assumptions as operational hypotheses:

1) Due to the fact that students possess a certain educational and social capital that allowed them to enter a higher educational establishment, for most of the students introduction to literature and art is a value, which is associated with high levels of secondary education and bringing up in the family;

2) Gender identity and financial position are the factors that influence the attitude to the value of introduction to the art and literature. This hypothesis might be explained by the fact that these factors are related to the social environment of agents' socialization through which they get practical knowledge – incorporated cultural capital (in this case – the value of introduction to literature and arts);

3) Preferences for the selection of favorite disciplines and faculties are interrelated with the value under study.

The values of today's students make up an integral part of this social group's culture. They constitute a subjective core which is objectified through activities, actions, strategies of everyday behavior and might be viewed as a product of social interaction between individuals and groups, wherein the ability of the social phenomenon or process to meet the needs, interests and desires of the individual, social group or society is revealed [1]. W. Thomas and F. Znanetsky operationalized value as something that

has value and meaning for the members of a social group, which helps the group to maintain, regulate and distribute certain types of actions for those who belong to this group [3]. Studying values, one can predict the actions supposed to be their manifestations within a social space. Based on Pierre Bourdieu's theory, this might be explained by the fact that the notion of "values" is included into the concept of "habitus". Habitus can be seen as a prism through which society is perceived and which consists of positions, dispositions and practices. In turn, both positions and practices are based on values objectified within social action. Thus, habitus creates an ordered system of formation of the agent's value characteristics and their implementation in the process of social action [2]. Habitus offers the agent a set of practices out of which the agent selects the most appropriate ones, being directed in social space. That is to say, the agent gives an estimate to the proposed options, while reinforcing those which are the most socially appropriate and proportionate to his or her purposes, means and attitudes by social action. It is worth mentioning that rating is done on the basis of values shared – to a certain degree – by the individual. Therefore habitus determines the actions of the individual within a social space.

Bourdieu refers the term "social space" to a totality of attitudes and dispositions as a complex of relationships that unite and disunite the symbolic and physical agents; the position reflecting the real place of the individual in society, as well as that of behavior patterns and estimation of thinking [4]. It is quite natural that values of the agent which are a part of his or her habitus, are most likely to determine the agent's position in a social space consisting of subspaces closely related to each other.

The idea that for individuals with a large amount of capital (educational and economic) the value of initiation to literature and arts is more important than for those with less capital is shared by many authors as a starting point, with others having also applied to the notion of "ensemble capital". It is this property of an ensemble of capitals that is described in the works of Pierre Bourdieu.

In this paper, we consider cultural capital as knowledge that allows its owner to understand and evaluate different types of cultural relations and cultural products [5]. The formation of this knowledge varies with differences in socialization of the environment for girls and boys. Girls are commonly much closer to the sphere of art and literature, while young men have been preparing for more "serious" areas of activity since childhood. However, opinions of their friends equally matter to young people of both sexes.

The theme of correlation between cultural capital and the structure of values and norms is relevant to different societies including Ukrainian. To verify the hypotheses about the relationship of characteristics on the empirical level, we have applied to correlation analysis.

Due to the analysis of the results obtained by the recent sociological research at Karazin KhNU we have established the following. The hypothesis has proved that gender identity affects the value orientations of introduction to literature and art among the youth. The value of objectified cultural capital is recognized as more significant by girls than by boys. Perhaps this is due to the fact that in society there are stereotypes of male and female spheres of interest, resulting in differences in socialization of members belonging to different sexes.

Through Kruskal-Wallis test to assess differences in the degree of expression of a characteristic, we have analyzed five categories of financial position in terms of the

significance of introduction to literature and art. The groups of respondents showed the difference in responses to the question about the value of initiation to literature and art. That is to say, people with different financial status consider literature and art important in a different way.

The hypothesis about the relationship between economic capital and predispositions regarding some fragments of cultural capital has not been confirmed.

The hypothesis about the importance of the influence of educational capital on the value and importance of cultural capital has been partially confirmed. This may be attributed to the characteristics of the state of modern education, where assessment is regarded more valuable than the knowledge gained as a result of training.

The survey of the first-year students provided quantitative information in the field. Properly combined with qualitative research (e.g. a focused group interview), these data can allow us to fully understand the reasons for certain attitudes of students to introduction to literature and art. This in turn will provide us with a whole picture of presence or absence of links between capitals in social (inter-) determination.

In conclusion, we can state that most of the first year students of V.N. Karazin KNU consider it valuable to be introduced to art and literature. Gender identity and values of this introduction are interrelated, while financial position is indirectly correlated with the analyzed value. Preferences for the selection of favourite disciplines are partly correlated with the value under study. All this is typical for Ukrainian students, but does not apply to young people as social group as a whole.

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THE LIFE AND ACTIVITY OF IVAN SIRKO ACCORDING TO THE NATIONAL HISTORIOGRAPHY

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Summary: The article presents the material that reflects the main vectors of Ivan Sirko's activity which led to significant changes in the internal and external political situation of the Cossack

state in the second half of the 17th century. Special historical literature and sources concerning this subject are analyzed. The basic attitudes of the Ukrainian authors to the figure of the ataman are identified.

Keywords: ataman, Crimean campaigns, historiography.

Анотація: В статті наводиться матеріал, що відображає основні вектори діяльності Івана Сірка, які призвели до суттєвих змін у внутрішньому та зовнішньополітичному становищі козацької держави у другій половині XVII століття. Проаналізовано спеціальну історичну літературу та джерела, що стосуються цієї теми. Було виявлено основні позиції вітчизняних авторів до постаті кошового отамана.

Ключові слова: історіографія, кошовий отаман, кримські походи.

Аннотация: В статье приводится материал, отражающий основные векторы деятельности Ивана Сирко, которые привели к существенным изменениям во внутреннем и внешнеполитическом положении казачьего государства во второй половине XVII века. Проанализирована специальная историческая литература и источники, касающиеся данной темы. Были выявлены основные позиции отечественных авторов в отношении личности кошевого атамана.

Ключевые слова: историография, кошевой атаман, крымские походы.

There was the unique and legendary phenomenon in the historical memory of the Ukrainian people, Zaporizhian Sich which was their sacred place and became the synonym of freedom, independence, human and national dignity. It left a deep trace in the social psychology of the Ukrainians and became an important element of the self-determination of the Ukrainian nation. Therefore, it is quite natural that the cossackdom plays an important consolidating role in the modern creation of the Ukrainian state. And its glorious heroes strengthen the people's curiosity about the past and give a stimulus to the study of history.

One of the most popular historical personalities who impresses not only research workers but also historians is Ivan Sirko. Although this man did not attain the greatest position in the cossack hierarchy, he was a personification of the «natural» justice of the laws of Zaporizhian Sich. Sirko was loved and respected for it. The chieftain can teach us many vital principles nowadays, because he embodied the qualities that were characteristic of a real knight as none of the warlords of the 17th century. The ataman took care not only of the Ukrainians but also of the people of Christian faith, preventing the raids of the Tatars and Turks from the Crimea. The study of the life and activity of this historical figure is extremely important and vital, in fact, it enables us to learn the history of the people much better, and to know the heroes and derive the best from their activity. And only studying the historical achievements of our ancestors, we could take the best features from them and be able contribute to the reformation of the modern state, and, perhaps, the unique vector of the development will be found which would satisfy the people and the authorities.

The first substantial researcher of Ivan Sirko's life and activity is Dmytro Ivanovych Yavornytskyi who created a somewhat idealized image of the chieftain (it is a type of a «real Zaporizhian cossack») in historiography. Naturally, nowadays one can see Yavornytskyi's mistakes, however the researcher collected the enormous folk-lore material and devoted a special work to Sirko. «Sirko incarnated the type of a real Zaporizhian Cossack in his disposition and actions» [8, p.11]. The national historiography is also represented by Olena Apanovych's work, a researcher of the history of Zaporizhian Sich in the Soviet times. The author describes Sirko's activity from the position of «the struggle against the aggression of the Turkish-Tatar invaders»,

and «his name became the flag of the struggle against the Turkish-Tatar aggressors» [1, p.136, 142]. An important and substantial work about Ivan Sirko's personality was written by Yurii Mytsyk. Based on the wide list of sources found over 30 years in the archives of Ukraine, Russia, Poland and Germany, he tried to fill in the gap in the Ukrainian historiography, describing Ivan Sirko's life and activity in detail. In his work we can see his interpretation of rather controversial questions connected with the cossack's biography, and first of all, the question of his birth-place which has not been solved yet. It is Yurii Mytsyk who confirmed the idea of the chieftain's birth on the territory of Rich Pospolyta. In confirmation of his hypothesis he cites the letter of Hetman Samoilo vych to the war-lord (voievoda) H. Romodanovskiy «as he was born with the Poles, he wants to die there». Consequently, in all probability, Ivan Sirko was born on the territory of Rich Pospolyta.

In his contemporaries' opinion Sirko had rather the features of a literary hero than those of a real political figure. The Chronicle of Samovydet calls him « a chieftain of salt» [4, p. 134], and Vespasian Kokhovskiy gives him a distinctive knight's characteristic. These opinions of Ivan Sirko were caught up by «military clerks», especially by Samiilo Velychko [2, p. 188]. «History of Rus» gives a high opinion too. It is worth mentioning that in the sources of historiography Ivan Sirko appears «idealized» to a great extent. From the very beginning this historical figure was represented in the halo of legends. In «The Ukrainian Cossackdom: Sources, Evolution, Heritage» the detailed information is given in the special section «About the Sources of Cosmogony Imagination of the Zaporizhian Cossacks», written by Yurii Shylov in which he claims that Sirko was converted to Saint Sirentii Ioanovych Pravoruchnyk by the folk memory. He turned into a greyhound, and flew like a bird; neither a bullet nor sabre took him; he died three times and resurrected [7, p. 148-150]. It was in this way that the legendary personality of Sirko was seen by people.

The paper «New Information on the Biography of Ivan Sirko», gave the unknown details of the biography of the chieftain. In this connection one should mention the «Cossack Officers of the Suburb Regiments of the Second Half of the 17th Century – the First Third of the 18th Century». Therefore, there is every reason to consider Volodymyr Masliy chuk one of the leading contemporary researchers of the life and activity of Ivan Sirko. His works light up dark patches and controversial questions connected with the biography of Ivan Sirko, one of the first Kharkiv colonels. D. I. Yavornickiy writes about the glorious ataman: «By birth he was from the cossack suburb of Merefa» [8, p.11]. I.Sirko had a mill and other estates in Merefa. The results of the research certify that he was born between 1605-1610 [6, p. 4]. There is the documentary information that the suburb of Merefa existed at that time. It is supposed that Ivan Sirko was of noble origin because he was named «urodzonim» (noble).

The French newspaper «Gazette de France» wrote that the chieftain «even in sleep cut the Moslems» [5, p.10]. It is known from the documentary sources that Sirko came to the historical arena as a colonel of the Ukrainian cossacks, and then as a colonel of the Zaporizhian cossacks (from 1654 to 1680) [8, p. 14]. I. Sirko took part in the Liberation War of the Ukrainian people in 1648-1658. The first mention of Sirko's participation in the events of that time is found in the «Chronicle Written in Verse». Late in 1653, after the Zhvaneckiy battle when the Crimean Khan Islam-Girey III betrayed the Ukrainian insurgents that enabled the royal army to break out of the encirclement, and the «ordinci» began to rob cities and villages, and capture peaceful

inhabitants. Then Sirko came forward, and removed the «yasir» forward. So, the fight against the Turkish-Tatar-Nogay aggression became the matter of his life [6, p. 12].

In different periods of his life Ivan Sirko did not stop the bitter fight against the Turks and Tatars, considering them the greatest enemies of Ukraine. I. Sirko took part in fifty five battles and almost all of them were victorious. The activity of the chieftain was aimed at the maintenance of the special status of Sich, and it often did considerable harm to the state aspirations of the Ukrainian Hetman and to his authority because he used the guidance of Rich Pospolyta and Moscow for strengthening the positions in Ukraine and taming its rebellious rulers.

The legendary chieftain, no doubt, deserves the important place in the Ukrainian history. Sirko was a man of striking bravery, enterprise and military talent [3, p. 226].

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THE RICH AND THE REST

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Summary: Income inequality exists all over the world, but is it a norm for our society? Last attempts of the government to halt the gap of income inequality have included a more progressive tax system, increased earned income tax credits and other policies that attempt to redistribute wealth from the rich to the poor. In reality, these measures are more harmful than beneficial, because they drain the economy's strength, what makes it worse in its turn. Perhaps income inequality is an acceptable part of a dynamic and prosperous economy, providing incentives to work hard and advance in education. Or does it disrupt social cohesion and disenfranchise the poor?

Keywords: income inequality, inequality, population growth, poverty, social mobility, society unemployment.

Анотація: Нерівність доходів існує в усьому світі, але чи є це нормальним для нашого суспільства? Останні спроби уряду зупинити розрив нерівності доходів пов'язані із застосуванням більш прогресивної податкової системи, підвищенням доходів, податковими кредитами, а також іншими заходами, пов'язаними з перерозподілом багатства від багатих до бідних. У дійсності, ці заходи є більш шкідливими, ніж корисними, тому що вони виснажують економіку. що в свою чергу, робить усе ще гіршим. Може бути, що нерівність у доходах є прийнятною частиною динамічної і процвітаючої економіки, забезпечуючи стимули для важкої

роботи і прогресу в освіті. Або нерівність порушує соціальну згуртованість і позбавляє цивільних прав бідних?

Ключові слова: безробіття, бідність, економічний ріст, нерівність доходів, нерівність населення, соціальна мобільність, суспільство.

Анотація: Неравенство доходов существует во всем мире, но является ли это нормальным для нашего общества? Последние попытки правительства остановить разрыв неравенства доходов, связаны с применением более прогрессивной налоговой системы, повышение доходов, налоговые кредиты а так же другие меры, которые связаны с перераспределением богатства от богатых к бедным. В действительности, эти меры являются более вредными, чем полезными, потому что они истощают экономику, что в свою очередь делает все еще хуже. Может быть, неравенство в доходах является приемлемой частью динамичной и процветающей экономики, обеспечивая стимулы для тяжелой работы и прогресс в образовании. Или неравенство нарушает социальную сплоченность и лишает гражданских прав бедных?

Ключевые слова: безработица, общество, неравенство доходов, неравенство населения, нищета, социальная мобильность, экономический рост.

Income inequality exists in all over the world, but what does that mean for our society? Perhaps income inequality is an acceptable part of a dynamic and prosperous economy, providing incentives to work hard and advance in education. Or does it disrupt social cohesion and disenfranchise the poor? Currently there are many problems and flaws with the way the governments deal with healthcare, income inequality and poverty. From time to time changes in policies have been made, perhaps to improve these issues, however, the gap between the rich and the poor keeps increasing and there is very little improvement in healthcare and the economy. In fact, healthcare keeps on becoming costly. Major issues like income inequality and poverty are not being taken care of by the government. Poverty is caused by several reasons such as inequality in people's income, weak social services and lack of other social supports. Poverty directly harms the health of those with low incomes while income inequality affects the health of all people through the weakening of social infrastructure and the destruction of social cohesion. Income inequality and poverty are interrelated with the way government structures policy decisions in its social and economic sphere. The health effects of poverty are strongly related to income inequality and poverty because a society that has high levels of poverty is bound to be economically unequal.

The debate about inequality is an old one. But in the wake of a financial crisis from which the richest have rebounded fastest, and ahead of public-spending cuts that will hit the poor hardest, its tone has changed. For much of the past two decades the prevailing view among the world's policy elite was that inequality itself was less important than ensuring that those at the bottom were becoming better-off. Tony Blair, a Labour predecessor of Mr Cameron's, embodied that attitude. His New Labour party was famously said to be "intensely relaxed" about the millions earned by David Beckham (a footballer) provided that child poverty fell [1, p. 13].

Now the focus is on inequality itself, and its supposedly pernicious consequences. One strand of argument, suggests that countries with greater disparities of income fare worse on all manner of social indicators, from higher murder rates to lower life expectancy. A second thread revisits the macroeconomic consequences of income disparities. Several prominent economists now reckon that inequality was a root cause of the financial crisis: politicians tried to counter the growing gap between the rich and

the poor by encouraging poorer folk to take on more credit. A third argument is that inequality perverts politics.

If these arguments are right, there might be a case for some fairly radical responses, especially a greater focus on redistribution. In fact, much of the recent hand-wringing about widening inequality is based on sloppy thinking. Rather than a sweeping assault on inequality itself, policymakers would do better to take on the market distortions that often lie behind the most galling income gaps, and which also impede economic growth.

The gap between the rich and the poor has risen in other emerging economies (notably China and India) as well as in many rich countries (especially America, but also in places with a reputation for being more egalitarian, such as Germany). But the reasons for this differ. In China inequality has a lot to do with the *hukou* system of residency permits, which limits internal migration to the towns; by some measures inequality has peaked as rural labour becomes scarcer. In America income inequality began to widen in the 1980s largely because the poor fell behind those in the middle. More recently, the shift has been overwhelmingly due to a rise in the share of income going to the very top—the highest 1% of earners and above—particularly those working in the financial sector. Many Americans are seeing their living standards stagnate, but the gap between most of them has not changed all that much [2, p. 32].

These nuances suggest that rather than fretting about inequality itself, policymakers need to differentiate between its causes and focus on ways to increase social mobility. A global market offers far bigger returns to those at the top of their game, be they authors, lawyers or fund managers. Modern technology favours the skilled. These economic changes are themselves often reinforced by social ones: educated men now tend to marry educated women. The result of all this, as our special report this week shows, is the rise of a global elite.

Income inequality is an acceptable and unavoidable component of a productive capitalist economy. Therefore, the government should not intervene by attempting to control income inequality. Many of the social externalities that have been linked to income inequality, such as poor health care, lack of opportunity and higher crime, are in actuality repercussions of poverty and not directly linked to income inequality itself. The government's role should therefore be to focus its resources on helping the impoverished. In the long run, helping the truly poor is a much more beneficial goal than narrowing inequalities.

Last attempts by the government to halt the gap of income inequality have included a more progressive tax system, increased earned income tax credits and other policies that attempt to redistribute wealth from the rich to the poor. In reality, these measures are more harmful than beneficial, because they drain the economy's strength, in turn making everyone worse off. For example, "raising marginal tax rates usually hits many people who regard themselves as middle class and does nothing to reduce the vast fortune of the highest-income families". "If the rich get poorer due to higher taxation, some people may feel pleased in the short term, but few are better off. However, if the poor become richer, the whole country benefits [2, p. 33].

Poverty is the lack of basic human needs, such as clean water, nutrition, health care, education, clothing and shelter, because of the inability to afford them. It indicates a condition in which a person fails to maintain a living standard adequate for a comfortable lifestyle. Relative poverty is the condition of having fewer resources or less

income than others within a society or country, or compared to worldwide averages. About 1.7 billion people live in absolute poverty.

To eliminate the problem of poverty we have to understand the causes of poverty. How did poverty start in the world? What are the various types of poverty? Poverty is of two types: poverty by choice and poverty by the force of circumstance.

Poverty by choice means when a person himself or herself chooses to remain poor with his or her own wish. He doesn't want to possess any asset. This type of poverty is not actually poverty but a system of life chosen by a person.

This form of poverty cannot be stated actually a poverty. It is a self chosen system of life where a person does not possess any assets and live life accordingly. This kind of poverty is not a problem for a nation or a society. The second type of poverty is when a person is forced to remain poor. He wanted to come out of the clutches of poverty but due to external circumstance he is unable to do that.

About 25,000 people die every day of hunger or hunger-related causes, according to the United Nations. We must remove these defective systems of Governance which is actually 'Governance of Plundering' and we also need social reforms to eradicate poverty from the entire world.

In our society, "where advancement is based on merit and seemingly open to everyone, regardless of class, race, creed or sex, unequal outcomes [should] not be a cause for concern". However, when opportunities are not equal, the government's role is to do what it can to make them so, by improving social programs and especially public education. As more jobs over the past decade have required higher-skilled workers, wages for workers with higher levels of education have increased faster than those positions for people with minimal education. The main focus of the government, therefore, should be to first and foremost improve public education and make it equally available for all. This needs to be supported extremely vigorously in the poorest areas. Additionally, the government should also focus on providing remedial training and schooling for adults, as well as programs to help the poor get into any type of work through which they can support themselves.

Once the government succeeds in providing everyone with the same opportunities, income inequality in fact provides those in poverty an incentive to work hard, achieve higher levels of education and eventually advance to higher-paying positions.

Without income inequality, there would not be as much incentive for those in poverty to take advantage of this mobility. Statistics that are initially shocking can actually be inspiring. For example, the average CEO is paid over 400 times as much as the average worker. Without these top earners to aspire to, the productivity the economy would collapse. If every person made the same amount of money, employees would find no reason to work hard, because there would be no goal to reach for in terms of future earnings incentive.

Summing up the results of here well-known facts:

- The gap between the rich and poor is widening.
- Wealth is heavily concentrated in the top 1 percent of the U.S. population.
- The wealthiest 1 percent of the American population holds 34 percent of the total national wealth. Sixty percent of the American population holds less than 6 percent of the nation's wealth. [3].

- According to Forbes, there are 403 billionaires in the U.S., as of March 2010.
- However, some believe the income gap is exaggerated, claiming [3].
- The income of the richest group is growing much faster than the income of the middle and lower class. The bigger the income gap, the more crime.
- The most commonly named culprits for the income inequality in the world such as outsourcing, immigration and the gains of the super-rich. However, they are only diversions from the main issue: the differences in education.

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PHENOMENON OF DREAMS IN PSYCHOLOGY

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Summary: The article deals with the origin and development of the phenomenon of dreams in different psychological theories. The article concerns the exchange of information between the consciousness and unconscious by means of universal symbols having individual values.

Key words: consciousness, dreams, function, interpretation, symbolic meaning, unconscious.

Анотація: В статті розглядається виникнення і розвиток феномена сновидіння у різних психологічних теоріях. У статті йдеться про обмін інформацією між свідомістю і несвідомим за допомоги універсальних символів, що мають індивідуальне значення.

Ключові слова: несвідоме, свідомість, символічне значення, сновидіння, тлумачення, функція.

Аннотация: В статье рассматривается возникновение и развитие феномена сновидения в различных психологических теориях. Статья касается обмена информацией между сознанием и бессознательным с помощью универсальных символов, обладающих индивидуальным значением.

Ключевые слова: бессознательное, символическое значение, сновидение, сознание, толкование, функция.

Dreams have been a topic of study dating as far back as 4000 B.C. They have been around for as long as the first civilization came to be and have been a normal part of human existence. In dreams, it is possible to go anywhere, be anybody and do anything. They can be understood in the context of repressed thoughts and serve as an outlet for the thoughts and impulses repressed during the day. Visions and ideas can come from dreams so authors, screenwriters and poets turn to them for stories, artists and musicians explore them for inspiration. Dreams help to find solutions to daily problems and see things from the other perspective.

Psychological theories of dream function emphasize an individual's psychological adaptation to waking life. The basic assumption in favour of this approach is that dreaming seems to be functional if it helps to cope with the current waking concerns and promote psychological well-being. The function of dreaming is to

work actively and creatively towards the solutions of actual waking problems, thus going beyond what was known prior to the dream and contributing to the solution of a real-life problem.

Most psychologists combine the concept of sleep and dream. Sigmund Freud was the first to identify dreams as a separate phenomenon. He claimed that they were attempts to fulfill peremptory wishes arising during sleep derived from appetitive urges. The difference between the manifest and latent content of dreams led Freud to infer an intervening process, by means of which the unconscious wishes could be transformed into conscious dreams. This process was the so called dream work involving the mechanisms of displacement, condensation and regression. Freud supposed that the sleeping mind is disconnected from external reality but not from its innate dispositions unmodulated during sleep by the constraints of external reality. Sleep and goal-directed action are, for the most part, mutually exclusive states. The imaginary fulfillment of the wish defers the pressure to act. Hence Freud claimed that dreams are the guardians of sleep.

Carl G. Jung thought that dreams are the natural expression of the current condition of the dreamer's mental world. He rejected the claim that dreams intentionally disguise their meanings and believed that the nature of dreams is to present a spontaneous self-portrayal in a symbolic form of the actual situation in the unconscious. He claimed that dreams speak in a distinctive language of symbols, images and metaphors, a language of the unconscious mind's natural expression and their understanding is complicated as this symbolic language is different from the one of waking consciousness. Dreams' display of a dreamer's relation with the external world is the objective level of a dream's meaning. The subjective one is that dreams portray the dreamer's inner world where the dream figures are personifications of thoughts and feelings within the dreamer's own psyche. Jung criticized Freud for acknowledging only the objective level as he believed that the true nature of dreams is to portray both levels. He stated that dreams serve two functions: to compensate for imbalances in the dreamer's psyche and to provide prospective images of the future. They bring forth unconscious contents ignored, depreciated or repressed by consciousness. When the contents are recognized and accepted, greater psychological balance is achieved. He agreed that dreams look backward to past experiences but he argued that they look forward to anticipating what the dreamer's future developments may be. He did not mean that dreams predict the future, only that they can suggest what might happen, what possibilities the future might hold. Jung supposed that dreams function is to promote the most important developmental process of human life, the uniting of conscious and unconscious in a harmonious state of wholeness. He called this process "individuation", the "complete actualization of the whole human being".

One of the most distinctive features of Jung's theory of dreams is his claim that dreams express not just personal contents but collective or universal contents as well. He believed that dreams frequently contain archetypes, universal psychic images underlying all human thought. His dream theory has been criticized for being perilously close to mysticism and the occult, however, he insisted that his theory is based on strictly empirical observations.

Alfred Adler believed that dreams are an important tool to mastering control over waking life, problem-solving devices and a pathway toward an individual's true thoughts, emotions and actions where aggressive impulses and desires are clearly seen.

Dreams need to be brought to the conscious and interpreted so that better understanding can be shed on a person's problems. He believed in the correlation between dreams and daily life problems. The more dreams a person has, the more problems he or she is likely to have and conversely, the fewer dreams an individual has, the healthier psychologically he or she is. Adler thought that dreams are a way of overcompensating for the shortcomings in a waking life, they offer some sort of satisfaction that is more socially acceptable. He did not believe that the conscious and unconscious function against each other, on the contrary, they act the same way whether an individual is awake or sleeping.

Erich Fromm claimed that there were three approaches to dream understanding. Freudian view postulated that dreams were expressions of the irrational and asocial nature of human beings. Jung's view was that they were a revelation of unconscious wisdom that transcended an individual. According to Fromm's third way of interpreting, dreams are an expression of any kind of mental activity both of irrational strivings, reason and morality. They express the best and the worst in human beings, for they cannot be controlled or managed.

According to Arnold Mindell, dreaming occurs not only while sleeping, the seeds of dreaming arise in every moment of the day, in body symptoms, problems, relationships, subtle feelings, interactions, random thoughts and fantasies. An individual gets countless little cues from the unconscious every minute, which are the signs from the world of dreaming. Mindell refers to the every-day perception of consensus reality, the world of cause, effect, time and space, as consciousness. He calls the perception of dreams and dreamlike subjective experiences awareness and refers to the perception of very subtle experiences or sentient awareness, as lucidity. He believes that lucidity and consciousness are different levels of awareness and uses the term "enlightenment" to mean simultaneous lucidity and consciousness. Mindell understands sentient awareness as the root of both awareness and consciousness. Sentient awareness is non-dualistic, pre-verbal and subtle, and becomes something a person can verbalize or visualize: "it unfolds into what we notice as awareness of a feeling, motion, or nearly describable experience of dreams." And it becomes consciousness when, in every-day life, an individual becomes aware and notices what he or she is doing and what is going on around.

Claiming that a person can be in the state of lucid dreaming all day long, Mindell shows how to become aware of these signs and interpret their message. Practicing 24-hour lucid dreaming helps solve physical and emotional problems, serves as a preventive medicine for relationships and health, helping to catch the earliest warning signs before they turn into problems and helps resolve conflicts.

Scientific understanding of significance of dreams appeared in the early 20th century. Dream was considered a psychological phenomenon important for mental life. The function of dreams is to connect conscious mind with the unconscious. Dream is not something ephemeral and abstract, but something that is in direct interaction with physical world. According to C. Jung, dreams are messages from the subconscious, whose symbolic meaning has to be transcribed, since they contain information received by conscious and processed by unconscious. Conscious and unconscious constantly exchange information and symbols formed during the transition from one system to the other can be decrypted only by the system that spawned them. So the main role in the interpretation of dreams belongs to dreamers. According to A. Adler, transcribing

individual components of an incomprehensible dream indicates the direction manifested in the dreamer's life according to the latest problems. Thus unconscious plan manifests itself and with its help an individual tries to cope with adaptation using symbols. According to E. Fromm, despite the individuality of symbols, they are characterized by certain universality as an alphabet of a common language for all people. Every person puts out his own words of this universal alphabet. At the same time, there are other points of view on the issue, which are also derived from psychoanalysis. Following contemporary needs and realities, it is time to look at the phenomenon of dreams from a different angle.

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THE USE OF CONCEPTUAL METAPHORS IN THE POLITICAL DISCOURSE OF BARACK OBAMA

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Summary: The present paper deals with various aspects of political discourse. Special attention is paid to the issues of manipulation and other kinds of psychological influence during election campaign. The main object of the present study is Obama's public statements and his discourse in presidential campaign periods. The subject is the most frequent concepts as well as cognitive metaphors with the help of which political influence is made.

Key words: concept, conceptual metaphor, manipulation, political discourse.

Анотація: У статті йдеться мова про різні аспекти політичного дискурсу. Особлива увага приділяється питанню маніпуляції та іншим психологічним діям під час виборчої кампанії. Головним об'єктом цього дослідження є публічні виступи Барака Обами і його дискурс в період президентської кампанії. Безпосереднім предметом вивчення є найбільш частотні концепти, а також концептуальні метафори, за рахунок яких здійснюється політичний вплив.

Ключові слова: концепт, концептуальні метафора, маніпуляція, політичний дискурс.

Аннотация: В статье идет речь о различных аспектах политического дискурса. Особое внимание уделяется вопросу манипуляции и другого рода психологическим воздействиям во время избирательной кампании. Объект исследования – дискурс Барака Обамы в период его президентской кампании. Непосредственным предметом изучения являются наиболее частотные концепты, а также концептуальные метафоры, за счет которых осуществляется политическое воздействие.

Ключевые слова: концепт, концептуальная метафора, манипуляция, политический дискурс.

The t o p i c a l i t y of our theme is preconditioned by the identification and analysis of conceptual metaphors in political worldview. The a i m of the research is to

study the use of metaphors in modern English from the theoretical and practical point of view. The o b j e c t of the present paper is Obama's public statements and his discourse during presidential campaign.

One of the issues in language studies is the use of metaphors in all life spheres. Metaphor for the most of people is the thing of poetic imagination and a rhetorical flourish – a matter of extraordinary rather than ordinary language. One of the most interesting studies of metaphor is the use of metaphor in political discourse. The term **discourse** is the term that describes written and spoken communications. There is no agreement among linguists as to the use of the term discourse therefore some use it in reference to texts. One of the types of discourse is political one. Political discourse is a field of analysis which focuses on discourse in political sites (such as debates, speeches, and hearings). Political discourse is the exchange of reasoned views as to which of several alternative courses of action should be taken to solve a societal issue [1, p. 32].

Metaphors in political discourse are one of the most essential and brightest elements of the technology system of speech influence. A **metaphor** is a literary figure of speech that describes a subject by asserting that it is, on some point of comparison, the same as another otherwise unrelated object. Conceptual metaphors are seen in language in our everyday live. Conceptual metaphors shape not just our communication, but also shape the way we think and act. These metaphors are used very often to understand theories and models. A conceptual metaphor uses one idea and links it to another to understand something better [2, p. 8].

Our study analyzes the discourse of political speech, namely the inaugural address of President Barack Obama. One of the most widespread metaphors in Barack Obama's speeches is a governing metaphor – movement, particularly the movement of individuals (or the nation as an individual) facilitated through concerted action [3, p.2] Cognitive metaphors that were discovered in the electoral and presidential discourse of Barack Obama are the instrument of demonstration of the basic concepts that may be combined into several groups. The basic concepts, which Obama operates in his speeches, are: ECONOMY, NATION, MEDECINE and SAFETY.

Domain ECONOMY in Obama's discourse according to our data is most frequently characterized in concepts CRISIS and MONEY. Here we see that ECONOMY – is a living substance that has the ability to grow. Examples:

*“And over time, that, I think, is going to be a better recipe for **economic growth**”.*

*“There has never been a country on Earth that saw its **economic decline**.”*

*“Our **economy grows** from the middle out – not the top down” [5].*

ECONOMY – is *a car* which you can manage and control its movement. This metaphor is represented in numerous expressions of presidential discourse examples:

*“Because they are **the drivers of the economy**.”*

*“Americans are working again, and **getting our economy moving again**” [9].*

CRISIS — is the **container** (the country can be “inside” of it, and it can “get out” of it). Also metaphorically crisis is considered as an independent **entity** that is capable to act independently from the human factor. Example:

*“Republicans and Democrats together, are sitting down, trying to work out a solution to this fiscal **crisis that we are in**” [7].*

*“We all knew this. We all knew that it would take more time than any of us want to dig ourselves out of this **hole created by this economic crisis**.”*

*“Our nation will **sink deeper into a crisis** that, at some point, we may not be able to reverse” [9].*

*“We are not seeing the kinds of systemic **crisis** that **led** us into this situation in the first place.”*

*“But this **crisis has reminded** us that without a watchful eye, the market can spin out of control” [6].*

In the domain ECONOMY the concept MONEY is metaphorically interpreted as a substance that can be placed / put or take in some place:

*“That taxpayers, when they are **putting** their **money at risk**” [8].*

*“We can potentially save \$200 billion out of the health care system that we’re currently spending and **take** that **money** and **use** it in ways that are actually going to make people healthier and improve quality” [4].*

The concept HEALTHCARE in the domain MEDICINE is metaphorically represented as a machine (it can be broken or disrupt), HEALTHCARE – is the object (you can buy, deliver or offer to someone):

*“And that’s why it’s so important, as we solve this short-term problem, that we look at some of the underlying issues that have led to wages and incomes for ordinary Americans to go down, the **health care system that is broken**” [5].*

*“A radical shift that would **disrupt health care** most people currently have.”*

*“Businesses will be required to either **offer** their workers **healthcare**” [6].*

*“More and more Americans worry that if you move, lose your job, or change your job, you’ll **lose** your **healthcare** too.”*

*“Making the program more efficient can help usher in changes in the way we **deliver healthcare** that can reduce costs for everybody” [4].*

There is a metaphorical conceptualization of **national safety** in the domain SECURITY in terms of the container (money is pouring into it), for example:

*“Obviously, we’ve **poured** billions of dollars into airport **security**” [8].*

Another example of structural metaphor SECURITY – is an object that is in equilibrium:

*“Military leaders in my own country and others who understand our common **security hangs in the balance**” [7].*

*“**National security requires a delicate balance.**”*

SECURITY – is an object that can be defended and can be attacked:

*“The greatest alliance created to **defend** our common **security.**”*

*“This is the only **way to protect** common **security** and advance our humanity.”*

*“And while this principle is absolutely necessary in some circumstances to **protect national security**, I am concerned that it has been over-used” [5].*

*“So the record is clear: Rather than keeping us safer, the prison at Guantanamo **has weakened** American **national security**”.*

*“We are not going to release anyone if **it would endanger** our **national security**” [9].*

*“But even when this process is complete, there may be a number of people who cannot be prosecuted for past crimes, in some cases because evidence may be tainted, but who nonetheless **pose a threat to the security** of the United States”[4].*

Domain NATION is regarded as a creature that is capable to perform some actions, movement; make own decisions and may be in a particular state:

*“Today, I believe that as a **nation**, we’re **moving forward** again” [8].*

*“I believe that we as a **nation can meet** the most difficult challenges in the future”.*

*“Our **nation has no more funds** for this tax break.”*

*“I believe that the **nation which invented** the car **can not run away** from it.”*

*“Our **nation leads** the clean economy and I am sure that it will be able to lead the global economy” [6].*

*“You can **move this nation forward**.”*

*“What make America exceptional are **the bonds that hold together** the most diverse **nation on Earth**” .*

*“**Nations have come together** to lock down nuclear materials, and America and Russia are reducing our arsenals” [4].*

Our increased interest to the issue of metaphorisation was determined by important role of metaphors as the mirror of language development. Language is a culture pattern that is present in every human society that lives on the planet. Politicians try to influence others by using words that are interpreted according to people’s inner processes. Politics would not be possible if we wouldn’t have metaphorical language. The same metaphor can express ones political and social viewpoint of the world. The same word can be interpreted differently by different people from one language to another or even inside the same language.

In conclusion we see that the concept and types of discourse in which metaphors are used were defined. Definition of the term metaphor and the concepts they operate were given. The most important concepts in Barack Obama’s political discourse which determine his political position as a Democrat have been identified. They are reflected in the minds of the audience during the manipulative discourse, and are metaphorically represented by the conceptual metaphors.

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DIMENSIONS AND ASPECTS OF INTERTEXTUALITY

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Summary: The article deals with the problems of intertextuality. Different levels of intertextuality are distinguished. Some techniques of intertextuality are analyzed. Explicit and implicit relations are considered. The conclusion is made that the levels of intertextuality are closely connected with its techniques.

Key words: aspect, dimension, discourse, intertextuality, level.

Анотація: Дана стаття присвячена проблемам інтертекстуальності. Виокремлюються різні рівні інтертекстуальності. Аналізуються деякі прийоми інтертекстуальності. Розглядаються експліцитні та імпліцитні зв'язки. Висновок полягає в тому, що рівні інтертекстуальності тісно пов'язані з прийомами.

Ключові слова: аспект, вимір, дискурс, інтертекстуальність, рівень.

Аннотация: Данная статья посвящена проблемам интертекстуальности. Выделяются разные уровни интертекстуальности. Анализируются некоторые приемы интертекстуальности. Рассматриваются эксплицитные и имплицитные связи. Вывод состоит в том, что разные уровни интертекстуальности тесно связаны с приемами.

Ключевые слова: аспект, измерение, дискурс, интертекстуальность, уровень.

Through explicit and implicit relations a text evokes a representation of the discourse situation, the textual resources that bear on the situation. While this is now a widely recognized phenomenon, «there is no standard for considering the elements and kinds of intertextuality» [1, p. 57].

For purposes of the analysis we may distinguish the different levels at which a text explicitly invokes another text and relies on the other text as a conscious resource.

The text may draw on prior texts as a source of meanings to be used at face value. This occurs whenever one text takes statements from another source as authoritative and then repeats that authoritative information or statement for the purposes of the new text.

The text may draw explicit social dramas of prior texts engaged in discussion. When a newspaper story, for example, quotes opposing views of teachers' unions, community activist groups, concerning a current controversy over school funding, they portray an intertextual social drama. The newspaper report is shaping a story of opponents locked in political struggle. That struggle may in fact preexist the newspaper story and the opponents may be using the newspapers to get their view across as part of that struggle; nonetheless, the newspaper brings the statements side by side in a direct confrontation.

The text may also explicitly use other statements as background, support, and contrast. Whenever students cite figures from an encyclopedia, use newspaper reports to confirm events, or use quotations from a work of literature to support an analysis, they are using sources in this way.

Less explicitly the text may rely on beliefs, issues, statements generally circulated and likely familiar to the readers, whether they would attribute the material to a specific source or would just understand as common knowledge.

By using certain implicitly recognizable kinds of language, phrasing, and genres, every text evokes particular social worlds where such language and language forms are

used, usually to identify that text as part of those worlds, for example, language recognizably associated with the university, research, and textbooks.

Just by using language and language forms, a text relies on the available resources of language without calling particular attention to the intertext. «Every text, all the time, relies on the available language of the period, and is a part of the cultural world of the times» [3, p. 27].

There exist some kinds of techniques which are closely connected with its levels:

Direct quotation. It is usually identified by quotation marks, block indentation, italics, or other typographic setting apart from the other words of the text. While the words may be entirely those of the original author, however, it is important to remember that the second author, in quoting the writing, has control over exactly which words will be quoted, the points at which the quote will be snipped, and the context it will be used in.

1. Indirect quotation. This usually specifies a source and then attempts to reproduce the meaning of the original but in words that reflect the author's understanding, interpretation, or spin on the original. Indirect quotation filters the meaning through the second author's words and attitude and allows the meanings to be more thoroughly infused with the second writer's purpose.

2. Mentioning a person, document or statements. Mentioning a document or author relies on the reader's familiarity with the original source and what it says. No details of meaning are specified, so the second writer has even greater opportunity to imply what he or she wants about the original or to rely on general beliefs about the original without having to substantiate them, as the news reporters do with respect to proponents and critics.

3. Comment or evaluation on a statement, text, or otherwise invoked voice. The reporters can accept as truthful and the TIMSS and NEAP studies (Trends in International Mathematics and Science Study and The National Assessment of Educational Progress), although they have been in fact criticized. They also see "the original concept undermined" and they pass judgment on curricula as "ill-defined."

4. Using recognizable phrasing, terminology associated with specific people or groups of people or particular documents.

5. Using language and forms that seem to echo certain ways of communicating, discussions among other people, types of documents. Genres, kinds of vocabulary (or register), stock phrases, patterns of expression may be of this sort. The reporters can write within the forms of journalism over public policy controversies.

Usually the most explicit purposes and formal expressions of intertextuality are most easily recognizable and therefore most easily analyzable. Intertextual relations are also usually most easily recognizable when «the textual borrowings involve some distance in time, space, culture, or institution» [2, p. 85].

Often a document draws on bits of text that appear earlier in the text, echoing and building on it, in what we might call intratextual reference. A text can reach a bit farther, but stay in a limited domain when a company memo refers to and relies on previous memo from the company on the same case. We might call this intrafile intertextuality. Interesting questions rely on the way texts within a file or other collection pull together to make a representation of a case or subject—we might call such a phenomenon the intertextual collection. A classroom might equally create a fairly closed world of classroom intertextuality, between the lectures, the textbook,

assignment sheets, class discussion, and student exams and papers. Classroom intertextuality broadens as students and teachers bring outside reading to bear, refer to other courses, start discussing applications to issues found in the newspapers or television documentaries. Some research disciplines are fairly contained, relying only on an explicit disciplinary intertextuality (although there may be unnoticed reliance on other fields), while others have a much larger interdisciplinary reach, and those have a broader interdisciplinary intertextuality.

Outside the academic disciplinary world, we might speak of intracorporate or intraindustry intertextuality, but again the reach may broaden into intrasystem intertextuality, if, for example, corporate documents attend to larger corporate policies, government laws and regulations, documents of other companies, economic predictions, consumer culture and so on.

Finally, we should notice intermediality, when the resource or reference moves from one medium to another, as when talk, or movies, or music is alluded to in a written text.

Thus, intertextuality means the explicit and implicit relations that a text or utterance has to prior, contemporary and potential future texts. Intertextuality is divided into some levels which can be recognized through certain techniques that represent the words and utterances.

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AKHMATOVA'S (ALT) SHIFT

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Summary: The article deals with two Akhmatova's poems of 1911: *Squeezed my Hands* (January 8) and *To Muse* (October 10) published in her first book *Evening* (1912). It is suggested that the former poem is well within the aesthetics of Acmeism whilst the latter goes beyond it and possibly marks Akhmatova's shift towards Symbolism.

Key words: Acmeism, inspiration, Muse, Symbolism, "things".

Анотація: У статті розглянуто два вірші Анни Ахматової 1911 року: «Стисла руки» (8 січня) та «До Музи» (10 жовтня) з її першої книги «Вечір» (1912). Показано, що січневий вірш знаходиться у межах акмеїстичної естетики, а жовтневий вже виходить за її рамки свідчить про рух поета в напрямку символізму.

Ключові слова: акмеїзм, Муза, натхнення, «речі», символізм.

Аннотация: В статье рассматриваются два стихотворения Анны Ахматовой 1911 года: «Сжала руки» (8 января) и «Музе» (10 октября) из ее первой книги «Вечер» (1912). Показано, что январское стихотворение находится в рамках акмеистической эстетики, а октябрьское уже выходит за ее рамки и свидетельствует о движении поэта в сторону символизма.

Ключевые слова: акмеизм, вдохновение, «вещи», Муза, символизм.

Я – тишайшая, я – простая,
«Подорожник», «Белая стая» ...
Оправдаться... но как, друзья?
Anna Akhmatova. *Reshka* [10, p.431].

In the second decade of the 20th century Anna Akhmatova was one of the most popular and one of the most admired Russian poets. Natalia Grushko (1892-1974) devoted to her a very peculiar poem:

*Как пустыня, ты мною печально любима,/ Как пустыня, твоя беспощадна
душа,/ Ты стройна, словно струйка прозрачного дыма/ Гашишá./ Твои губы
душистей смолы эквалипта,/ А улыбка на них – ядовитей змеи,/ Улыбалася так
лишь царица Египта / Ан-нэ-и. / Твои мысли нам, смертным, темны и неясны, /
Их прочтут только в будущем – жрец или бог. / Я хочу умереть под ступою
прекрасной / Твоих ног [3].*

A hundred years later in the postmodern (or the post postmodern?) world Akhmatova's poetry and biography [7] have also plenty to say. In our opinion, they can teach the rational teenagers of 2010s at least one (but necessary) thing: feelings. "This is already not little: to make a reader dream, cry and get angry with oneself" [8, p. 9].

Akhmatova undoubtedly started as an Acmeist. Her first book of poetry, *Večer* was published by the Acmeist publishing house *Tseh Poetov* in 1912 and was introduced by Mikhail Kuzmin, the Russian Oscar Wilde who had also joined the Acmeist group after the Symbolist crisis.



[9]

Nikolai Gumilev, the head of Acmeist group and Akhmatova's husband spelled out the creed and the aim of Acmeism this way:

[Как и в младосимволизме] Прекрасная дама Теология останется на своем престоле, но ни ее низводить до степени литературы, ни литературу поднимать в ее алмазный холод акмеисты не хотят. Что же касается ангелов, демонов, стихийных и прочих духов, то они входят в состав материала художников и не должны больше земной тяжестью перевешивать другие взятые им образы [4, III, p. 19].

The Acmeist manifestos and the whole group were bitterly criticized by Valery Briusov and Aleksandr Blok. Blok's accusations were actually summarized in the title of his article of 1921, *Neither Divine, Nor Inspired*. The only person among the Acmeists who was not alien to the mentioned above was, according to Blok, the "tired and unhealthy" (is it *acme*?) Akhmatova.

A little earlier Kornei Chukovsky also noticed that Akhmatova was a deeply religious poet and her poetry was ascetic, monastic and *de facto* not belonging to the Acmeist movement. «Евангельское, аскетическое настроение души [Ахматовой] заранее предрекало ее будущий путь» [11, II, p. 310].

Blok's and Chukovsky's accounts on the early Akhmatova are too important to ignore. Below we will try to show that Akhmatova only started as an Acmeist. Slowly but surely she shifted towards "The Fair(y) Lady Theology" and Symbolism.

1. *Squeezed My Hands (January 8) as an Acmeist Piece*

Akhmatova's marriage to Gumilev was, probably, a nightmare. We will neither discuss, nor judge it.

Gumilev [4, I, pp. 108, 502]	Akhmatova [1, p. 19]
<p>Это было не раз, это будет не раз В нашей битве глухой и упорной: Как всегда, от меня ты теперь отреклась, Завтра, знаю, вернёшься покорной.</p> <p>Но зато не дивись, мой враждующий друг, Враг мой, схваченный тёмной любовью, Если стоны любви будут стонами мук, Поцелуй – окрашены кровью.</p>	<p>Сжала руки под тёмной вуалью... "Отчего ты сегодня бледна?" – Оттого, что я терпкой печалью Напоила его до пьяна.</p> <p>Как забуду? Он вышел, шатаясь, Искривился мучительно рот, Я сбегала, перил не касаясь, Я бежала за ним до ворот.</p> <p>Задыхаясь, я крикнула: "Шутка Всё, что было. Уйдешь, я умру." Улыбнулся спокойно и жутко И сказал мне: "Не стой на ветру."</p>

Here we will only comment on Akhmatova's poem *Squeezed my Hands*, following Mikhail Kuzmin: "мы пишем не критику, и наша роль сводится к очень скромной: <...> указать кой-какия приметы и высказать свои догадки" [8, p.10].

Non multa, sed multum. There are only 12 lines in this poem, but Akhmatova was able to tell a short story here:

1. There was a bitter quarrel between two lovers (possibly caused by woman's infidelity), the woman was sorry but the man had enough, he decided to leave for good. 2. After little consideration the woman realizes, that she will not stand the separation. Without a coat she runs after the shaking man until she finds him near the gate. 3. As her last argument the woman promises to commit suicide if the man keeps on, but the man is already able to control himself. He recommends the woman to go inside as she might catch a cold.

Acmeists paid meticulous attention to the detail. Through description of things, gestures *etc.* Acmeists strived to convey emotions and feelings. Akhmatova used this method a lot, which was noticed by her contemporaries:

А. Ахматова обладает способностью понимать и любить вещи <...> в их непонятной связи с переживаемыми минутами. Часто она точно и определенно упоминает какой-нибудь предмет (перчатку на столе, облако, как белая шкурка, в небе) [и] именно от этого упоминания более ощутимый укол, более сладостный яд мы чувствуем. Не будь этой беличьей шкурки и все стихотворение, может быть, не имело бы той хрупкой пронзительности, которую оно имеет [8, p. 8].

Ахматова – поэт микроскопических малостей. Чуть слышное, чуть видимое, еле заметное – вот материал ее творчества [11, II, p.317].

2. *To Muse (October 10) as a Symbolist Piece*

Aleksandr Blok, a symbolist *par excellence*, singled out Akhmatova from the Acmeist group as early as 1911. In his diary he noted on November 7, 1911: «В первом часу мы пришли с Любой к Вячеславу <...> Анна Ахматова читала стихи, уже волнуя меня. Стихи чем дальше, тем лучше» [2, VI, p. 17]. It is quite possible that Blok recognized an *âme-soeur* in Akhmatova, when he heard her “Муза-сестра заглянула в лицо” (written Oct. 10, 1911 [10, p. 3-44]).

It is interesting to compare Akhmatova's poem *Muze* with Blok's poem *K Muze* (1912). For both poets their Muses are not figures of speech (which “входят в состав материала художников”), but “real” beings that change from time to time and very often physically, (“жестче, чем лихорадка, оттреплет” [10, p. 266]) torment them.

The outcome of this struggle looks different, though: in 1912 Blok surrenders to the arguably infernal being, but Akhmatova fights with it not unlike biblical Jacob:

Akhmatova [1, p. 57]	Blok [2, III, pp. 7, 501]
Муза! ты видишь, как счастливы все – Девушки, женщины, вдовы, Лучше погибну на колесе, Только не эти оковы. <...> Завтра мне скажут, смеясь, зеркала: Взор твой не ясен, не ярк... Тихо овечу: она отняла Божий подарок.	Зла, добра ли? – Ты вся – не отсюда. Мудрено про тебя говорят: Для иных ты – и Муза, и чудо. Для меня ты – мученье и ад. Я не знаю, зачем на рассвете, В час, когда уже не было сил, Не погиб я, но лик твой заметил И твоих утешений просил? <...> И донныне еще, безраздельно

	Овладевши душою на миг, Он ее опьяняет бесцельно – Твой неистовый, дивный твой лик.
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The comparison gets even more striking if we pay attention to the purple and grey halo in Blok's *K Muze* and the dark garland of Akhmatova's vision recorded in 1916: *Веселой Музы нрав не узнаю:/ Она смотрит и слова не проронит, /А голову в веночке темном клонит,/ Изнеможенная, на грудь мою («Все отнято»)* [10, p. 93].

Conclusion

«ИЗ ГОДА СОРОКОВОГО, / КАК С БАШНИ НА ВСЕ ГЛЯЖУ» [10, p. 409]. As we already mentioned, in 1910s Akhmatova visited Viacheslav Ivanov's 'Tower'. Its host, the leading Sankt-Petersburg Symbolist, constantly called poets to shift from an easily visible reality to a less visible, but "more real" one [5].

Of course, "nothing worth knowing can be taught", and "Viacheslav [T]Cheslav Ivanov" was not Akhmatova's all times favourite. Still, it is a possibility that Akhmatova answered the call and started shifting *ad realiora* as early as 1911,

Пьянея звуком голоса,
Похожего на Твой [6, p. 97].

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COMPUTER MONITORING OF KNOWLEDGE. PROSPECTS OF STANDARTISATION

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Summary: The paper contains definitions of the concepts of monitoring, a test task and computer monitoring of knowledge. It identifies principal directions for research which deals with

creation of standardized software product, its structure and constituent parts. Possibilities of computer monitoring to adjust to different formats of test tasks are also studied in the paper. Advantages and disadvantages of computer monitoring implementation are discussed.

Key words: calculation, check, computer monitoring, mark, monitoring, multiple-choice item, open test task, software, test, test task.

Аннотация: В статье определены понятия контроля, тестового задания и компьютерного контроля знаний. Сформированы основные направления для исследований в создании стандартизированного программного продукта, его строение и составные части. Обозначены возможности компьютерного контроля адаптироваться к форматам тестовых заданий. Проанализированы преимущества и недостатки его внедрения.

Ключевые слова: закрытое тестовое задание, компьютерный контроль, контроль, открытое тестовое задание, оценка, проверка, программное обеспечение, тест, тестовое задание, учет.

Анотація: В статті окреслені поняття контролю, тестового завдання, комп'ютерного контролю знань. Сформовані основні напрямки для напрацювань у створенні стандартизованого програмного продукту, його будови та складових частин. Визначені можливості комп'ютерного контролю адаптуватися до форматів тестових завдань. Проаналізовані переваги і недоліки його впровадження.

Ключові слова: відкрите тестове завдання, закрите тестове завдання, комп'ютерний контроль, контроль, облік, оцінка, перевірка, програмне забезпечення, тест, тестове завдання.

Genesis of education impels us to search for efficient ways of improvement of educational process. The combination of the objective method of monitoring of knowledge by testing, tools of its realization and innovational computer technology have created a new product of estimation – computer monitoring of knowledge. Lack of approved unified approaches to testing data banks, software and detailed methodology for implementation of the novel testing technique offer the challenge for new scientific research.

The object-matter of the article is computer monitoring as a method of implementation of current, intermediate and final control.

The subject-matter is studying the possibility of software to adjust to different formats of test tasks.

Lack of common standards, software methodologies and data banks of test tasks which are stipulated by a number of objective and subjective reasons and risks determines the **topicality** of our research.

An important part of the reform of national education is implementation of innovative computer technologies which meet the needs of modern information-oriented society and provide education high quality. Improvement of forms and methods of monitoring students' progress makes it possible to increase the quality of education, to create a feedback between a teacher and a student and to provide an opportunity of immediate regulation and adjustment of the educational process. Implementation of computers and of appropriate software automatizes the processes of regular monitoring of a large number of students/pupils.

One of the mechanisms which helps to improve the methods of monitoring is information technology. I. Ye. Bulakh claims that “The most scientifically grounded method of monitoring among the means of objective control is testing which is administered with the help of hardware” [4, p. 5]. V. S. Avanesov is convinced that “We are on the cusp of technological revolution in education when introduction of new pedagogics, psychology, informatics, cybernetics and new models of personal computers is due to become a norm” [1, p. 3]. The researcher states that computer

monitoring gives a wide opportunity to put into effect basic didactic principles of monitoring: the principle of individual character of monitoring and evaluation of knowledge, the principle of systemacy in monitoring and evaluation of knowledge, the principle of differentiated marking of academic progress, the principle of similar requirements of teachers to their students.

As a pedagogical term, monitoring implies intelligible and systematic observation and fixation of verbal and nonverbal actions of students in order to determine the level of their knowledge, their theoretical and practical grasp of covered material, their skills and abilities. Monitoring or check of academic results is interpreted to be a means of pedagogical diagnosis in modern didactics [9].

Computer monitoring of knowledge consists of checking, marking and calculation. From the point of view of place and importance, we can distinguish between monitoring on current, mid-term (which is subdivided into theme-based and cyclic control) and final monitoring.

Reference literature does not contain a clear definition of the concept *computer monitoring of knowledge* that is why we tried to define it.

Computer monitoring of knowledge is an automated process of measurement which works with the help of network-based software system which organizes feedback between a teacher and a student for getting the results of educational process which were put into effect by the objective checking and evaluation of acquired knowledge, skills, abilities and fixation of results.

Computer monitoring of knowledge is based on two equivalent parts, the first of which is the data base of test tasks, the other one is the ability of software to adapt to test formats. We examine each item in turn.

The term *test* is interpreted as "a system of tasks of specific form and content, arranged according to complexity factor, which makes it possible to measure test-takers' level of training and evaluate their knowledge pattern" [6, p. 36]. It has its composition, structure and integrity. A test, as a rule, consists of two parts: an informative part and an operating part. The former one contains instructions and examples of correct solving of tasks. The operating part consists of a number of tasks or questions and answers.

A test task is a baseline unit, a test cell which contains a single item of knowledge [5]. We can classify test tasks by their forms [2]. There are four forms of tests: a close test item on choosing one best or several correct answers from the options provided; an open form of test task which does not presuppose choice from given answers; a match making test; and test items on establishing the correct sequence [7; pp. 83-112]. The hallmark of a test is a possibility to fulfill measurements in quantitative and qualitative forms, which allows educators to monitor dynamics of education quality and conduct its diagnostic analysis [8, p. 6].

The number of tasks is calculated with the help of statistical methods to ensure the accuracy of the findings and is called test length [3, p. 21]. Each test has its optimum limit of time required for its solving [1, p. 193].

Software is subordinate to the basic properties and test formats. Its efficiency depends on variability and diversity of test tasks, methods of their implementation, test-takers' degree of adaptation to the monitoring system, the feature of the system to recognize answers or the person's actions while solving tasks, software features to work with different formats of tests, additional features of the programs to use graphic, photo, audio and video files. However, software is limited in its features: its lack of

intellectual/ mental abilities does not permit evaluation of open test task with a comprehensive answer.

Software systems which provide the procedure of computer monitoring of knowledge can be independent or universal.

Standardization of software for computer testing is a difficult and controversial process. The principal requirements for software are versatility, flexibility, convenience, functionality, security, adaptability, collection and information processing as for a test compiled, centralized storage of test results and questions in the repository.

In its construction, software is to consist of at least three interrelated subsystems. The first subsystem is teacher's principal field of activity teacher where he/she creates test tasks (Module of Test Editor) which has two-way communication with all subsystems. The second one is a field of student's activity (Module of Testing) which is subordinated to (has one-side relationship with) the Module of Test Editor (stipulated by security demands). The third one is the Module of Test Results responsible for monitoring of quality of knowledge. It is reflects in quantitative indices of evaluation and logging of test and has two-way communication with the Module of Test Editor, but according to the program settings it has partially limited communication with the Module of Testing.

Analysis of the foregoing material reveals advantages and disadvantages of computer-based testing. Quite often teachers do not have technical facilities for conducting regular checks of knowledge and analyzing their results. Introduction of computer monitoring will contribute to systematical chase of quality and dynamics of academic achievements, acquisition of statistically reliable information as for individual progress of each pupil/student, creation of a local/regional computer database of academic achievements, possibility to perform tasks not only under control, but also exercise self-control training activities.

We should take into account not only the benefits of computer-based testing but also its drawbacks. Among the latter we should note the following: absence of direct contact with students during testing, lack of computer literacy of teachers and students, different physical and financial limitations and lack of standards and methodological framework.

Computer testing, as a promising area of the modern educational process, becomes one of the constituent elements of diagnostics of knowledge. It expands opportunities of monitoring and evaluation of academic achievements, serves as an alternative to traditional methods of knowledge monitoring. It takes into account different types and forms of monitoring and can be applied as a tool of operating control. Computer testing allows educators to test both reproductive and productive activities of students, to carry on control over a large number of pupils/students in a short time. It provides a random choice of questions from different fields of an academic discipline, processing results of testing with the help of a PC using an assessment scale, which in its turn significantly saves teachers' time. The pledge of wide implementation of computer testing of knowledge should lie in scientific grounding and powerful psycho-pedagogical and material and technical base.

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SPECIFICITIES OF A FLASH MOB AS A SOCIAL PHENOMENON

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Summary: The present article views flash mobs as a social phenomenon, which presents one of characteristic features of modern time. The main rules and principles of flash mobs are paid special attention to. The article also deals with classification of flash mobs and steps of their organization.

Key words: attention, flash mob, social movement, participant.

Анотація: Стаття розглядає флешмоби як соціальне явище, яке представляє собою одну з характерних рис сучасності. Особлива увага приділяється основним правилам та принципам флешмобів. Стаття також присвячена класифікації флешмобів та етапам їхньої організації.

Ключові слова: соціальний рух, увага, учасник, флешмоб.

Аннотация: Статья рассматривает флешмобы как социальное явление, которое представляет собой одну из характеристик современности. Особое внимание уделяется основным правилам и принципам флешмобов. Статья также посвящена классификации флешмобов и этапам их организации.

Ключевые слова: внимание, социальное движение, участник, флешмоб.

The 21st century has brought a lot of changes into all spheres of life of people. The process of globalization has led to a change of values in the world socio-cultural system on the whole and in separate countries, for example in Ukraine, in particular.

Besides changes in values, we watch the intensive computerization of the society, developing new information technologies and the Internet, which has become the cause of occurring new methods of cooperation and organization of people with the help of the mass media. One of the examples is a flash mob [1].

A flash mob is a planned beforehand movement, usually organized through the Internet or other important means of mass media inviting a large number of people to it [2].

Being a social movement, a flash mob aims at demonstrating its critical attitude towards rules, stereotypes, which were established in the given social group, tries to argue with the socially established rules or give them new accents. [3].

It is important to state that the characteristic feature of a flash mob which differs it from meetings, demonstrations and pickets is presented in the following points:

- arrangement with the help of the means of mass communication;
- anonymity;
- quickness of arrangement;
- absence of people in charge and centralized management;
- fugacity;
- abruptness;
- spontaneity;
- timing;
- autonomy;
- irrationality of actions;
- full democracy;
- refusal from any commercial relations;
- refusal from relations with mass media.

There is no final answer to the question about what aims the society reflects by holding flash mobs. The participants of one and the same event may have different aims, though the final goal is implementing virtual communication into real actions. Possible variants of different aims may include entertainment; breaking of everyday routine; impressing the people surrounding; the feeling of being included in the common actions; self-affirmation; the attempt to get adrenaline buzz; group therapy; the feeling of being free from social stereotypes of behavior. A flash mob is positioned as actions which are irrational and absolutely not dangerous [4, c. 39].

It is interesting to state that in the 1960^s an action, which now could be called a flash mob, took place. Its initiator was a radio presenter Jean Shepherd. He asked his listeners to gather in the given time, in the given place. When the police-officers saw a hundred of people near the burnt building and started asking what they were doing there, it turned out that nobody could give them a clear answer.

In June 1977 in the forest not far from Moscow the participants blew 500 balloons, put them into a big ball made of cloth with an electric bell and threw the ball down the river. The participants were the members of artists-conceptualists “Collective actions”. The initiator of the action Andrey Monastyrsky even wrote a book entitled “Hikes in the Countryside” where he described the action in detail. The group held more than 70 actions without any telephones and the Internet [5].

Without any account to the forms of appeal, the rules of behavior during the classical flash mobs include the following points:

1. one should not break ethic norms;
2. one should not communicate with others on the topics of the action;
3. one should not come to the action in the company which includes more than 2-3 people;
4. one should not be late;
5. one should not attract any special attention;
6. one should not make crowds;

7. one should not enter conflicts with the police;

8. one should not be drunk;

9. one should have documents [5].

Flesh mobs can be classified according to the following criteria:

- *According to its scale*: global-mob (comprises several cities or countries) and mob (ordinary action in one city).

- *According to the way of organization*: with the help of the Internet / cell phones.

- *According to the way of using backup means*: auto-mob (using means of transportation) and ordinary mob.

- *According to the focus of the action*: art-mob (focus on art), social mob (social focus) and mob (focus on entertainment).

- *According to the surrounding*: I-mob (the action which is held in the Internet), sms-mob (the action which is held with the help of short messages), real-mob (the action which is held in real dimension).

- *According to the aim*: fun-mob (as entertainment for young people), simulacrum mob (imitating flesh mobs with commercial aims) and smart-mob (flesh mobs of ideological direction).

Besides, on the basis of dualism of the given phenomenon we propose the way of organizing flash mobs, which includes eight steps.

The first step – the scenario of the future action appears at the Internet-site or the short messages informing people of the action are sent. The aim of the first step is to involve the largest possible number of people. *The second step* – the scenarios are discussed at the sites of mobbers. *The third step* – people appear at the place where the action is held. *The fourth step* – the leaders who should give a sign that the action has started, appear. *The fifth step* – the crowd is activated by the leader. *The sixth step* – the action becomes group and active and it can change depending on the form of the flash-mob. *The seventh step* – the action is over and the participants disappear in the crowds of passers-by. *The eighth step* – the results of the flesh-mob are discussed in the Internet [1].

The first flash mob in our country took place on the 16th of August 2003 at 17:00 in Kyiv in the trade centre “Globus”. Then about 15 young people wearing sunscreen glasses were clapping their hands and taking pictures of the object – a palm tree. Similar actions took place in Dnipropetrovs’k, Lviv, Lutsk [3].

The participants of mobs usually include several typical roles: the organizer; activists who are the most active; followers who try to follow the activists; the people who just feel curious; accidental passers-by. It is necessary to state that in virtual dimension flash mobs also have their own structure, which includes moderators, users, etc. All of them fulfill their functions [3].

The most large-scale advertisement flash mob took place in December 2006, in London, when about 3500 people turned on the players of their iPods and started dancing. The action took place without any music, as the participants used their headphones. The amount of comments and articles in mass media suggested that such advertisement of the Apple company turned out to be successful.

So, in conclusion we could state that a flash mob is a multifaceted phenomenon that can be viewed from several perspectives. Despite the fact that according to its main principles a flash mob is an organization, which does not work for money,

advertisement, etc., we see that it is widely used in PR and marketing as well as in political sphere, which allows us to state that flash mobs are socially necessary and relevant.

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THE FUNCTIONS OF PUNCTUATION IN INDEPENDENT CLAUSES

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Summary: The article is devoted to the question of English punctuation. The functions of punctuation in independent clauses are considered. The conclusion is made that while the basic rules of punctuation are now quite firmly established, there exists a great difference in punctuation between the British and American variants.

Key words: clause, function, punctuation, sentence, variant.

Анотація: Стаття присвячена питанню англійської пунктуації. Розглядаються функції пунктуації в приєднувальних реченнях. Робиться висновок, що основні правила пунктуації зараз цілком твердо встановлені, але існує велика різниця в пунктуації між британським та американським варіантами.

Ключові слова: варіант, приєднувальне речення, пунктуація, речення, функція.

Аннотация: Статья посвящена вопросу английской пунктуации. Рассматриваются функции пунктуации в присоединительных предложениях. Делается вывод о том, что, несмотря на то, что основные правила пунктуации сейчас вполне твёрдо установлены, хотя существует большая разница в пунктуации между британским и американским вариантами.

Ключевые слова: вариант, присоединительное предложение, пунктуация, предложение, функция.

Punctuation marks date back to at least the fifth century BC, when the Greeks began to use marks to show where there were breaks between sentences and parts of sentences. At that time there were only capital letters, and no spaces were made between words – so it is easy to see that reading a text without punctuation must have been quite confusing [2, p. 25].

Showing divisions in a text remains the main function of punctuation and of textual features that are often considered a part of the punctuation system, such as the use of capital letters. White spaces show the breaks between words. Full stops and

capital letters show the breaks between sentences, while commas and other marks show divisions within sentences. Breaks between lines and indentation of new lines show where new paragraphs begin. The main purpose of punctuation is to prevent confusion, to make the text easier to read [1, p. 101].

At one time, there was considerable debate as to whether punctuation in English should be based on the places where one should pause while reading aloud, or on grammar. Of course, grammatical divisions and pauses for breath often fall in the same places, but not always. The debate was won by those who favoured using punctuation to mark grammatical divisions. It is very important to remember this; you cannot decide how to punctuate a text just by reading it aloud. You cannot punctuate in English without thinking about grammar.

There are quite a lot of differences in usage of punctuation between Britain and the United States, and the system is also subject to changes in fashion, e.g. abbreviations such as US (United States) may also be written U.S. Some people might see the second full stop at the end of the preceding sentence as being unnecessarily 'fussy' (one full stop for the abbreviation, one for the end of the sentence). The important thing is to be consistent in your own writing as far as these options go. If you are writing for publication, the publisher will probably give you some guidelines to follow, and will 'tidy up' anything which is inconsistent with the 'house style'.

The modern trend is towards less use of punctuation marks where possible. However, the phrase 'where possible' is important. Sometimes the rules of punctuation usage state that you *must* use, e.g. a comma in a particular place, and you cannot leave it out on the grounds that 'less punctuation is better'. Sometimes, too, the use of a comma may be optional from a technical point of view, but it can still make it easier for a reader to understand what you want to say.

An independent clause is something which can stand on its own as a complete sentence [3, p. 81], e.g.

The London Marathon is popular. More than 26,000 people ran in it last year.

Although independent clauses *can* stand on their own as complete sentences, this is not always what makes the best text. When two independent clauses are related to each other in terms of meaning, it may be useful to join them.

A dash can often be used in the same way as a colon or semi-colon, especially in less formal writing, e.g.

Our sales have increased considerably – we shall have to take on more staff.

What you must *not* do is join two independent clauses *only* with a comma (i.e. without using *and* or another conjunction as well). Using commas in this way creates a so-called 'run-on' sentence. Run-on sentences sound like 'stream of consciousness' writing, as though you were just putting down ideas one after another without thinking about how they relate to one another, e.g.

The London Marathon is very popular, more than 26,000 people participated last year, 90% of them finished the course, the oldest runner was 76 years old, I'm planning to take part next year.

An adverbial indicates such things as *when*, *where*, *why* or *how* something is done. It may be a single word, such as *yesterday* (when) or *slowly* (how), or it may be much longer - a phrase or even a clause.

When short adverbials are placed at the end or in the middle of a sentence, they should not usually be separated from the rest of the sentence by a comma. Adverbials

placed at the beginning of a sentence are often separated by a comma, though whether or not to use one is usually a matter of choice, e.g.

I told him the story of my life while we were walking in the garden .

While we were walking in the garden , I told him the story of my life.

I often have pizza for lunch on Tuesdays .

On Tuesdays I often have pizza for lunch.

I reached out and touched her gently .

Gently , I reached out and touched her.

Adverbials defining the time or place at which the action of the sentence takes place are not preceded by a comma if they come last in the sentence, e.g.

We'll forward the goods when we have received payment .

You must sign the contract on the dotted line .

Adverbials introduced by conjunctions such as *though* , *although*, and *since* (when it means *because*) can always be separated from the rest of the clause by a comma, and often are – even when they come at the end of the sentence, e.g.

I'll see her, although I don't want to.

I'm sure she'll agree, since you've asked so nicely.

The separation from the rest of the sentence can be strengthened by the use of a dash, suggesting a long pause in speech, e.g. *I'll see her – although I don't want to.*

This is a complex area, and it is not practicable to list here all the different punctuation rules for the various types of adverbial.

There are various ways in which we might regard some words and phrases as being *inserted* into a sentence. A rough test for whether something should be regarded as inserted is to see whether the sentence would still make sense in context without the inserted material. Insertions are normally marked off in some way by punctuation marks. Unless the insertion comes at the beginning or end of the sentence, the punctuation marks will be in pairs.

Commas, parentheses or dashes can be used to mark insertions, e.g.

We shall leave the house (weather permitting) at three.

Picnics, if taken, should be carried in rucksacks.

The leaders – all four of them – will be wearing yellow jackets.

Jack Jones, the new Sales Manager, will make the presentation.

Parentheses and dashes tend to make the insertion look more separate from the rest of the sentence than commas, and the choice of punctuation should be made accordingly. Dashes are more common in informal writing.

Parentheses can also be used to indicate that a whole sentence has been inserted into a paragraph. In such a case, the full stop is enclosed *within* the parentheses.

Words or expressions such as *however* and *on the other hand* can be thought of as insertions. These are expressions which relate the current sentence to a previous one. They always should be separated from the rest of the sentence by commas, e.g.

The horse, however, got away.

However, the horse got away.

The horse got away, however.

Sometimes it can be difficult to decide whether a piece of the text should be treated as an insertion or not, especially when it gives information about a noun, e.g.

The Pope, who was feeling unwell, had to leave early.

The cup with a green handle belongs to the manager.

In the first sentence, the information that the Pope was feeling unwell is regarded as an insertion, because it is not needed in order to make clear who or what we are talking about. There is only one Pope. In the second instance the information 'with a green handle' has clearly been included to tell the listener *which* cup belongs to the manager; it is not inserted extra information, but is essential to the conversation. Imagine a situation where you were trying to decide which cup to use out of several on the table, and someone said 'The cup belongs to the manager' – in the context, this would not make any sense, even though it is a grammatically correct sentence.

There are the two versions of this sentence: with or without commas, e.g.

The contract, which I signed yesterday, should make us rich.

The contract which I signed yesterday should make us rich.

If I've already been talking about the new contract, and my listener didn't know that I'd actually signed it, the first sentence would be correct, meaning something like: the contract – which, by the way, I signed yesterday – should make us rich.

If, on the other hand, this is the first mention in this conversation of this particular contract, and I want to indicate to the person I'm talking to *which* contract I'm talking about out of the many that I've signed this year, then the second sentence would be correct.

This problem of deciding whether a phrase is essential identification or just inserted extra information occurs especially with clauses beginning with *which* or *who*. If you have problems working out whether or not to put in commas, try these tests.

It is an interesting question about replacing of *which* or *who*. The information is definitely essential, and no commas should be used.

If the sentence seems all right with dashes or parentheses then the information is probably an insertion, and commas (or indeed dashes or parentheses) should be used.

A special use of comma + *which* is involved when *which* introduces a comment on the rest of the sentence, e.g. *Our sales are well up this year, which is splendid.*

The last part of the sentence is a comment, meaning 'and that is splendid'. It doesn't give extra information about the word *year*, which comes immediately before it, but comments on the whole of the sentence.

A colon is used to show that what follows is an explanation or extension of what went before. We have already seen the colon used in this way in joining independent clauses. Other structures can also be introduced in this way, e.g.

There was only one way out: the chimney.

She knew how he felt: terrified.

The subject of the sentence should not be separated from the rest of the sentence (the predicate) by a punctuation mark, even if it might seem natural to pause in speech after a long subject. Thus, although you would automatically write, e.g. *The cat went home* and not: *The cat, went home*

you might feel less certain about *The cat from Manchester belonging to John and Mary Smith went home*. Of course, if the subject contains an insertion surrounded by a *pair* of commas, one of these may well come immediately before the verb, e.g. *The Queen, who had had too much to drink, went home.*

Thus, English punctuation is distinguished by differences in functions, forms and variants from the point of view of textual characteristics of the English language.

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THEORETICAL AND METODOLOGICAL FOUNDATIONS FOR MUSICAL CULTURE STUDY

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Summary: The article deals with the analysis of theoretical and methodological approaches of the sociological research into musical culture as a social phenomenon. On the one hand, the social and communication approach allows studying social interactions in a musical and communication process and peculiarities of transmission of social meanings into musical culture. On the other hand, the phenomenological approach gives an opportunity to understand the way these meanings are perceived and the way musical culture is manifested in listeners' everyday communicative practices.

Key words: meanings, musical activity, musical consciousness, musical culture, musical and communication process.

Анотація: В статті розглядаються теоретико-методологічні засади дослідження музичної культури як соціального феномена. З одного боку, соціально-комунікаційний підхід дозволяє досліджувати взаємодії учасників музично-комунікаційного процесу та особливості передачі соціальних смислів музичної культури. З іншого боку, феноменологічний підхід дає можливість зрозуміти те, як ці смисли сприймаються на рівні музичної свідомості й як музична культура проявляється в повсякденних комунікативних практиках слухачів.

Ключові слова: музична діяльність, музична культура, музична свідомість, музично-комунікаційний процес, смисли.

Аннотация: В статье рассматриваются теоретико-методологические основания к исследованию музыкальной культуры как социального феномена. С одной стороны, социально-коммуникационный подход позволяет исследовать взаимодействия участников музыкально-коммуникационного процесса и особенности передачи социальных смыслов музыкальной культуры. С другой стороны, феноменологический подход позволяет понять то, как эти смыслы воспринимаются на уровне музыкального сознания и как музыкальная культура проявляется в повседневных коммуникативных практиках слушателей.

Ключевые слова: музыкальная деятельность, музыкальная культура, музыкально-коммуникационный процесс, музыкальное сознание, смыслы.

The study of musical culture gives us an opportunity to learn about the social life of a society, the structure of its values and needs, especially the perception of social reality. Musical culture becomes part of everyday life of people, affecting their interaction, inner world and formation of values. In this context, there appears a need for updated analysis of the theoretical and methodological foundations of a sociological study of music culture, which makes up *the aim of this article*.

It should be noted that musical culture is a multifaceted social phenomenon. And the understanding of its nature depends on the assigned research tasks. We propose that musical culture should be considered in terms of its communicative potential and as a

theoretical and methodological framework to use social communication and phenomenological approaches.

Socio-communicative approach to the study of musical culture focuses on the following aspects: 1) the interaction and mutual influence of participants of musical communication process; 2) the content of social meanings of musical culture and channels of transmission; 3) characteristics of the historical inheritance of musical culture meanings and their implementation in everyday life.

Phenomenological approach allows us to solve the following issues: 1) to identify the features of perception, understanding and interpretation of musical culture social meanings by the audience at the level of musical consciousness; 2) to disclose manifestations of musical culture social meanings in musical activity, musical consciousness and communication practices; 3) to study the construction of social reality by listeners in everyday interactions.

The understanding of musical culture is expected to be based on the interpretation of such basic concepts as culture and social communication.

Within the social and communicative approach to the study of culture, which was developed by Russian scholar A.V. Sokolov, *culture* of any community of people is, firstly, *cultural heritage*, i.e. a set of artificial social meanings (cultural values), both material (artifacts) and intangible (ideas); and secondly, it refers to the activity aimed at creation, storage, dissemination and assimilation of cultural values, which is called *cultural activity*.

Cultural activity, in turn, is the sum of the following components: creativity (creation of cultural values) plus social communication (storage and distribution of created values) plus practical usage (development) of these values [3, p. 7]. Thus, we get the following formula: *Culture equals cultural heritage plus cultural activity*.

Musical culture as part of society's culture can be considered similar to the above formula, i.e. as a sum of musical heritage and musical activity that includes social communication.

Concerning the definition of *social communication*, within the frameworks of social communication approach it is understood as the shift of meanings in social time and space. Thus, *meanings* imply the content of communication messages (i.e. the information obtained from musical pieces of art). *Social time* refers to a sense of the flow of social life (this feeling depends on the intensity of social change, the rate of social change). By *social space* a system of social relations among people (communicators) is meant. This approach focuses on how meanings reach the recipients and are understood by them, and how long these meanings retain their value to society.

Based on the above definitions, we identify *musical culture* as a set of social meanings in music, which are connected with musical activity and musical consciousness of participants in musical communication process.

Thus, the central concept in musical culture is *meanings*, i.e. the content of music and communication messages. Meanings include ideas, knowledge and patterns of behavior, values, ideals and beliefs, norms, attitudes and emotions.

Material side of semantic messages of musical culture is represented by communication channels and technical means of distribution of music, musical instruments and facilities, image paraphernalia and souvenirs.

Semantic content of music is the result of social construction. Thanks to meanings, people can interpret their life experiences and direct their actions. According

to a British researcher in the field of sociology of music T. DeNora, people use music to make sense of themselves and their world. Thus, music serves as a resource for the production of phenomena, practices, assumptions and events that constitute public life [4].

Musical activity refers to the process of active interaction of the individual with music, wherein their spiritual needs are satisfied. In terms of its function, music can be divided into the following types of musical activity: transformational, cognitive, value-orientational, and creative communicative ones.

Musical consciousness as an element of musical culture is the attitude of participants of musical communication process to social reality. Music consciousness includes musical preferences, interests, tastes and needs, attitudes, thoughts, estimates and opinions, value orientations, ideals, norms and habits, customs, traditions, musical images and feelings.

Musical communication process is the process of transferring social meanings of musical culture through various channels of communication. As noted by M. L. Makarov, communication is inseparable from the development and transfer of cultural meanings that are always symbolic, varied and constantly broadcast, circulating in society through various channels of direct and indirect communication [2, p. 56].

Musical communication process plays an important role in the study of musical culture, as it allows describing the relationship between the subjects of musical interactions. According to the first secretary of the International Association for the study of popular music F. Tagg, it is empirical sociology of music that makes it possible to obtain information about the musical preferences of the population, the functions and effects of genre and performance, as well as describes the interaction of the communication process participants in relation to musical messages, answering the questions: Who? Whom to? What? Which way? With what effect? [5] raised by G. Laswell in his model of communication.

In the context of the impact of music on the audience it seems reasonable to consider the main phases of the communication process model proposed by Z.G. Kazandzhiyeva-Vilinova [1].

1. *Pre-communicative phase*: beyond musical listener's characteristics (sex, age, education) and general musical characteristics (level of musical training). In pre-communicative phase, these factors identify the state of listener's readiness to perceive, i.e. their attitude, being related to more "sustainable" formations of personality's musical consciousness (musical interests, tastes, preferences, genre orientations). Attitude can be also formed by more "movable" factors (tendency to listen, environment, knowledge of genres and performers).

2. *Communicative phase* is realized at the level of perception. Perception factors are the objects of perception (musical works and their content), conditions and ways to transfer music, understanding and interpretation of music pieces by listeners due to their knowledge, ideas, emotions and experience.

3. *Post-communicative phase* describes social impact of music on the behavior (the stage of requirement that music be listened to again; formation of values and patterns of behavior), on the cognitive-imagination area (true understanding of the meaning of a musical work), on emotions (emotional response, recreation), on the ability to memorize (the stage of memorizing verbal and musical information), as well

as on social interaction (communication on musical themes, establishment of feedback with information sources) which we propose to be added to the social effects of music.

In order to eliminate somewhat terminology "chaos" we consider it necessary to make some clarifications. First of all, we note that one should distinguish between the concepts of "communicational" and "communicative." In the study of musical culture, communicative aspect is included into communicational one, since it characterizes a certain stage of communication and points to interpersonal interaction.

The concept "communicational" is broader. It involves consideration of means of communication that can reveal directly the very process of communication in musical culture.

Thus, during the musical-communicational process, the expansion of social meanings of musical culture and their perception by the audience takes place. These meanings shape people's ideas about the surrounding objects and phenomena. They also create images of social reality, and affect the listeners' understanding and interpretation of social phenomena at the level of musical consciousness. Social interaction between of creators of music and its listeners involves the understanding and interpretation of music, based on existing knowledge, ideas and experience of the individual.

As a conclusion, we emphasize that the synthesis of social communication approach and phenomenological one offers a new perspective on the study of musical culture as a social phenomenon. First, this understanding allows us to examine musical culture as a carrier of social meanings. The analysis of these meanings provides an opportunity to understand which images of social reality are constructed in musical works, how they affect the audience's activity and its cultural and spiritual world. Second, due to this understanding, attention can be focused on the study of musical activity of the participants of musical communication process. Thirdly, this understanding account for the way social meanings of musical culture are manifested in musical consciousness and communicative practices of listeners.

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A LINGUISTIC LOOK AT SPANISH

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Summary: The article is devoted to the study of Spanish. The comparison of Spanish and English is presented. Spanish is classified according to the genetic and typological features. Some regional variants of Spanish are considered. The conclusion is made that Spanish has some common features with English.

Key words: English, etymology, Indo-European, Spanish, typology.

Анотація: Стаття присвячена вивченню іспанської мови. Представлено порівняння іспанської та англійської мов. Іспанська мова класифікується відповідно до генетичних та типологічних особливостей. Розглядаються деякі регіональні варіанти іспанської мови. Робиться висновок про те, що іспанська має деякі спільні риси з англійською мовою.

Ключові слова: англійська мова, етимологія, індоєвропейський, іспанська мова, типологія.

Аннотация: Статья посвящена изучению испанского языка. Представлено сравнение испанского и английского языков. Испанский язык классифицируется согласно генетическим и типологическим особенностям. Рассматриваются некоторые региональные варианты испанского языка. Делается вывод, что испанский язык имеет некоторые общие черты с английским.

Ключевые слова: английский язык, этимология, индоевропейский, испанский язык, типология.

Among Indo-European languages, Spanish can be classified as a Romance language. It is descended from Latin. Other major Romance languages include French, Portuguese and Italian, all of which have strong similarities in vocabulary and grammar.

All these definitions are important in linguistics, in the study of the language, because linguists can classify languages according to their history, as well as according to the language's structure and according to how words are formed. Here are three common classifications that linguists use:

Genetic classification: The genetic classification of languages is closely related to etymology, the study of the origins of words. Most of the world's languages can be divided into about a dozen major families (depending on what is considered major) based on their origins. Spanish, like English, is a representative of the Indo-European family of languages, which includes the languages spoken by around half the world's population. It includes most of the past and current languages of Europe (the Basque language being a major exception) as well as the traditional languages of Iran, Afghanistan and the northern part of the Indian subcontinent. Some of the most common Indo-European languages today include French, German, Hindi, Bengali, Swedish, Russian, Italian, Persian, Kurdish and Serbo-Croatian.

Typological classification by basic word order: One common way of classifying languages is by the order of the basic sentence components, namely the subject, object and verb. In this regard, Spanish can be thought of as a flexible or SVO language (a subject-verb-object language), as is English [2, p. 57]. A simple sentence will typically follow that order, e. g.: *Juanita lee el libro*, where *Juanita* is the subject, *lee* (reads) is the verb and *el libro* (the book) is the object of the verb.

It should be noted, however, that this structure is far from the only one possible, so Spanish cannot be thought of as a strict SVO language. In Spanish, it is often possible to leave out the subject entirely if it can be understood from the context, and it also is common to change the word order to emphasize a different part of the sentence.

Typological classification by word formation: In general, languages can be classified as isolating or analytical, meaning that words or word roots do not change based on how they are used in a sentence, and that the relationship of words to each other are conveyed primarily by the use of word order or by words known as particles to indicate the relationship among them; as inflectional or fusional, meaning that the forms of the words themselves change to indicate how they relate to the other words in a sentence; and as agglutinating or agglutinative, meaning that words are frequently formed by combining various combinations of morphemes, word like units with distinct meanings.

Spanish is generally viewed as an inflectional language, although all three typologies exist to some extent. English is more isolating than Spanish, although English too has inflectional aspects [1, p. 33].

In Spanish, verbs are nearly always inflected, a process known as conjugation. In particular, each verb has a root, to which various endings are attached to indicate who is performing the action and the time period in which it occurs. Thus, *hablé* and *hablaron* both have the same root, with the endings used to provide more information. By themselves, the verb endings have no meaning. Spanish also uses inflection for adjectives to indicate both number and gender.

As an example of the isolating aspect of Spanish, most nouns are inflected only to indicate whether they are plural or singular. In contrast, in some languages, such as Ukrainian, a noun can be inflected to indicate, for example, that it is a direct object rather than a subject. Even names of people can be inflected. In Spanish, however, word order and prepositions are typically used to indicate the function of a noun in a sentence. In a sentence such as "*Pedro ama a Adriana*" (Pedro loves Adriana), the preposition *a* is used to indicate which person is the subject and which is the object. In the English sentence, word order is used to indicate who loves whom.

An example of an agglutinative aspect of both Spanish and English can be seen in its use of various prefixes and suffixes, e.g.: the difference between *hacer* (to do) and *deshacer* (to undo) is in its use of the morpheme (a unit of meaning) *des-*.

Spanish is the national language and the only language you can use if you want to be understood almost everywhere. But Spain also has three other officially recognized languages, and language use continues to be a hot political issue in parts of the country.

Euskara is easily the most unusual language of Spain and an unusual language for Europe as well, since it does not fit in the Indo-European family of languages that includes Spanish as well as French, English and the other Romance and Germanic languages.

Euskara is the language spoken by the Basque people, an ethnic group in both Spain and France that has its own identity as well as separatist sentiments on both sides of the Franco-Spanish border. Euskara has no legal recognition in France, where far fewer people speak it. About 600,000 speak Euskara, sometimes known as Basque, as a first language.

What makes Euskara linguistically interesting is that it has not been shown conclusively to be related to any other language.

The most common English word that comes from Euskara is "silhouette", the French spelling of a Basque surname. The rare English word "bilbo", a type of sword, is the Euskara word for Bilbao, a city on the western edge of Basque Country. And "chaparral" came to English by way of Spanish, which modified the Euskara word *txapar*, a thicket. The most common Spanish word that came from Euskara is *izquierda*, "left".

Euskara uses the Roman alphabet, including most letters that other European languages use, and the ñ [2]. Most of the letters are pronounced roughly like they would be in Spanish.

Some Euskara words, e.g.: *kaixo* (hello), *eskerrik asko* (thank you), *bai* (yes), *ez* (no), *etxe* (house), *esnea* (milk), *bat* (one), *jatetxea* (restaurant).

Catalan is spoken not only in Spain, but also in parts of Andorra where it is the national language, France and Sardinia in Italy.

Catalan looks something like a cross between Spanish and French, although it is a major language in its own right and, some say, may be more similar to Italian than it is to Spanish. Its alphabet is similar to that of English. Vowels can take both grave and acute accents as in à and á, respectively [3, p.81].

About 4 million people use Catalan as a first language, with about that many also speaking it as a second language.

Some Catalan words are adopted in English, e.g.: *sí* (yes), *si us plau* (please), *¿què tal?* (how are you?), *cantar* (to sing), *cotxe* (car), *l'home* (the man), *llengua*, *llengo* (language), *mitjanit* (midnight).

Galician has strong similarities to Portuguese, especially in vocabulary and syntax. It developed along with Portuguese until the 14th century, when a split developed, largely for political reasons. For the native Galician speaker, Portuguese is about 85 percent intelligible.

About 4 million people speak Galician, 3 million of them in Spain, the rest in Portugal with a few communities in Latin America.

Some Galician words are also reflected in English, e.g.: *polo* (chicken), *día* (day), *ovo* (egg), *amar* (love), *si* (yes), *nom* (no), *ola* (hello), *amigo/amiga* (friend), *cuarto de baño*, *baño* (bathroom), *comida* (food).

Thus, Spanish is primarily a Romance language, a language that is derived from Latin. Besides it is both an SVO language and a fusional language.

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CULTURAL AND PSYCHOLOGICAL ROOTS OF FEMINIST INTERPRETATIONS OF MOTHERING

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Summary: The paper considers the problem of cultural and psychological roots of mothering. Some questions concerning blame and idealization, isolation of mother and child are studied from the point of view of feminist ideas. The conclusion is made that these aspects are closely connected.

Key words: aggression, blame, cultural root, feminism, idealization, isolation, psychological root.

Анотація: У роботі розглядається проблема культурних та психологічних коренів материнства. Вивчаються питання, що стосуються провини та ідеалізації, ізоляції матері та дитини з точки зору феміністських ідей. Висновком є те, що ці аспекти тісно пов'язані.

Ключові слова: агресія, ідеалізація, ізоляція, культурний корінь, провинна, психологічний корінь, фемінізм.

Аннотация: Работа рассматривает проблему культурных и психологических корней материнства. Изучаются вопросы, касающиеся вины и идеализации, изоляции матери и ребенка с точки зрения феминистских идей. Вывод состоит в том, что данные аспекты тесно связаны.

Ключевые слова: агрессия, вина, идеализация, изоляция, культурный корень, психологический корень, феминизм.

Our cultural understandings of mothering have a long history, but reached a peak in the last century. That century witnessed the growth of a division of spheres that materially grounded mother-child isolation and bequeathed us a picture of the ideal mother who would guarantee both morally perfect children and a morally desirable world. At a time when everyone's life was being affected by the frenzied growth of the development of industrial capitalism, somehow mothers were seen as having total control and unlimited power in the creation of their children.

Post-Freudian psychology assumes that the nineteenth-century industrial development produced and elaborates the notion that the early mother-child unit or mother-infant relationship is central to later psychological, emotional and relational life of the child.

As a result of this assumption, virtually all developmental research has been directed to this early period lately. This has further reinforced and seemed to substantiate the popular view that the close relationship of mother and infant has extraordinary significance.

The assumption mentioned above has also often led to a psychological and sociological determinism and reductionism that argues that what happens in the earliest mother-infant relationship determines the whole of history, society and culture.

There are four interrelated psychological themes that emerge from recent feminist work on mothering: blaming and idealizing the mother, assuming that mothers are or can be all-powerful and perfect and that mothering either destroys the world or generates world perfection; a link between motherhood and aggression; an emphasis on isolating mother and child.

All these themes share common characteristics: their continuity with dominant cultural understandings of mothering and their rootedness in unprocessed, infantile

fantasies about perfect mothers. Idealization of mothers and isolation of mother and child are the most important items concerning them.

The feminists' tendency to blame or idealize the mother fits into cultural patterning. Feminists simply add on to this picture the notion that "conditions other than the mother's incompetence or intentional malevolence create this maternal behavior" [3, p. 124]. But feminists do not question the accuracy of this characterization of maternal behavior, not its effects.

Idealization and blaming the mother are two sides of the same belief in the all-powerful mother. In the nineteenth century, the bourgeois mother received moral training and guidance to enhance her motherly performance, guidance that, if followed, would lead children and the world to moral perfection.

In the contemporary manuals, the good mother knows naturally how to mother, to be perfect if she only stays home fulltime, or to provide proper stimulation and gentle teaching to her child. Feminists take issue with the notion that a mother can be perfect mother if "current limitations on mothers were eliminated, mothers would know naturally how to be good" [4, p. 201].

Blame and idealization of mothers have recently become our cultural and political ideology. It can be noted that this ideology, however, gains meaning from and is partially produced by infantile fantasies that are themselves the outcome of being mothered exclusively by one woman.

Mothers have exclusive responsibility for infants who are totally dependent. "Tunes of closeness, oneness, and joy are the quintessence of perfect understanding; times of distress, frustration, discomfort, and too great separation are entirely the mother's fault" [1, p. 90]. For the infant, the mother is not someone with her own life, wants, needs, history, other social relationships, work. She is known only in her capacity as mother.

She, like other people in one's life, has and wants a life of her own, and that means recognizing her subjectivity and appreciating her separateness. But people have trouble doing this and continue to be supported by the ideology about mothers they subsequently learn, to experience mothers solely as people who did or did not live up to their child's expectations.

This creates the unrealistic expectation that perfection would result if only a mother would devote her life completely to her child and all impediments to doing so were removed. Psyche and culture merge here and reflexively create one another.

Originally, idealization of mothers is an infantile fantasy: no human being can be perfect. Thus, although the idealization of maternal life found in both Rich's and Rossi's writing is more from the perspective of mothers, their accounts are also informed by some identification with the stance of the child, who needs certain things in order to develop [3, 4].

Another assumption apparent in recent feminist literature is that mother - child is an isolated unit. Mother and child are seen as both physically and psychologically apart from the world, existing within a magic or cursed circle.

Sometimes the isolation has a physical boundary to it. "The woman's home is her castle, in which she is isolated and all-powerful; in motherhood" [2, p. 74]. The children's fathers have left her. Her neighbors choose to leave her alone; they say it is her right and responsibility to discipline her children, and besides, they do not want to

get involved. Other adults – social workers, the school personnel, and the minister – are also loath to tread on a mother's space.

More often, the isolation is psychological. It comes from responsibility, that of the single adult woman who, though physically surrounded by others, physically surrounded by others, bears the total task of mothering. The successes, failures, and day-to-day burdens of child-care are particularly hers. It is the isolation of responsibility she faces and creates that helps lead to her desolation, rage, and destructiveness. The isolation can be seen from the point of view of the child's development. It magnifies the relation to the mother and creates in the child a desperate need to escape.

At the same time, some feminist writing wishes to maintain a form of isolated mother-child relationship but to make it unique and special in a positive way. Rich and Rossi wish conditions to change so that mothers receive the community support that would enable the specialness of the mothering relation to emerge [3, 4].

In these accounts, the isolation, in which mothers exist and live in a unique relationship, explains and even justifies the effects of mothering. It explains why mothers are so all-powerful in relation to their children, and why the mother-child relation is likely to be so bound up with powerful feelings. Mother and child are on a psychological desert island. Having only each other, each is continually impinging and intruding on the other, and there is no possibility to escape.

As a result, the other becomes the object of aggressive fantasies and behaviors and mothering becomes linked to extremist expectations.

Thus, we have examined certain recurrent psychological themes in recent feminist writing on motherhood. These themes include a sense that mothers are totally responsible for the outcomes of their mothering, even in their behavior is in turn shaped by male-dominant society.

Belief in the all-powerful mother spawns a recurrent tendency to blame the mother on the one hand, and the fantasy of maternal perfectibility on the other. The isolation of mother and child provides the supercharged environment in which aggression becomes problematic, and the context in which a fantasy of the perfect mother can also be played out.

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HISTORICAL LINGUISTICS AND LANGUAGE CHANGE

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Summary: The article deals with the problems of historical linguistics and language changes of Greek. The history of the development of the Greek language is considered. The conclusion is made

that the linguistic traditions in the study of language commenced with the creation of the Greek alphabet.

Key words: classical language, functional linguistics, Greek, historical linguistics, Sanskrit.

Анотація: Стаття присвячена проблемам історичної лінгвістики і мовних змін грецької мови. Розглядається історія розвитку грецької мови. Робиться висновок про те, що лінгвістичні традиції у вивченні мови почалися зі створення грецького алфавіту.

Ключові слова: грецька мова, історична лінгвістика, класична мова, санскрит, функціональна лінгвістика.

Аннотация: Статья посвящена проблемам исторической лингвистики и языковых изменений греческого языка. Рассматривается история развития греческого языка. Делается вывод, что лингвистические традиции в изучении языка начались с создания греческого алфавита.

Ключевые слова: греческий язык, историческая лингвистика, классический язык, санскрит, функциональная лингвистика.

Linguistics as a study endeavors to describe and explain the human faculty of language.

In ancient civilization, linguistic study was originally motivated by the correct description of classical language, notably that of Sanskrit grammar by Pāṇini, or by the development of logic rhetoric among the Greeks. Beginning around the 4th century BC, China also developed its own grammatical traditions and Arabic grammar and Hebrew grammar developed during the Middle Ages.

Modern linguistics began to develop in the 18th century, reaching the “golden age of philology” in the 19th century [1, p. 58]. The first half of the 20th century was marked by the structuralist school, based on the work of Ferdinand de Saussure in Europe and Edward Sapir and Leonard Bloomfield in the United States. The 1960s saw the rise of many new fields in linguistics, such as Noam Chomsky’s generative grammar, Michael Halliday’s systemic functional linguistics [2; 3].

Across cultures, the early history of linguistics is associated with a need to disambiguate discourse, especially for ritual texts or in arguments. This often led to explorations of sound-meaning mappings, and the debate over conventional versus naturalistic origins of these symbols. Finally this led to the processes by which larger structures are formed from units.

The first important advancement of the Greeks was the creation of the alphabet based on a system previously used by the Phoenicians, adding vowels and other consonants needed in Greek. As a result of the introduction of writing, poetry such as the Homeric poems became written and several editions were created and commented, forming the basis of philology and criticism.

Along with written speech, the Greeks commence its study on grammatical and philosophical bases. A philosophical discussion about the nature and origins of language can be found as early as the works of Plato. A subject of concern was whether language was man-made, a social artifact, or supernatural in origin. Plato presents the naturalistic view, that word meanings emerge out of a natural process, independent of the language user. His arguments are partly based on examples of compounding, where the meaning of the whole is usually related to the constituents, although by the end he admits a small role for convention.

The sophists and Socrates introduced also dialectics as a new text genre. In his Platonic dialogues there are definitions about the meter of the poems and tragedy, the form and the structure of those texts.

Aristotle supports the conventional origins of meaning. He defined the logic of speech and the argument. Furthermore Aristotle's works on rhetoric and poetics were of utmost importance for the understating of tragedy, poetry, public discussions etc. as text genres. Aristotle's work on logic interrelates with his special interest in language, and his work on this area was fundamentally important for the development of the study of language.

Aristotle distinguishes between a subject of predication, namely that of which anything is affirmed or denied, and a subject of inhesion. A thing is said to be inherent in a subject, when, though it is not a part of the subject, it cannot possibly exist without the subject, shape in a thing having a shape. The categories are not abstract Platonic entities but are found in speech, these are substance, quantity, quality, relation, place, time, position, state, action and affection. Aristotle analyzes categoric propositions, and draws a series of basic conclusions on the routine issues of classifying and defining basic linguistic forms, such as simple terms and propositions, nouns and verbs, negation, the quantity of simple propositions.

The stoics made linguistics an important part of their understanding about the cosmos and the human. The important role of the Stoics in defining the linguistic sign terms adopted later on by Ferdinand de Saussure like "significant" and "signifie". The Stoics studied phonetics, grammar and etymology as separate levels of the study. In phonetics and phonology the articulators were defined. The syllable became an important structure for the understanding of speech organization. One of the most important offers of the Stoics in language study was the gradual definition of the terminology and theory echoed in modern linguistics.

Alexandrian grammarians also studied speech sounds and prosody, defined parts of speech with notions such as "noun", "verb". There was also a discussion about the role of analogy in language, in these discussions the grammarians in Alexandria supported that language and especially morphology is based on analogy or paradigm.

Alexandrians, like their predecessors, were very interested in the meter and its relation with poetry. The metrical feet in Greek were based on the length of time taken to pronounce each syllable, which were categorized according to their weight as either "long" syllables or "short"(also known as "heavy" and "light" syllables, respectively, to distinguish from long and short vowels). The foot is often compared to a musical measure and the long and short syllables to whole notes and half notes.

The basic unit in Greek and Latin prosody is a mora, which is defined as a single short syllable. A long syllable is equivalent to two moras. A long syllable contains either a long vowel, a diphthong, or a short vowel followed by two or more consonants. Various rules of elision sometimes prevent a grammatical syllable from making a full syllable, and certain other lengthening and shortening rules, can create long or short syllables in the contexts where one would expect the opposite. The most important Classical meter as defined by the Alexandrian grammarians was the dactylic hexameter, the meter of Homeric poetry. This form uses verses of six feet. The first four feet are dactyls, but can be spondees. The fifth foot is almost always a dactyl. The sixth foot is either a spondee or a trochee. The initial syllable of either foot is called the ictus.

Thus, the Greek language was considered "lingua franca", the language spoken in the known world (for the Greeks and Romans) of that time and, as a result, modern linguistics struggles to overcome this. The Romans and the medieval world followed and their laborious work is considered today as a part of our everyday language.

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THE NABATAEAN KINGDOM

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Summary: The article is dedicated to the consideration of the value of the Nabataean Kingdom in Ancient History. It has been established, that, despite the fame of the Roman Empire and the importance of the Holy Land, attractive for scientists, the Nabataean Arabs deserve attention because they had considerable impact on the Hellenistic world.

Key words: Arabs, Nabataeans, Petra, Roman Empire.

Анотація: Стаття присвячена розгляду значення Набатеїської держави в історії Стародавнього світу. Було встановлено, що, попри привабливі для науковців блиск Римської імперії та велич Святої Землі, набатеїські араби заслуговують уваги, бо справили значний вплив на елліністичний світ.

Ключові слова: араби, набатеї, Петра, Римська імперія.

Аннотация: Статья посвящена рассмотрению значения Набатеяского государства в истории Древнего мира. Было определено, что, несмотря на привлекательные для ученых блеск Римской империи и величие Святой Земли, набатеяские арабы заслуживают внимания, так как оказали значительное влияние на эллинистический мир.

Ключевые слова: арабы, набатеи, Петра, Римская империя.

About 300 BC, an Arab tribe of merchants moved out of the deserts of Arabia into the ancient land of Edom. The Nabataeans slowly expanded into new territories, and soon they became the masters of the Negev and the ancient Edomite homeland [7, p. 63]. Later this area became known as Nabataea. Its inhabitants began acquiring wealth and building a merchant empire. Their camel caravans crossed Arabia and their ships sailed in the Red Sea and the Mediterranean Sea, and even the Indian Ocean. Eventually, Nabataean merchants and explorers would visit almost every known place on the globe. Nabataea was the place, where heroes and villains moved to and struggled. Almost two thousand years ago it was one of the richest and most exciting places on the face of the whole world. Unfortunately, because of the fame of the Roman Empire, and the present-day focus of the world on the political and religious activities in the Holy Land, Nabataea has been almost forgotten.

Nabataea, the ancient Arab state, was once lost among the mountains and deserts of Southern Palestine and Northern Arabia. It was located between the Sinai Peninsula and the Arabian Peninsula, its northern neighbour was the Kingdom of Judea, and its south-western neighbour was Ptolemaic Egypt. It was one of the most ancient and (before the emergence of the Arab Caliphate Empire) the most considerable Arab states of Western Asia which existed during Classical antiquity and was annexed by the Roman Empire in 106 AD.

The Nabataeans were the ancient Arabs, their language was Western Aramaic. The first mention of the Nabataeans appeared in 312/311 BC, when they were attacked by Athenaeus, Antigonos I's officer, at Sela without success as part of the Third War of the Diadochi. Hieronymus of Cardia, a Seleucid officer, mentioned the Nabataeans in the battle report [4, p. 355].

The Nabataeans had been the tribes of nomads living in almost waterless deserts before they founded their state. The antique historians Diodorus Siculus, Strabo, Cassius Dio, Josephus Flavius and others report that they traded in robberies, making attacks on trade caravans. Under the Ptolemies, the Greek-Egyptians began to expand their trade operations into the Red Sea. The Nabataeans used their dhows to attack Greek ships. These conflicts culminated when the Ptolemies sent a squadron of warships to destroy the dhow raiders and punish the Nabataean settlements on the coast [2, p. 24].

Diodorus reports that the Nabataeans were not engaged in agriculture and gardening, they knew only cattle breeding (camels, sheep). They also did not build houses because of their secret rule of life: the Arabs understood that people who have a garden, a field and a house are dependent [3, p. 105]. The Nabataeans loved and appreciated freedom above all. Every time when enemies approached, they hid in the desert, using rocks as a shelter. They also had a survival secret in the desert which gave them a great advantage over enemies. In the waterless area the Arabs pulled out wells with certain intervals, their location was the strictest secret. It especially helped them during their escape with stolen goods when the opponents pursuing them suffered from thirst, returned or perished. The extremely adverse climate of deserts protected the Nabataeans from the Persians and the army of Alexander the Great. The Seleucid Empire and the Ptolemaic Kingdom could not subordinate this Arab nomadic population too [4, p. 356]. The Nabataeans were much richer than other inhabitants of the deserts despite the fact that their population was not more than ten thousand.

Petra is the legendary "city in the rock", a surprising monument of ancient architecture. It was the capital of Nabataea, being the largest trade, economic, political and cultural centre of the whole Northern Arabia [1, p. 49]. The capital did not concede on the population even to prosperous Damascus. Petra was the major caravan station before Gaza, the trade of Arabia and India with the countries of the Mediterranean went through it [5, p. 22]. Petra was a huge rock which had only one approach protected by the Nabataeans. Diodorus reports that it was a natural fortress. The town had an excellent administrative device. It is not clear how this city appeared under the Nabataeans' power. Most likely, it was captured from the Edomites, but Petra's architecture is an undoubted merit of the Nabataean culture.

The strong monarchy in Nabataea started developing late in the 3rd century BC, Aretas I is considered to be the founder of it. His follower King Aretas II is known for his attempt to stop the expansion of the Judaic king Alexander Jannaeus in Palestine about 100 BC. But only the next king of Nabataea Obodas I stopped the approach of Jannaeus to Syria. About 93 BC he defeated the Judaic army at Gadara, a village of Gilead [5, p. 24].

The next king of Nabataea was Aretas III Philhellen (87-62 BC). During his reign Damascus was in the structure of Nabataea where Aretas minted bronze coins according to the local standard, however later the city was seized by the Armenian king Tigranes

II (70\69 BC). After Jannaeus' death Aretas III supported the Judaic prince Hyrcanus in his fight against his brother Aristobulus for the throne [1, p. 49].

The Roman historian Appian reports that in 64 BC Syria was turned into the Roman province. From that time the existence of Nabataea appeared became threatened because the Roman Empire could make attempts to subordinate it. Pompey the Great, who had subjugated Syria, ordered the pro-consul Marcus Scaurus to take a campaign on Nabataea. He went to Petra, but because of the wild nature of the district he could not capture it. But Scaurus managed to receive the tribute from King Aretas and to force him to recognize the Roman supremacy in 58 BC [4, p. 356].

The Greek historian Plutarch reports that in 34 BC Mark Antony managed to take the power in his hands in the Middle East, and also conquered a considerable part of Nabataea, which he presented to Pharaoh Cleopatra. In 31 BC the battle of Actium between the forces of Antony and Octavian took place, which was the end of the Civil War. Antony suffered defeat, so his supporters who supported him appeared in a difficult situation, including the Nabataean king Malichus I. In support of Caesar the Arabs prevented Cleopatra's escape, having burned her vessels in the Red Sea [7, p. 57].

Later Octavian sent the Roman Prefect of Egypt Aelius Gallus for the expedition to Arabia Felix (25-24 BC) because of the Arabs' wealth. When he set out with his army, he trusted to the guidance of the Nabataean called Syllaeus, who deceived and misled him. As a result, the campaign was unsuccessful [7, p. 65]. After the death of the ruling Nabataean king Obodas II, Syllaeus tried to occupy the throne in Petra, but the fight for it was won by the true successor – Aretas IV. He accepted the title of the "Friend of his People" – "Philodemos". During Aretas' reign Nabataea reached the highest prosperity and turned into a powerful and rich state, including many big cities. Rabel II Soter was the last ruler of the Kingdom of Nabataea, ruling from AD 70 to 106 [7, p. 73].

The end of the formal independence of the Nabataean Kingdom was its annexation by Emperor Trajan 106 AD, who faced practically no resistance and conquered Nabataea on 22 March 106 [5, p. 27]. It became the Roman province of Arabia Petraea, with Bostra becoming its provincial capital. Damascus was given to Syria, and in the internal lands of Arabia the Romans refused all the possessions because of the bad environment. Trajan improved the King's Highway to Damascus (Trajan's Road) to such an extent that the route across the Negev became superfluous: one could reach the Mediterranean more easily through Damascus, and the road was now so comfortable that one needed no special qualification to make a journey.

For the Nabataeans, completely deprived of their own political organization, the annexation became a cruel and irreparable blow which was marked by the death of the Nabataean Kingdom. Soon Petra turned from a powerful administrative and trade centre into an ordinary provincial remote place, as, however, many other cities of the state. Later on the Nabataeans moved to other countries of the Middle East in the 3rd century AD and formed the community isolated from the surrounding Arab population [2, p. 25]. Other Arabs ceased to see the Arabs in the Nabataeans, at least by their origin, as an ethnic community, according to the opinions, wide-spread in the Muslim Middle Ages, they were an Aramaic tribe, the pre-Arabian population of the Middle East.

The Nabataean Arabs seem to be lost without leaving a visible trace, having assimilated. However, this impression is deceptive. The Nabataeans took a noticeable part in the formation of the Middle Eastern Hellenistic culture, which is the foundation

of the Medieval Arab culture. During the long period the Nabataean Kingdom was one of the most important trends of the foreign policy of the Roman Empire in the East. It played an important role in the policy of the Middle Eastern states.

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BERNARD SHAW'S PYGMALION IN THE CONTEXT OF THE FORMALISTIC ANALYSIS

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Summary: The article concerns the play 'Pygmalion' by Bernard Shaw in the context of the formalistic analysis. The results of the study are as follows: formalism as a school of literary criticism and literary theory deals mainly with structural purposes of a particular text. Shaw has entered drama area as the original innovator and created a modern variant of the myth with a subtle hint of feminism.

Key words: formalism, form and content, literary analysis, play.

Анотація: Стаття присвячена п'єсі «Пігмаліон» Бернарда Шоу в рамках формального аналізу. У результаті дослідження зроблено такі висновки: формалізм як школа літературознавства та літературної теорії працює переважно зі структурними цілями конкретного тексту. Шоу увійшов до драматичної області як новатор і створив сучасний варіант міфу з тонким натяком на фемінізм.

Ключові слова: літературний аналіз, п'єса, формалізм, форма та зміст.

Аннотация: Статья посвящена пьесе «Пигмалион» Бернарда Шоу в рамках формального анализа. В результате исследования сделаны следующие выводы: формализм как школа литературоведения и литературной теории работает в основном со структурными целями конкретного текста, Шоу вступил в область драмы как новатор и создал современный вариант мифа с тонким намеком на феминизм.

Ключевые слова: литературный анализ, пьеса, форма и содержание, формализм.

Formalism as a school of literary criticism and literary theory deals mainly with structural purposes of a particular text.

In literary theory, formalism refers to critical approaches that analyze, interpret, or evaluate the inherent features of a text. These features do not include only grammar and syntax but also literary devices such as meter and tropes. The formalist approach reduces the importance of a text's historical, biographical, and cultural context [8, p. 5].

Formalism rose to prominence in the early twentieth century as a reaction against Romanticist theories of literature, which centered on the artist and individual creative genius, and instead placed the text itself back into the spotlight, to show how the text was indebted to forms and other works that had preceded it. Two schools of formalist literary criticism developed, Russian formalism, and soon after Anglo-American New Criticism. Formalism was the dominant mode of academic literary study in the US at least from the end of the Second World War through the 1970s, especially as embodied in René Wellek and Austin Warren's *Theory of Literature* [10].

Beginning in the late 1970s, formalism was substantially displaced by various approaches (often with political aims or assumptions) that were suspicious of the idea that a literary work could be separated from its origins or uses. The term has often had a pejorative cast and has been used by opponents to indicate either aridity or ideological deviance. Some recent trends in academic literary criticism suggest that formalism may be making a comeback [4].

As a movement in literary studies and a school of literary theory and analysis, formalism emerged in Russia and Poland during the 1910s. In Russia its official beginning was marked by the establishment of two organizations: the Moscow Linguistic Circle, founded in 1915 by such linguists of Moscow University as Roman Jakobson, Grigory Vinokur, and Petr Bogatyrev; and the Society for the Study of Poetic Language (or OPOYAZ, an acronym for the group's name in Russian), founded in 1916 in Petrograd (later Leningrad and then St. Petersburg — the city's original name) by literary scholars such as Osip Brik, Boris Eikhenbaum, and Victor Shklovsky, as well as the linguist Leo Yakubinsky. A few years later the latter group was joined by the literary theorists Boris Tomashevsky and Yury Tynianov, along with some other scholars from the Petrograd State Institute of Art History [2, 3, 7, 9].

In Poland the beginning of formalist ideas dates back to as early as the period from 1911 to 1914, when Kazimierz Wóycicki, the founder of Polish formalism, wrote his first works on literary studies. Yet despite its early indigenous beginnings, formalism in Poland had to wait until the mid-1930s to take the concrete shape as the Polish Formalist School, which had two centers: Warsaw and Wilno (present-day Vilnius, Lithuania). Highly indebted to Russian formalism, which by 1930 had already been suppressed by Stalinist pressures, the school was formed by Manfred Kridl, who integrated the movement by drawing together his own students from the University of Wilno, notably Maria Renata Mayenowa, Maria Rzeuska, and Czesław Zgorzelski, and some other students from the University of Warsaw, including Kazimierz Budzyk, Dawid Hopensztand, and Franciszek Siedlecki [1].

According to formalism, the background of literature and other extraliterary phenomena do not belong to literary studies. The proper subject matter of the discipline is not even literature itself but a phenomenon that Jakobson, in his work *Noveishaya Russkaya Poeziya* (1921; *Recent Russian Poetry*), called *literaturnost'* (literariness). He declared that it was literariness that made a given work a literary work. In other words, literariness is a feature that distinguishes literature from other human creations and is made of certain artistic techniques or devices, employed in literary works. These devices became the primary object of the formalists' analyses and, as concrete structural components of the works of literature, were essential in determining the status of literary study as a science [5].

Bernard Shaw is an outstanding English playwright, one of the founders of a realistic drama of XX century, a talented satirist, humorist and the wittiest paradox creator. Shaw entered drama area as the original innovator. He introduced a new type of a drama at English theatre, namely an intellectual drama in which the basic place belongs neither to an intrigue, nor to a fascinating plot but to those intense disputes, witty verbal duels which are conducted by its heroes.

Shaw invented a new kind of play and named them "plays-discussions". They grasped the depth of the problems, the extraordinary form of their solutions; they excited particular feelings of the spectators, made them think over an event and laugh together with the playwright at the absurd of existing laws, orders and customs. "Plays-discussions" were new at that time and they attracted formalistic schools by its unusual shape and the object of consideration.

Shaw skillfully creates and compares characters and on an example of his heroes brightly opens defects and advantages of various class groups. At the same time he allocates people of one class with habits proper to people of absolutely different classes. Thus, characters of his plays become closer and more transparent to readers and spectators. In Shaw's plays a person is a sensitive and impressionable subject, not a passive one.

Pygmalion is a legendary figure of Cyprus. Though Pygmalion is the Greek version of the Phoenician royal name Pumayyaton, he is most familiar from Ovid's *Metamorphoses*, in which Pygmalion was a sculptor who fell in love with a statue he had carved. Pumayyaton means 'the gift of Pumay' or 'Pumay has given as a gift/blessing', referring to a Phoenician god whose name appears on a stone in Nora. Bernard Shaw created a modern variant of the myth with a subtle hint of feminism, the underclass flower-girl Eliza Doolittle is metaphorically 'brought to life' by a phonetics professor, Henry Higgins, who teaches her to refine her accent and conversation in social situations [6, p. 15-17].

The drama comprises a lot of George Bernard Shaw's personal opinions, beliefs, personal background, and humour. It overflows with sarcasm and bluntness, while appealing to the human quality in all of us. Just as Eliza has a rough exterior and a beautiful interior this play contains critical facts coupled with endearing humour. The character, conflict, theme and spiritual philosophies presented in *Pygmalion* have been wrapped admirably into a package that is both truthful and acceptable.

In terms of the formalism, Shaw's 'Pygmalion' is a unique form of play – 'play-discussion'. He was the first to write in this style. Formalists studied this new kind of play and the reaction of the audience, as well as that of readers.

Even today, many playwrights follow the style of Bernard Shaw. And his play 'Pygmalion' will always remain popular and relevant.

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FEATURES AND STATISTICS OF TWO-WAY IMMERSION PROGRAMS IN THE USA

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Summary: The article is devoted to the problem of teaching languages. Two-way immersion programs in the USA are analyzed. Some questions of bilingualism are considered. The data concerning the bilingual methods of teaching are presented. The conclusion is that TWL programs are of importance in made the system of education in the USA.

Key words: applied linguistics, bilingual, minority and majority, system of education, TWL program.

Анотація: Стаття присвячена проблемі викладання мов. Проаналізовані двосторонні програми імерсії у США. Розглянуті деякі питання з білінгвізму. Представлені дані про двомовні методи викладання. Зроблений висновок, що двосторонні програми імерсії є важливими в системі освіти США.

Ключові слова: прикладна лінгвістика, білінгвістичний, меншість та більшість, система освіти, двосторонні програми імерсії.

Аннотация: Статья посвящена проблеме преподавания языков. Проанализированы двусторонние программы иммерсии в США. Рассмотрены некоторые вопросы о билингвизме. Представлены данные о двуязычных методах преподавания. Сделан вывод, что двусторонний программы иммерсии важны в системе образования США.

Ключевые слова: билингвистический, двусторонние программы иммерсии, меньшинство и большинство, прикладная лингвистика, система образования.

Since 1991, the Center for Applied Linguistics has monitored the growth of two-way immersion (TWI) programs in the United States.

TWI programs integrate language-minority and language-majority students for all or most of the school day and strive to promote “bilingualism and biliteracy in addition to grade level academic achievement” for all students [1, p.70]. The programs conform to this general definition of TWI through adherence to the following criteria: language-minority and language majority students are integrated for at least 50% of the day at all grade levels; content and literacy instruction in both languages are provided to all students; and language-minority and language majority students are balanced, with each group making up one third to two thirds of the total student population.

The information in the Directory is selfreported [2, p. 35-50]; it is based on responses to a questionnaire completed by representatives of the programs listed. A new feature of the directory is a search function that makes it possible to identify programs

that share characteristics, such as location, student demographics, and program design. The article summarizes findings from data in the directory regarding features of TWI programs, students, and staff. National data are presented, along with similar data from the three states with the most programs—California (86), Texas (34), and New York (20).

The first TWI program in the United States began in 1963. For the next 20 years, the growth of TWI programs was minimal, with fewer than 10 documented programs in operation before 1981. The majority of programs in existence today were established during the past two decades. The 2000 Directory includes 248 TWI programs in 23 states and the District of Columbia. There has also been considerable expansion within existing programs.

The majority of TWI programs are in public schools; only four are operated by private schools. Nearly a quarter of the public school programs operate in specialized environments: 11 are housed in charter schools and 53 in magnet schools. California has the most programs operating in specialized environments, with eight charter school programs and 22 magnet school programs. Relatively few TWI programs (32) are whole-school programs. About three quarters of the elementary programs (191) operate as strands within schools, as do all of the secondary programs (32). Twenty-five programs did not respond to this question.

A key decision in initiating a TWI program is the choice of a program model. Nationally, one of the two most common program models is minority language dominant, which is used in 104 schools (42%). In these “90/10” or “80/20” programs, the minority language is used for instruction 80-90% of the time in the primary grades, with the instructional ratio of the minority language to English generally reaching 50/50 by fourth grade. Additional 85 programs (33%) are balanced programs (“50/50”); the amount of instructional time is equal in the two languages at all grade levels. Only five programs (2%) separate students by native language for part of the day in the primary grades and provide differing amounts of instruction in the two languages. Thirty-two programs (13%) are middle or high school programs, with models that differ from the elementary model. Twenty-two programs (9%) provided no response.

An interesting pattern emerges through examination of the predominant program models used in California, Texas, and New York. In California, most programs (63%) are minority language dominant. In Texas, the percentages of minority language dominant programs (41%) and balanced programs (47%) are roughly equal. In New York, the majority of programs (60%) use the balanced model. There seem to be regional norms for TWI programs, with no single program model being dominant across the three states. California has the highest percentage of middle and high school programs (19% of the state’s TWI programs).

The stereotypical TWI program is composed of two populations: Latino, low income, native Spanish speakers and White, middle class, native English speakers. Although there are certainly programs that conform to this stereotype, directory searches indicate there is greater diversity in the student populations of current TWI programs than the stereotype suggests.

Like the national norm, both California and New York have a majority of programs with no clear racial or ethnic majority among native English speakers; however, the percentages of such programs in these states are higher than the national figure (54%), with 66% and 60% respectively. At 35%, Texas has a much lower

percentage of programs with no clear racial or ethnic majority among its native English speakers. It also has a much higher percentage of programs where more than 75% of the native English speakers are Latino (35% compared to 7% for California and 10% for New York) and a slightly higher percentage of programs where more than 75% of the native English speakers are White (21% compared to 13% for California and 15% for New York). There are no programs in Texas or New York that have a majority of African Americans or Asians, and no programs in any of the three states have a majority of Native Americans.

A serious concern of TWI programs is “the limited availability of qualified bilingual teachers and support staff” [3, p.101]. (Support staff includes instructional assistants, bilingual program coordinators, parent liaisons, and so forth.) However, more than half (54%) of all TWI programs reported that 100% of their teachers are proficient in both program languages. The percentage in California is even higher, with 70% of the programs reporting that 100% of their teachers are bilingual in the languages of instruction. In Texas (40%) and New York (45%), the percentages are just below the national figure, with slightly less than half of the programs in each state reporting that all teachers are bilingual.

Nationally, only 29% of TWI programs report that 100% of their support staff are proficient in both languages of instruction. Again, California has a higher percentage than the national figure, with 33% of programs reporting that 100% of the support staff are bilingual. Texas also has a higher percentage than the nation (44%), and interestingly, a slightly higher percentage of programs in which 100% of support staff are bilingual than programs in which 100% of teachers are bilingual. New York is just below the national average, with only 20% of its programs reporting that all teachers and support staff are bilingual in the languages of instruction. Fewer than 10% of programs, nationally and for all three states, report that fewer than half of their teachers and staff are proficient in both languages.

Thus, the present article provides a detailed description of TWI programs, students, and staff at a national level. It also describes the variation in programs by geographical region. It can serve as a useful starting point for those conducting research on TWI programs. Practitioners in TWI programs may also find it helpful as a way of placing their local situation in a national context.

Finally, as many TWI programs are funded in part by federal grants from the U.S. Department of Education, this paper may be of interest to policymakers who want to know more about the types of programs and students that are supported through such grants.

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MODERN TRENDS IN DEVIANT BEHAVIOR**Savina M. O. (Kharkiv)****Language supervisor: Chernysh T. V.**

Summary: The article deals with the nature of deviant behavior. Deviant behavior is behavior that deviates from the officially established (formalized, institutionalized), or the actual laws, norms and expectations prevailing in a particular social system (group, subculture, society culture) in a certain period. The article shows the current trends of development and worsening situation of deviant behavior in society.

Keywords: deviant behavior, subculture, society, identity, exclusion, pathology, normal.

Анотація: У статті розглядається сутність девіантної поведінки. Девіантна поведінка – це поведінка, яка відхиляється від офіційно встановлених (формалізованих, інституціоналізованих), або чинних законів, норм і очікувань в певній соціальній системі (групі, субкультурі, суспільстві, культурі) в певний період часу. У статті показані сучасні тенденції розвитку та погіршення ситуації девіантної поведінки в суспільстві.

Ключові слова: виключення, девіантна поведінка, ідентичність, норма, патологія, субкультура, суспільство.

Аннотация: В статье рассматривается сущность девиантного поведения. Девиантное поведение - это поведение, отклоняющееся от официально установленных (формализованных, институционализированных), или действующих законов, норм и ожиданий в определенной социальной системе (группе, субкультуре, обществе, культуре) в определенный период времени. В статье показаны современные тенденции развития и ухудшение ситуации девиантного поведения в обществе.

Ключевые слова: девиантное поведение, идентичность, исключение, общество, норма, патология, субкультура.

A dramatic increase in deviant behavior occurred during radical reforms in all spheres of human life. Over the last decade, some types of deviations have been replaced by others. Some deviations that previously had latent nature, were legalized and acquired new forms of deviant behavior. There have been significant changes within certain types of deviations: changes in their structure, nature, quantitative indicators, increased age limit of "deviant".

The problem of deviant behavior is an interdisciplinary one. This problem is studied by a number of sciences, medicine, psychology, pedagogy, philosophy, sociology, criminology and others. The scientists began to escape the area of deviant behavior due to the existing ambiguous situation in a particular field. The subject of the study of deviant behavior is situational reactions leading to the exclusion of man in society and (or) the violation of self-actualization and self-acceptance.

These circumstances significantly actualize the need for comprehensive scientific knowledge of all psychological phenomena associated with the problem of deviance, which confirms the need for generalized analysis in the theory of deviant behavior associated with the problem of active and comprehensive transformation of norms and deviations, especially depending on age deviant.

Consequently, the deviance manifests itself in a sustainable development of an individual deviation from the dominant cultural ideals and cultural and historical trends in society. Deviant behavior is considered to be a negative phenomenon in a society. Deviant behavior should be removed. Deviant behavior prevents the development of both the individual (group), and the social system in which it is included.

In this sense, deviant behavior is something that goes against the institutionalized expectations, significant plants that are found within the social system. It is important to emphasize the deviation in the broadest sense. In psychology, deviance is often regarded as a violation of socialization or as one of its options. The formation of personality in the social environment occurs in three main areas: social adaptation (active adaptation to environmental conditions by assimilation of external claims and changes in their reactions); individuation (active adjustment of the individual to individual features in the form of self-concept, self-acceptance and self-actualization), integration (gradual complexity, efficiency and coordination of intrapsychological components and functions).

Deviance is manifested in the violation of officially established (formalized, institutionalized), or current laws, norms and expectations prevailing in a particular social system (group, subculture, society, culture). Personality deviations can be hidden and can have an externally observable form. In one case it is advisable to talk about the internal deviance, which is manifested in the subjective space in the form of high personal commitment to deviant behavior. In the other case, there is a real (actual) manifestation of deviance in the social sphere.

Scientific ideas about human behavior rapidly developed at the beginning of XX century, when behaviorists declared it the article of psychological science. Modern understanding of behavior goes far beyond the scopes of "totality of reactions on an external stimulus". Behavior is a process of cooperation of personality with an environment that appears in the form of external activity and mediated by internal maintenance. Under external activity of man we understand the displays of motion, action, acts, expressions, vegetative reactions. There are constituents of behavior: motivation; cognitive processing; emotions and feelings; psychophysical state and processes of self-regulation; habits and vital experience of man. The specifics of behavior of the individual is the result of interaction between different systems: the social environment, the specific situation; personality. In this regard, we have identified the main characteristics of behavior: normative (compliance with the social environment), adequacy (consistency with the peculiarities of a particular situation), awareness (understanding of their behavior and its consequences), randomness (degree of self-control behavior), performance (implementation of conscious goals), authenticity (compliance with behavior of individuality, it's natural for that person). Physical and biological systems have possible limits of structural and functional changes, the object is stored provided and the obstacles for its development do not arise. It is a natural (adaptive) norm that removes objective conformities to law of maintenance and change of the system. A norm determines historically formed limit, measure, interval of possible (settled or obligatory) behavior, activity of people, groups, organizations in a concrete society. Unlike the natural norms of physical and biological processes, social norms are regarded as a result of adequate or changed reflection in consciousness and acts of people of objective conformities to law of the societies functioning. For this reason, they or meet the laws of community development, or are not adequate not to them, and even enter into contradiction of reflection of objective conformities to law. In such case a "norm" becomes anomalous, "normal" deviation from it. Thus, rejections can have different values for society. The positive ones serve as the means of progressive development of the system, increase of level of its good organization, overcoming out-of-date, conservative or reactionary standards of behavior. It is work:

scientific, technical, artistic, social and political. Negative - dysfunctional that will disorganize the system, undermining its bases sometimes. It is pathology: criminality, alcoholism, drug addiction, prostitution.

Limits between positive and negative deviant behavior are movable in time and space of societies. In addition, there are different "normative subculture" (from scientific concords and artistic "bohemia" to the concords of drug addicts and criminals).

At the same time behavior, is widely examined in the row of the phenomena that lie between a norm and pathology, such as character accentuation, situation reactions, violations of development. Behavior occupies its own niche in the row of psychical phenomena. Nowadays the term is used in two basic values. In the value of action of man that dissatisfies to the norms officially set or actually formed in this society.

The term "behavior" has age-old limitations and can be used to the children not younger than 7-9. Only at this age (and in a number of cases and later) it is possible to talk about the presence of ability to understand and control the behavior. If a child's behavior under nine substantially deviates from the age norms, then behavior is expedient to be examined as one of displays of immaturity, neurotic reactions or violations of psychical development. Another important individual feature shows that, how a person experiences of behavior disorder - as undesirable / stranger for itself (ehodistonne) or as usual / attractive (ehosintonne).

Based on all the above, we can give the following determination: deviant behavior is stable of an individual behavior that deviates from social norms, causing real damage to society or the personality and accompanied by social exclusion, bringing the hidden. Thus, the individual must be examined as an external display of deviation in the form of actions that deviate from social norms. It is important to point out that of violation public norms (rules, prohibitions, expectations) is an obligatory, but insufficient condition to establish to deviant behavior.

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УДК 811.93

LEXICAL PECULIARITIES OF THE ENGLISH LANGUAGE IN THE INTERNET COMMUNICATION SPHERE

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Summary: The article is dedicated to the examination of the lexical peculiarities of the English language on the Internet as a virtual communication environment. Statistics about the most popular Internet language has been analyzed. The changes in the lexical system of English which is used in different communication genres of Internet communication have been found out.

Key words: Internet, virtual environment, communicative genre, lexical features, the English language.

Анотація: Стаття присвячена розгляду лексичних особливостей англійської мови в Інтернеті як віртуальному комунікативному середовищу. Проаналізовані статистичні дані про найбільш популярні мови Інтернету. Виявлені зміни в лексичній системі англійської мови яка використовується в різних комунікативних жанрах Інтернет спілкування.

Ключові слова Інтернет, віртуальне середовище, комунікативний жанр, лексичні особливості, англійська мова.

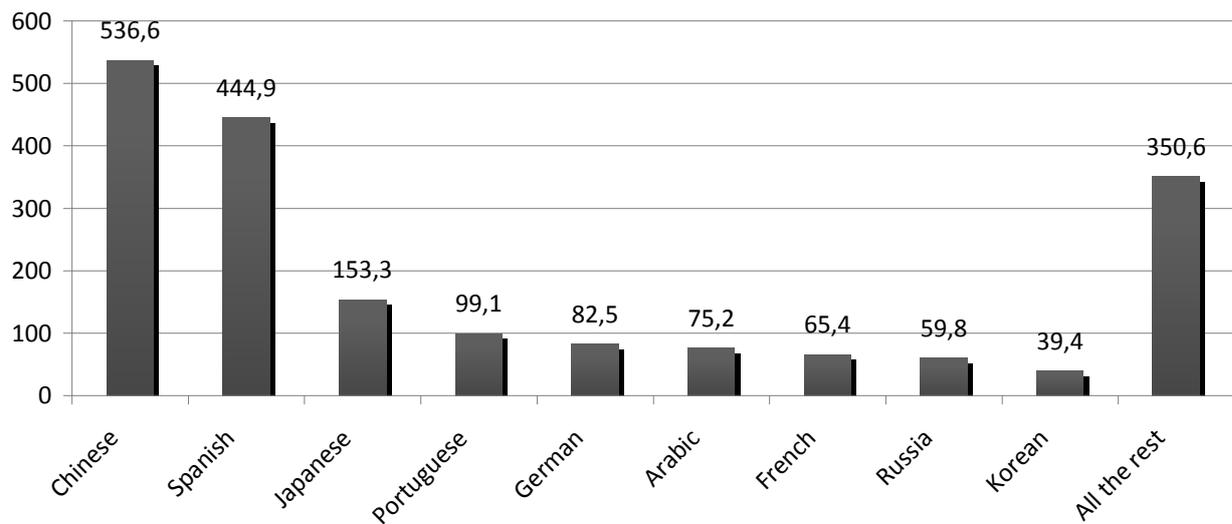
Аннотация: Статья посвящена рассмотрению лексических особенностей английского языка в Интернете как виртуальной коммуникативной среде. Проанализированы статистические данные о наиболее популярных языках Интернета. Выявлены изменения в лексической системе английского языка используемого в различных коммуникативных жанрах Интернет общения.

Ключевые слова: Интернет, виртуальная среда, коммуникативный жанр, лексические особенности, английский язык.

This article is devoted to the study of the influence of the global means of communication - the Internet – on the English language. Any language is closely related to the reality, to the life of the society it functions in. It is the language that keeps cultural values of the society – in the lexicon, idioms, proverbs, sayings, folklore, art and literature, in the form of written and spoken language [3]. Each technological revolution gives rise to some new system which, in its turn, is accompanied by a linguistic change. The Internet as a special communication sphere and as a sphere, in which the language wasn't realized before, brought along new ways of communication, stereotypes of language behavior, and new forms of language existence. With the Internet birth the fate of the text in the society has changed drastically that is especially noticeable in numerous chats, where the man's basic yearning for creative self-expression is realized. The purpose of any communication and the Internet communication in particular, is to send messages from a sender to a receiver. It is also an act of transferring information. The language is the only means of forming and functioning of the web-context and web-personality, that is why a man and society are brought up to date on the Internet only through verbal means of expression. However, oftentimes, in the process of speaking in English, a second language learner will encounter problems due to the lack of linguistic resources. Thus, in order to avoid communication breakdowns, a second language learner may be aware of those lexical features of the language in the online communication sphere to enhance communicative effectiveness. This makes up the urgency of the research. The subject of the investigation is the Internet communication as a special type of communication with some specific genres and lexical characteristics of the Internet vocabulary peculiar to these genres.

English linguist Norman Feyrklau characterizes a modern language situation in the world as a period of "technologization" of the language of communication, which can be attributed to the increased use of the Internet in all aspects of the society and the widespread usage of the vocabulary relevant to this sphere [2]. Today, we can say about a new direction in linguistics - Internet linguistics. According to the researches, the most common language of the Internet communication is English. Internet World Statistics presents its latest estimations for Internet Users by Language (picture 1) [2].

Top Ten Languages in the Internet 2010 - in millions of users



(picture 1)

It is clearly seen that English and Chinese take up the first two places among top ten languages on the Internet, where the number of users is 536.6 and 444.9 millions correspondently. Exactly from this point of view, the analysis of the formation of new linguistic features of the English language is of great importance.

The aim of the work is to distinguish definite lexical peculiarities of the English language on the Internet communication. These peculiarities can be found in the Internet genres which are the important characteristics of online conversation. Professor D. Crystal identifies five major genres or situations of the Internet communication (broad Internet-using situations): e-mail, synchronous and asynchronous chats (Yahoo Messenger, MSN, iChat, or AOL Instant Messenger), including BBS (bulletin board system - electronic bulletin board) virtual worlds (MUDs), the World Wide Web [3]. These four genres have much in common as well as each of them is characterized by its own linguistic features. Other researches propose different divisions. Ivanov L.Y. suggests dividing genres into two types: those caused by the language usage in the Internet (chats and discussion groups) and borrowed by the Net from other communicational spheres (annotations, mass media periodicals).

The language of the Internet, combining the features of spoken and written language, differs from them in violation of the norms of writing that occurs at all levels of the language. While considering the lexical level, the following peculiarities typical to English in the Internet communication can be pointed out:

1) usage of a large number of slang words (that is informal words and expressions that are not considered standard in the speaker's language or dialect but are considered acceptable in certain social settings). Slang expressions may act as euphemisms and may be used as means of identifying with one's peers - dunno (don't know), gonna (going to), cuz (because); da (the), dat (that), der (there), shudda (should have), sup (what's up), wanna (wont to), yo (your), wile (while); plz (please), soz, sriry (sorry), thnx (thanks). Every adult speaker has a concept of slang – knowing at the least that some words and expressions transgress generally accepted norms of formality or

appropriateness and in some way do not fit the measure of what "good" language is. Despite such recognition by almost all speakers, scholars with formal training in linguistic analysis have almost ignored slang – though they acknowledge having the same intuitions about this type of vocabulary as do all speakers. In truth, most linguists have given no more thought to slang than have people who claim no expertise in language. In the English-speaking world in particular, the description of the form and function of slang has been left largely to lexicographers rather than to others who study language for a living.

2) usage of emoticons or smileys (a pictorial representation of a facial expression using punctuation marks, numbers and letters, usually written to express a person's feelings or mood) in place of words. Emoticons have developed over the years and nowadays there are lots of them. The basic smileys are the following:

- :-) for smile, pleasure, humour;
- :-(for sadness, dissatisfaction;
- :-)))) for more intensive smile, pleasure, humour;
- ;-) for winking and smiling;
- ;-) for more intensive sadness, dissatisfaction;
- :-0 for shock, amazement;
- :-] for sarcastic feelings;
- :D for laughing;
- :* for giving a kiss;
- :S for showing confuse;

If a user is left-handed, smileys will like that: (-: or)-; There are also joke smileys, like:

- [:-) user is wearing a walkman
- 8-) user is wearing sunglasses
- B:-) user is wearing sunglasses on head
- :-{) user has a moustache
- :*) user is drunk
- :-@ user is screaming
- :-) user is a punk

Some emoticons are even more detailed, but they are not used very often, for example:

- =8-0 to express fright
- d:^) to show that a user is a baseball player

Emoticons become more and more popular and this tendency we can see not only in emails, chats and bulletin boards but also in ads, letters, different notes, stylistically they tend to be more common in informal communication [4].

3) a great variety of large abbreviations (a shortened form of a word or phrase. Usually, but not always, it consists of a letter or a group of letters taken from the word or phrase).

A few of the most common are: **AFK** - away from keyboard, **BRB** - be right back, **BTW** - by the way, **FYI** - for your information, **F2F** - face to face, **HAND** - have a nice day, **HB** - hurry back, **IDK** - I don't know, **LOL** - laugh out loud (or sometimes, lots of love), **NP** - no problem, **RL** - real life, **ROFL / ROTFL** - rolling on the floor, laughing, **TIA** - thanks in advance, **TMI** - too much information. **WRK** – work, **WTG** -

way to go, **YW** - you're welcome [1]. They are mostly used in order to save time for those participating in the online conversation as well as in order to show off the belonging to a definite category of people. It can be used to hide some vulgar context which is easily camouflaged in short forms.

4) Affixation – (the linguistic process speakers use to form different words by adding morphemes (affixes) at the beginning (prefixation), the middle (infixation) or the end (suffixation) of words. **googler**, **mailer**, **spammer**, **screenfull**, **crackable**, **clickable**, **newbie**, **geeky**, **cookie**. Goda Rumšienė, a researcher, points out that Internet English may take any word building pattern for a basis without considering whether it is active or already abandoned in other modes of language. First of all, the Internet society has a creative attitude towards word building. Linguistic inventiveness is a possibility to add some variation to the mode of language which has technological limitations regarding extralinguistic features. Non-standard creativity helps avoid monotony of written communication. On the other hand, standardization of some paradigms allows to increase the speed of the development of neologisms. While affixation may pose some phonetic problems in Standard English (e.g. *luxury* versus *luxurious*), visual expression of word forms on the Internet gives a clear reference to the stem. If a word building paradigm is actively used in Standard English, its application in the Internet language is flawless. Thus, the absence of a semantic value in the language is not the only reason for lexical creativity [5].

5) Conversion – (also called **zero derivation**, is a kind of word transformation; specifically, it is the creation of a word (of a new word class) from an existing word (of a different word class) without any change in form. For example, google – to google, email – to email, to search – search.

6) Clipping – (the word formation process which consists in the reduction of a word to one of its parts) [8]. The examples are the following: weblog-blog, television-telly, et cetera– etc., Mediterranean– Med, British (person) – Brit, photograph – photo, telephone – phone, gymnasium – gym, mathematics – math, gasoline – gas, pants – pantaloons, movie – moving picture, prom – promenade, chemist – alchemist, gym – gymnasium.

7) Alliteration – (the repetition of the same sounds or of the same kinds of sounds at the beginning of words or in stressed syllables) “Our party ...has always been at its best when we’ve led not by polls, but by principle; not by calculation, but by conviction ...” – Barack Obama. On more example: silver surfer (Internet users over 50) etc [2].

Summing up, in the recent years the development of new means of communication has happened. The advent of the Internet caused the emerging of a new type of communication where oral/written or written/oral types of interaction take place. Internet English as a new medium of verbal interaction features the development of new vocabulary units. Internet communication is distinguished by linguistic innovations such as abbreviations, emoticons, slang words, affixation, conversion, clipping, alliteration.

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УДК 316.3

POLITICAL COMMUNICATION IN THE MODERN INTERNET

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Summary: The following article focuses on the issues of political communication, which takes place in the Internet nowadays. Special attention is paid to the notion of political communication itself. The article also deals with the role of the Internet in political processes and events and considers the Internet as one of the factors influencing political communication.

Key words: interrelations between politicians and citizens, political communication, political process.

Анотація: Стаття розглядає питання політичної комунікації, що має місце у сучасному Інтернеті. Особлива увага приділяється поняттю політичної комунікації як такої. Стаття присвячена також ролі Інтернету в політичних процесах та подіях та Інтернету, як одному з факторів, які впливають на політичне спілкування.

Ключові слова: відносини між політиками та громадянами, політична комунікація, політичний процес.

Аннотация: Статья рассматривает вопросы политической коммуникации, которая имеет место в современном Интернете. Особое внимание уделяется непосредственно понятию политической коммуникации. Статья посвящена также роли Интернета в политических процессах и событиях и Интернету, как одному из факторов, которые оказывают влияние на политическую коммуникацию.

Ключевые слова: отношения между политиками и гражданами, политическая коммуникация, политический процесс.

The term “communication” in its modern understanding has recently appeared in the dictionary of political science. The occurrence of the notion “political communication” is directly connected with the evolution of Western society after World War II. So, what is political communication according to N.Wiener? This is receiving, sending and working with messages that may have a considerable impact on politics.

This impact may be direct and indirect; its results may be noticed at once or in some period of time. One can consider the impact to be direct when speaking about

such political activities as the call to take part in the elections, the request to support some certain policy, the proposal to approve and adopt or the demand to ban some bill.

The direct impact can be found in the fact that such political activities may be used for creating “ideal models”, “images” of reality and the stereotypes which influence the political conscience and actions of the political elite and mass society. These messages may be sent by politicians, journalists, and the representatives of different interest groups and separate individuals who are not connected with any organizations – in this case their ties with some social communities or institutions do not play a special role. The same thing can be said about the people receiving these messages. The critical issue here is the fact that the message has a great political impact, influencing the minds, beliefs and behavior of individuals, communities, institutions and the surrounding in which they exist [1].

There are three main types of political communication: communication with the help of mass media including printed mass media (press, books, billboards) and electronic mass media (radio, TV); communication with the help of organizations, in particular political parties which act as an intermediate link between the governing and the governed and the pressure groups; communication with the help of informal contacts.

The notion “political communication” is connected with the meaning of messages about phenomena, facts and events taking place in the sphere of politics. As for the notion “politically important information”, it embraces the content of all messages which change the position of political actors through their social and practical activities, aimed at getting, holding and implementing the power.

So, political communication acts as a sense aspect of interrelations of subjects of politics through the exchange of information in the process of struggling for power. It is connected with the purposeful transmission and selective acceptance of information, which is vitally important for the political process.

The notion “political communication” should include all the phenomena of both the information impact and the interaction in political sphere, connected with the given actions of political actors.

The Internet resembles radio environment and presents the communication surrounding where different forms of indirect communication may be implemented – interpersonal communication (e-mailing), group communication (mail-outs), and mass communication (homepages which can be viewed by unlimited number of users) [1, c. 157].

So, not the Internet itself, but only homepages and sites which exist in the mode of free access present the new historic form of developing of electronic mass media.

The first evidence of the Internet interference in politics was documented in late November 1998 when an anonymous site called “The Claw Tearing the Cloth of Secrecy and Lie” containing the records of telephone calls and messages of a number of politicians and activists was opened for access at the server of free pages. Later the problem of spreading through the Internet different data discrediting politicians became the centre of attention of journalists, political experts and political scientists.

Nowadays, due to using the “world web” practically each participant of the political process is able to send his or her messages to an unlimited number of potential addressees. This situation forces to change the view of roles and possibilities of conventional participation of personality in politics, which is defined as actions taken by

a separate individual within the existing legislation aimed at influencing the process of formulating and taking political decisions. The example of Jody Williams, the Nobel Prize winner of 1997, who with the help of e-mails managed to draw the attention of thousands of medical, ecological, women, children, religious and other organizations from 55 countries of the world to the issue of campaign against personnel mines, shows that Internet-technologies overcome the barriers of technological, financial, administrative and even international types and contribute to the implementation of one of the most critical principles of modern democracy – the equality of possibilities of conventional political participation of all individuals [2].

Another positive tendency connected with using the Internet refers to the implementation of new information-communication technologies into the processes of interrelations of states and citizens, which contributes to increasing the efficiency of their cooperation and fulfilling the main function of state bodies – to serve people who elect them.

Recently another communication index “G” meaning “electronic government” has been added to those which existed before (“B” – business and “C” – client). As the technologies of “electronic commerce” which enable business subjects to cooperate more efficiently and get them nearer to the customers, the net infrastructure of “electronic government” aims at making the cooperation between state bodies and citizens, state bodies and institutions of civil society, including public organizations, non-governmental organizations and business structures more strategic, convenient, clear, and cheap through decreasing of expenses on administrative functions of state bodies [1].

If only several years ago getting of the Internet into the political life was considered to be something extraordinary, today having no personal site for a political party or no homepage for a political activist is interpreted as misoneism. The problem lies in the fact that such resources present nothing more than involving a certain political actor into the world of modern technologies which “symbolizes” the future. In some sense such involving resembles the result of the influence of advertisements on a person’s mind, when according to the famous quotation of Jean Baudrillard, the main motive is “not the logic of thesis and evidence but the logic of legend and involvement into it”. Nowadays many Ukrainian politicians believe in a widespread opinion that the implementation of new technologies is able to bring them some practical profit, but unfortunately they do not always realize which profit they can get from these technologies. As a result, the Internet in politics is used along with traditional mass media as another instrument of informing, spreading one-stream information flow from a sender to a receiver, which is distinguished only by the means of transmitting information. But meanwhile the World Web gives the possibility to implement a critically different model of political communication which is to upgrade from simply “informing” to a really democratic dialogue between the “governing” and the “governed”, which could contribute to reaching and strengthening mutual trust based on equal exchange of precise, full and checked bits of data concerning political phenomena and processes, taking place in the changing society.

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УДК 316.012

GLOBALIZATION: THE ESSENCE AND ECONOMIC INTERPRETATION

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Summary: The article deals with globalization as a complicated, though continuing and trivial phenomenon, which is reflected in all spheres of human life. All societies face this problem in the process of their development. The brief history, the main reasons of emerging, the possible results and consequences of globalization are considered in the article.

Key words: concentration of capital, globalization, integrated economy, political and economic progress.

Анотація: Стаття присвячена глобалізації як складному, хоча і тривалому та повсякденному явищу, яке знаходить своє відображення в усіх сферах людського життя. В процесі свого розвитку всі суспільства зустрічаються з цією проблемою. В статті розглянуто коротку історію, основні причини виникнення, можливі результати та наслідки глобалізації.

Ключові слова: глобалізація, інтегрована економіка, концентрація капіталу, політичний та економічний розвиток.

Аннотация: Статья посвящена глобализации как сложному, хотя и продолжительному и обыденному явлению, которое находит свое отражение во всех сферах человеческой жизни. В процессе своего развития все общества сталкиваются с данной проблемой. В статье рассматривается краткая история, основные причины возникновения, возможные результаты и последствия глобализации.

Ключевые слова: глобализация, интегрированная экономика, концентрация капитала, политическое и экономическое развитие.

Globalization has been developing for centuries, as it presents a long intensive process. Nowadays this process has become large-scale. Globalization, in its turn, includes the processes of integration and disintegration, unification and diversification. Globalization deals with the most important spheres of life of a person and a society as a whole – economics, politics, culture, ecology and safety, it has a systematic character, and presents an important symbol of modern life.

Still there is no final answer to the question how this phenomenon emerged. There exist several points of view. Karl Marx believed that globalization is connected with the 15th century – with the time when capitalist relations and the new type of democracy were being formed. Anthony Giddens connects the emerging of globalization processes with the 18th century and the process of modernization, though the two processes cannot be viewed as having the same sense. Oswald Spengler develops the idea that each stage of globalization is connected with the development of technical equipment. So, the first stage is connected with trade (transfer of goods by sea). The second stage is connected with a large-scale production of goods, the third stage – with colonial occupation and military growth of states, the characteristic of the fourth stage is aspiration to non-material values.

Another view on emerging of globalization is presented in the book “Global Transformations” by its authors D. Held, A. McGrew, D. Goldblatt, and J. Perraton,

though they also present four stages of globalization development, which are also connected with the development of technical equipment. The four stages are the pre-modern stage, the early-modern stage, the modern epoch and the newest stage. The pre-modern stage is characterized by the limitation of the globalization processes, as the level of technical equipment development was rather low [5, p.62].

The early-modern stage is characterized by the existence of demographic flows between Europe, America and Oceania, which contributed to the development of trade relations between Europe and Asia. But the industrialization and regulating these global relations turned out to be limited. The modern epoch started with the emerging of states, with the growth of capitalist relations, industrialization, improvement of technical equipment and armament. Culture and capitalist relations of European countries influenced the whole world. The development of transport allowed separate countries to get information about the events in different regions of the planet.

The end of World War II started the newest stage of globalization. Political and military relations gained global character, at the same time sovereign countries tried to “separate themselves off” in order to preserve their identity. Nevertheless, the influence of above-national organizations as the UNO, the WTO, trans-national corporations, the united financial system was rather important, which involved states into the global process [2].

In the modern world everyone has to face with globalization processes in all spheres of human living. From the point of view of economics, the term “globalization” means the turning of the world economy into the united market of goods, services, capitals and workforce. The main result of this process is the world division of labor, migration of capital and human resources, unification of law systems, economic and technological processes. Under globalization the world is becoming more dependent on all its subjects.

As the economic progress is determined by the development of technologies and innovations, only rich countries happen to become even richer. So, global economy may ruin the basis of national economies and states (some part of power in the state goes to the world government). On the one hand, globalization makes the world more integrated; on the other hand, it breaks important ties. Globalization aims at both ruining national-state limitations and national-state politics at the same time. This can be the result of trans-nationalization, which is an important element of globalization. U. Beck shows the essence of power of trans-national corporations, speaking of the fact that enterprises may export workplaces where the price on workforce and the taxes are the lowest, they may throw both international states and organize backstage bargains, searching for the places with the lowest taxes. As a result, the business captains have an opportunity to live in the best places and to pay the taxes in the places where they are the lowest.

So, globalization processes influence the transformation of economic processes. Different resources are changing: if some time ago the economy was based on workforce, land resources and capital, now these processes are becoming more complicated: the service sphere and information prevail, proletariat, which uses physical labor, has been replaced by cognatariat, which uses knowledge. The economy of factories is replaced by the economy of knowledge. The necessity to adapt to the modern life becomes relevant. Technological progress and development of computers results in new symbols of economy – electronic money, etc. Economy on the whole

gains another structure. In the system of new economy the investors, the shareholders and the sellers create additional costs. The corporative capitalism is being formed. The biggest corporations become trans-national and open economic boundaries.

We cannot say that globalization process is “good” or “bad”. As we have already shown, it is a manifold process. Globalization is controversial: it may be defined as the engine of the historic process and the necessity of civilization’s well-being or the strategy of the West’s domination and the new form of deviance and spreading of poverty [1, p.160].

Globalization has a spontaneous character; it should be viewed not as a way to homogeneity but as an important means of preserving diversity, the result of which is “gathering” different things into a single unit. But globalization process is not a merger of everything into the homogeneous mass; this is the world where there are less barriers.

Under the influence of economic and political processes of globalization, the world now is not as huge as it used to be; it has become tightened due to the united markets and the world government. The new diversity of connections between the states and societies emerges together with globalization. The structure of basic principles, which the societies were based on, are ruined.

Many researchers view globalization only from one side, without taking its contradictory nature into account. They consider it to be the process of concentration and centralization of capital, power, information, knowledge, etc. Analyzing only the highest stage of globalization they miss the fact that under the influence of this process local communities strengthen the influence on forming their social space in the given national contexts. Local communities have negative attitude to the process of globalization and integration, which results in the opposite process of glocalization. Globalization faces the situations when communities are against the invasion to their culture, traditions and identity.

The term “globalization” does not imply the process, moving towards some certain aim – quite the opposite, controversial tendencies are found. Glocalization, in its turn, does not deny globalization, but at the same time does not deny the power of the state. Globalization implies integration, removal of multiculturalism, and glocalization, in its turn, means many cultures in one point.

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Summary: The main constants of Victor Pelevin's oeuvre are considered in the present article. The examples of the implementation of these constants in particular writer's works, that constitute the hypertextual unity, are also analyzed.

Key words: autoreflection, a constant, metanarration.

Анотація: У статті розглянуті основні константи творчості Віктора Пелевіна. Також проаналізовані приклади реалізації даних констант у конкретних творах письменника, які складають гіпертекстуальне ціле.

Ключові слова: авторефлексія, константа, метаповідь.

Аннотация: В статье рассмотрены основные константы творчества Виктора Пелевина. Также проанализированы примеры реализации данных констант в конкретных произведениях писателя, составляющих гипертекстуальное единство.

Ключевые слова: авторефлексия, константа, метаповествование.

Victor Pelevin's oeuvre appears to be the prism, through which it is possible to make out the modern reality in detail. The writer immediately reacts on the events (literary, economical, political etc.), that take place in Russia. Pelevin's books become the indicators of sentiments of the society. However, this does not prevent the author from the usage of the same themes and motifs in almost his whole works.

The possibility of the Pelevin's prosaic heritage unification into the inseparable entirety arises on account of the main plot-constituted constants discovering in the texts. The emptiness, life perception as a dream or a long road "from nowhere to nowhere", the opening a simulative nature of the reality, the use of the device of putting the hero into the drug trance (consciousness modified condition), the realization of the text composition scheme in the form of a dialogue between the teacher and the student etc. are so stable for Pelevin's artistic world components.

A lot of scientists (E. Yampolskaya, D. Polishchuk, K. Makeeva, D. Proskuriakov etc.) write about Pelevin's consistency in the selection of the themes for the research in the work of art (this consistency is also called dead-level by scientists). M. Lipovetskiy considers that from the start of the first tales till "Chapaev and Emptiness" Pelevin "intelligently and resourcefully has told his theme, which distinguishes him from other postmodernists. When others have been discovering behind the standardized views about the truth and the reality – ostensibilities, fictions, simulacres, Pelevin has been stubbornly proving that it is possible to rebuild the reality from simulacres and fictions" [2, p. 428]. E. Yampolskaya speaks up unapprovingly about the Pelevin's predictability [9]. A. Genis also mentions that the prosaist writes a single text [1, p. 90]. D. Polishchuk sees the possibility to join four Pelevin's novels ("Chapaev and Emptiness", "Generation «P»", "The Sacred Book of the Werewolf" and "Numbers") into one cycle [8].

K. Makeeva classifies Pelevin's works into themes and motives [3].

Pelevin's works are merged into one hypertext because of the characters appearing from text to text: Urgan Dzhambon Tulku ("Chapaev and Emptiness", "Generation «P»", "T"), Chapaev ("Chapaev and Emptiness", "T"), Maliuta

(“Generation «P»”, “Numbers”), Tatarskiy (“Generation «P»”, “Numbers”, “The Sacred Book of the Werewolf”, “Empire «V»”), the earl L. Tolstoy (“Chapaev and Emptiness”, “T”), Vovchik Maloy (“Chapaev and Emptiness”, “Generation «P»”), the goddess Ishtar (“Generation «P»”, “Empire «V»”), the emperor Ehnaton (“Horizon Light”, “Numbers”, “T”), the five-foot dog (“Generation «P»”, “The Sacred Book of the Werewolf”) etc. In some texts they play the leading roles, in some – only minor parts or can be only indirectly mentioned.

One of the problems that Pelevin actualizes in his oeuvre is the problem of authority in its different manifestations. “Omon Ra” is the example of how the communist ideology has ruled over the consciousness of Soviet citizens. In “Generation «P»” the phenomenon of the advertisement predominant role, its mystifying ability to create the illusion of real life is viewed. “Empire «V»” sets new parameters of people’s nature treatment as “the cash cow” for the super race – vampires. The “GKCHP as a Tetragrammaton” describes the zombification of the people’s consciousness by the authority. The situation of the author’s authority under his hero is analyzed in “T”, but the problem is not only the literary problem, it is shown on the level of the global thought about the phenomenon of consciousness; the contexts of creation, politics, religion, ordinary private human life being involved.

All the time reflecting about the sense of their existence, Pelevin’s heroes often come to the perception of life as the way “from nowhere to nowhere.” That is a commonplace, a constant realized in different ways, mostly through the motive of the train that goes to the precipice.

The principle stated in the essay “Ikstlan – Petushki” (“all the roads, wherever they are <...>, have one common feature: they all lead to nowhere” [5, p. 290]), is the main idea in the most Pelevin’s texts. Lusia and Nelly, the heroines of the story “Mittelspiel,” are talking about the life as about the train, going from nowhere to nowhere («A train to nowhere... A train to nowhere...» [5, p. 75]). This constant can be also found in the novel “Chapaev and Emptiness”. Anna is reading Piotr’s poem: «Но в нас горит еще желанье, к нему уходят поезда, и мчится бабочка сознания из ниоткуда в никуда...» [7, p. 294]. The life is represented as a path to the hero of the novel “Generation «P»”: “The life is the lonely peregrination under the banking sun. The road, we are going, leads to nowhere” [4, p. 189]. The constant is also presented in the short novel “Horizon Light”. The name of the miscellany “DTP (nn)” is significant, it decodes as “The Dialectics of the Transition Period from Nowhere to Nowhere”. A short novel “The Yellow Arrow” is semantically close to above-listed texts. Its protagonist Andrei gets off his train and goes to the broken bridge, to the abyss. The salvation is granted to the young man after the awareness of the true nature of all existing. The essay “The Bridge I Wanted to Cross” is also adjoined to the texts. The life is represented here as a broken bridge ending in emptiness on both sides.

Starting from early stories and short novels, V.O. Pelevin investigates one important problem (the reality and the illusiveness of the world) distinctly and consequentially. All heroes of writer’s works try to solve, what the reality is and who its creator is.

According to Pelevin, the person who realizes the world is their creator. But the question is if this person really sees the veritable world or if they themselves are only the child of somebody’s mind. Sometimes this discernment is the main target in life. Realizing who you are, you can try to free yourself from other people’s illusions.

Piotr Emptiness accounts himself the lord of the universe. After the communication with the baron Jungern, Petka comes to the conclusion: “they all existed just because I existed” [7, p. 232].

Pelevin brings up this problem again in “The Sacred Book of the Werewolf”. The hero of “Prince of Gosplan” doesn’t notice the illusiveness of his existing either. A short novel is built on invisibility of real life and computer game spaces. The borders between these areas are totally blurring. The hero exists in some individual super space.

In a short novel “Horizon Light” the moths Dima and Mitya (actually the heroes, who are the comprehensive whole) are also trying to find out the creator of the world and to explain for themselves what the essence of creation really is.

In Pelevin’s artistic world, a human comes out to be the God-creator, who can generate the world. The good and the evil are present in the hero; there is a struggle between two principalities. The Emperor Uan Man (“The Low Tundra”) makes the conclusion: “The human is lost in this battle of the two spirits, who, in fact, are the person himself” [5, p. 210].

The same problem is worked out in “The Ontology of the Childhood”.

The novel “T” is devoted to the problem of searching for the creator of the world. In this novel it is very hard or almost impossible to determine the authorship of the work because of a great number of false creators. However it is “T” where Pelevin rises to a higher level of comprehension of the problem by nominating the reader with the role of the creator.

The search of the creator is closely connected with the problem of the authority. Lots of the prosaist’s texts are literaturecentric. Before “T” Pelevin tried to play with metatextual elements.

A great number of dummy narrators appears in “Chapaev and Emptiness”.

Other Pelevin’s heroes also possess a literary gift. The Banker Stiopa writes haiku (“Numbers”), a horse composes a song (“T”), Aksinia publishes novels (“T”), a fox A Huli prints a book (“The Sacred Book of the Werewolf”), Tatarskii, the former student of the literary university, constructs the whole universe from slogans, creating a certain new delusive reality (“Generation «P»”). The novel “T” is entirely dedicated to the problem of authority and discussions about the literature.

The “Expert’s commentary”, in which the author hoaxes the nature of the text through the system of dummy narrators and is engaged in the hidden controversy with modern literary critics, precedes the narration of the fox A Huli.

Due to the fact that in Pelevin’s hypertext there are a lot of delusive spaces (the hero is not sure of their reality and is not in a position to select the criteria, according to which it could be possible to identify their authenticity) the heroes often perceive their existence as a dream, which must make them wake up.

Nikita Sonechkin is afraid of thinking that the awakening pin’s prick also can be a dream, count T. doesn’t understand, how the literary hero can bleed (“T”), the hero of “Dream” banishes the thoughts about his possible nonexistence from his mind.

Petka (“Chapaev and Emptiness”) tells the baron Jungern about his feelings after staying in mental hospital: “when one has a nightmare, it is so real, that there is no possibility to understand that it’s only a dream. It’s also possible to touch things, pinch yourself...” [7, p. 231-232].

Actually, thinking from the point of view of his heroes the problem Pelevin raises is insolvable.

Tibetan Cossack Ignat considers that “there is no difference – to sleep or not to sleep, both are a dream” [7, p. 240].

In the novel “Generation «P»” Farseikin tells the legend about the God, whose “great goddess” gave a beverage to drink, which made him fall asleep and now “our whole world with all of us and even with that goddess is his dream” [4, p. 324].

In the novel “T” the “realistic chapter”, as Ariel called it, becomes one of the most terrible tests for the count. That is the time when T. changes into Lev Nikolayevich Tolstoy. The choice is offered to the count: to decide, where is a dream and where is the reality. That world, i.e. Tolstoy’s world, where T. comes to be, is very attractive and realistic.

One of the devices, that Pelevin uses quite often, is bringing the hero into the modified condition of consciousness by psychotropic substances. Drug substances (cocaine, heroin, fly-agarics, LSD etc.) let exceed limits of “bad reality” into the world, where there are no constraints and where everything is vested with a special, mystical sense. Drugs also become the way of travelling in space and time.

Another constant of Pelevin’s oeuvre is the mixing of spaces (there are often several of them) up to their being absolute indistinguishable, due to the lack of necessity to be distinguished.

The delusive, simulative world sometimes becomes more important, more profound, more filled with sense than the reality. The coexistence of several parallel spaces, that doesn’t provoke the inner protest, and conflict, is observed in many other Pelevin’s texts. For example, Omon Krivomazov sincerely believes that it is his mission to reach the Moon. The reality bursts into the hero’s universe only at the end of his way (“Omon Ra”). In “Horizon Light” the reader also opens the real nature of heroes at the last moment, when a man keeps off moths that fly to a lamp.

The novels “Chapaev and Emptiness” and “The Low Tundra” are constructed on the chronologic interchanging.

In V. Pelevin’s works the presence of other constants such as hero’s similar attitude to love, life, playing with the titles of his works (ambiguity when reading them, use of English letters in their names), similar constructing of philosophical reflections (in the form of a dialogue between the teacher and the student) must be noted. A Recluse is a teacher for a Six-Fingers (“Recluse and Six-Fingers”). In “Empire «V»” Rama has several teachers, who, in literal sense, give the lectures in “discourse” and “glamour”. A Yellow Gentleman is a teacher for A Huli (“The Sacred Book of the Werewolf”), Pietya Itakin – for Sasha (“Prince of Gosplan”), Prostilav – for Stiopa (“Numbers”), all the chiefs – for Tatarskiy (“Generation «P»”), Ariel, Soloviev – for T. (“T”), etc.

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THE IMPACT OF FITNESS WORKOUT ON THE PSYCHOLOGICAL STATUS OF YOUNG PEOPLE

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Summary: This article deals with the influence of fitness trainings on the psycho-emotional status of students dealing with intellectual work and having a sedentary lifestyle. The changes in the individuals' subjective indicators of health, activity and mood of students with high and normal weight before and after fitness exercises are analyzed.

Keywords: activity, fitness, health, load, mood, stress, female students, wellbeing.

Аннотация: В статье рассматривается влияние фитнес нагрузок на психо-эмоциональный статус студенток, занимающихся интеллектуальным трудом и ведущих малоподвижный образ жизни. Анализируются изменения субъективных показателей человека, таких как самочувствие, активность и настроение у лиц с повышенным и нормальным весом, до и после занятия фитнесом.

Ключевые слова: активность, здоровье, нагрузка, настроение, самочувствие, стресс, студентки, фитнес.

Анотація: У статті розглядається вплив фітнес навантажень на психоемоційний статус студенток, які займаються переважно інтелектуальною працею і ведуть малорухливий спосіб життя. Аналізуються зміни суб'єктивних показників людини, таких як самопочуття, активність і настроїв в осіб з підвищеною і нормальною вагою до і після заняття фітнесом.

Ключові слова: активність, здоров'я, навантаження, настроїв, самопочуття, стрес, студентки, фітнес.

Physical activity is an integral part of human life. Today the human life is associated with a great amount of intellectual and informational load. Stress has become the norm and a way of life for many young people and they live in a depleted state, using energy reserves to keep the mind, emotions and body going. As a result of intellectual overload, such pre-clinical manifestations of chronic diseases as poor well-being, lack of alertness, performance degradation and bad mood are unnoticed amid emotional stress. The impact of physical exercise on human health has been studied quite well, whereas little attention is paid to the emotional component. A sedentary lifestyle and unbalanced diet lead to weight gain, which is an additional source of stress and it differs from the stress factor of professional activity as it is constant. The combined effect of these factors reduces the overall health of individuals and leads to emotional isolation.

Considering fitness and health we cannot ignore the connection between body and mind as fitness training works towards broad goals of overall health and well-being, rather than narrow goals of sport competition, larger muscles or concerns over appearance. Regular fitness training makes muscular system stronger and increases the body's

resistance to adverse environmental conditions. Muscle loading increases both the frequency and strength of heart contractions and blood pressure. It leads to functional improvement of the circulatory system and as a consequence brain receives more oxygen, which improves brain oxygenation and increases efficiency. Physical activity ensures full discharge of neuro-psychiatric sphere and thus positively influence both physical and psychological health. There are obvious cardiovascular benefits to regular exercise that reduce the threat of heart disease. There is evidence suggesting it might aid in the prevention and treatment of nervous system disorders and reduce symptoms of patients with major depressive disorder. A regular moderate workout regimen and healthy diet improve general appearance markers of good health such as muscle tone, healthy skin, hair and nails, while minimizing age or lifestyle-related reductions in health. Moreover, fitness is associated with academic performance in young people, it improves both human health and cognitive performance. A moderate amount of physical activity results in the improved mood and emotional states. Fitness exercises promote psychological well-being as well as improve quality of life. After a fitness workout drowsiness, lethargy and weakness disappear, activity increases, mood and well-being improve. Shifting the activity of some groups of muscles and nerve centers in the process of working accelerates the recovery of tired muscles. The transition from one mode to the other one and the alternation of mental activity with light physical labour eliminate fatigue and are the forms of recreation [1].

The aim of our research is to study the influence of fitness workout on psycho-emotional status of young female students dealing with intellectual work and having a sedentary lifestyle.

The objectives of our research are:

1. to identify the general trend of the influence of fitness workout on physical/psychological wellbeing, activity and mood of the female students of Kharkiv Medical University;

2. to analyze the changes in the assessment of physical/psychological wellbeing, activity and mood under the influence of fitness training in overweight individuals.

In addition to the weight loss fitness exercise is linked to reduced depressive symptoms and risk for heart disease. Preferring to be sedentary is not necessarily an innate human trait. In fact, most adolescents are quite active, and generally stay active all the way through high school, but many of them stop being active when they enter universities. We found that most students in their first year of university participate in significantly less physical activity than they did the year before. Their inability to cope with the environmental and social changes they face at the university is a reason why many of them stop exercising. The students' self-efficacy that contributes to self-esteem is closely related to their level of physical activity [3].

17 female students of Kharkiv Medical University aged from 17 till 23 having fitness trainings for 1 hour 3 times a week were involved in the research. The students assessed their own state of well-being, activity and mood before fitness workouts and shortly afterward. The given questionnaire which is designed to assess levels of well-being, activity and mood is simple to use and does not take much time. The studied participants answered 30 questions on a 7-point scale, the minimum value is 0 and the maximum is 7.

We got the following results: 17.7% of the respondents (3 female students) showed the decline of well-being after physical exercises in comparison with the state

of health before them. 17.7% (3 students) reported a decline in activity after training and 23.6% (4 students) of them showed the deterioration of mood. 76.4% of the students reported the improvement of the studied parameters. It was found out that 2 of 3 overweight students showed the reduced activity after physical exercises and one of them reported the depressed mood and the deterioration of health. Two overweight students reported both the improved mood and well-being. In the study group (17 students), we observed the decline of activity in 4 students and 3 of which were overweight in proportion to their height. The students with initially high subjective parameters of well-being, activity and mood showed the less evident increase of the parameters in comparison with those with initially low self-assessed parameters. Considering the indicators of well-being, activity and mood as the criterion of intellectual fatigue as a result of main activities (study), we came to the conclusion that fitness trainings are excellent means of recreation and restoration of mental health and general psychological status of female students [2].

We drew the following conclusions:

1) Fitness trainings lead to the improved well-being, activity and mood of the female students.

2) Subjective decrease of activity and well-being in overweight students is due to their low tolerance to physical stress. The excess weight limits the motor activity preventing the person to reach full dynamic potential. Subjective decrease of activity and mood of female students with normal weight is due to personal characteristics and individuals' attitude to particular exercises. According to these results we concluded that the particular types of physical activity should not be recommended to the particular students.

3) The female students doing fitness look better, feel healthier mentally, are less prone to stress, sleep better and have fewer health problems.

4) The improving of the psycho-emotional status of the majority of female students is worth paying attention to and makes it possible to recommend certain type of training to improve the state of health, activity and mood and to reduce the harmful effects of stress information.

The improved self-esteem, mood and body image, reduced stress as well as an improved ability to cope with stress, confidence and pride both in physical abilities and accomplishments, increased feelings of energy and satisfaction, decreased symptoms associated with depression are the common psychological benefits gained through fitness exercises. So we consider that fitness should be established in the everyday life of everyone who wants to maintain health, performance, full and joyful life as a healthy person is a full member of the society, who has a high level of physical and mental development, well-being, and inner peace of mind.

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THE POSSIBILITY OF MANIPULATION (ON THE EXAMPLES OF D.CARNEGIE AND E.SHOSTRUM)

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Summary: The present article concerns the problem of manipulating dealing with the works of two authors, D.Carnegie and E.Shostrum, who have diametrically opposite opinions on the notion of manipulating. While Carnegie considers manipulating to be a natural phenomenon, which contributes to the person's success in communication with people, Shostrum states that every person does not only manipulate people, they manipulate him or her as well.

Key words: communication, conflict, control, manipulating, relations.

Анотація: Стаття розглядає проблему маніпулювання на прикладі робіт двох авторів, Д.Карнегі та Е.Шострома, які мають діаметрально протилежні погляди на поняття маніпулювання. В той час як Карнегі вважає маніпулювання природнім явищем, яке сприяє успіху людини у спілкуванні з іншими, Шостром стверджує, що кожна людина не лише маніпулює людьми, ці люди в свою чергу маніпулюють ним чи нею.

Ключові слова: відносини, контроль, конфлікт, маніпулювання, спілкування.

Аннотация: Статья рассматривает проблему манипулирования на примере работ двух авторов, Д.Карнеги и Э.Шострома, которые имеют диаметрально противоположные взгляды на понятие манипулирования. В то время как Карнеги считает манипулирование естественным явлением, которое способствует успеху человека в общении с другими людьми, Шостром утверждает, что каждый человек не только манипулирует людьми, эти люди в свою очередь манипулируют им или ею.

Ключевые слова: контроль, конфликт, общение, отношения, манипулирование.

The theory of manipulating was being developed during a long period of time both in the sphere of fundamental psychological schools and among the experts whose aim was to implement the theory into life. One of the most famous adherents of manipulation was Dale Carnegie who started developing different approaches to the issue of “communications” – the art of communicating, which further became a traditional discipline in schools of business and consulting. The problem of manipulating and influence was discussed in Dale Carnegie's book “How to Win Friends and Influence People”. The title itself already suggests the idea of insincerity. How many people would like to “win” friends and influence them in their own interests? This does not seem pleasant. The main Carnegie's motto is “avoid conflicts”, but many psychologists believe that nowadays conflicts and conflict situations are becoming less important in comparison with the other problems, which seem to be much more threatening. A conflict is a failure of communication; they occur because of the fact that a person does not want to accept people as they are. The opposite extreme is much more awful; this is a conscious refusal of real interpersonal conflict and substituting it with formal shallow relations. A traditional ritual of politeness replaces sincere communication. One person is as if warning another person: “You are interesting for me only as an object fulfilling its social functions; I am not interested in the things which are really important for you! And you also must not enter my inner world”. As a result we have deep loneliness and detachment of a modern person, which in developed “post-industrial” countries presents a serious reason for concernment of mental physicians [1, c. 23].

In the book “How to Win Friends and Influence People” Dale Carnegie recites the following eight “basic” desires: “Practically each adequate adult wants to have: 1) health and preserving life; 2) food; 3) sleep; 4) money and things which could be purchased for money; 5) life in the other world; 6) sexual satisfaction; 7) well-being of children; 8) awareness of the fact of personal importance” [1, c. 30].

Carnegie, as we can see, easily accepts the mixture of desires, motivated by the fear to lose something with the desire to enjoy oneself. Desires motivated by fear include the desire to be healthy, which comes when the person falls ill; the desire to live in the other world is motivated by the mystic fear of death, which is the result of the first sin.

What usually happens to the manipulator and who is he? Everett Shostrum in his work. “Anti-Carnegie, or Man-Manipulator” states that a man can be called a manipulator if he or she treats himself or herself and other people as objects, things which can be the subjects to control. A modern manipulator represents a product of a scientific and market-oriented approaches, in the framework of which a man is viewed as a thing that one should know much about in order to be able to use it.

The author pays special attention to the words of Erich Fromm, who states that things are divided into parts and fragments and are manipulated without doing any harm to their nature. But a man is not a thing. But the main aim of a market mechanism is to develop such kind of attitude in people when they could treat one another as things. A man is no longer a man, he becomes a consumer. He becomes a buyer for salesmen, a suit for a tailor, a bank account for a banker. Market relations deprive us from individuality, and we protest against this depriving. Each of us is willing to feel unique, but in reality we are all the subjects to the system of commercial thinking, which will make us forget all such thoughts [2, c. 11-12].

At the same time Shostrum states that a manipulator lives in every person. All manipulators can be divided into several types.

The Dictator. He demonstrates power and strength. In order to rule, he suppresses, orders, refers to authorities. The subtypes of the Dictator are the Mother Superior, Father Superior, the Rank Puller, the Boss.

The Weakling is usually the Dictator’s victim, the polar opposite. The Weakling develops great skills in coping with the Dictator. He forgets, doesn’t hear, is passively silent. Variations of the Weakling are the Worrier, the Giver-Upper, the Confused, the Withdrawer.

The Calculator exaggerates his control. He deceives, lies, and constantly tries to outwit and control other people. Variations of the Calculator are the High-pressure salesman, the Seducer, the Con-Artist, the Blackmailor, the Intellectualizer.

The Clinging Vine is the polar opposite of the Calculator. He exaggerates his dependency. He is the person who wants to be led, fooled, taken care of. He lets others do his work for him. Variations of the Clinging Vine are the Parasite, the Crier, the Hypochondriac, the Helpless One.

The Bully exaggerates his aggression, cruelty and unkindness. He controls by implied threats of some kind. He is the Humiliator, the Tough Guy, the Threatener, the Nagger.

The Nice Guy exaggerates his caring, love, and kills with kindness. He is much harder to cope with than the Bully. You can’t fight a nice guy! In any conflict with the

Bully, the Nice Guy almost always wins! Variations of the Nice Guy are the Pleaser, the Non-Violent One, the Organization Man.

The Judge exaggerates his criticalness. He distracts everybody and is blameful, resentful, slow to forgive. Variations of the Judge are the Know-It-All, the Blamer, the Shamer, the Compro, the Vindicator, the Convictor.

The Protector is the opposite of the Judge. He exaggerates his support and is nonjudgmental to a fault. He spoils others, is over-sympathetic, and refuses to allow those he protects to stand up and grow up for themselves. Instead of caring for his own needs, he cares only for others' needs. Variations of the Protector are the Mother Hen, the Defender, the Martyr, the Helper [2, c.12-14].

As a rule, a manipulator presents one of the following types or a combination of several of them. His relations with other people can be built according to the existing consistent patterns. If he or she belongs to a certain type, he or she will definitely project his or her opposite to the surrounding people. Wife-Dictators usually choose Husbands-Weaklings and vice versa.

The main reason of occurring such phenomenon as manipulation is in eternal internal conflict of a person between his or her desire to be independent on the one hand and to get support from surrounding people on the other hand.

It is not easy at all to deserve love, so a lazy manipulator has to be satisfied with its unreal alternative: he tries to reach power and make others do what he/she wants and likes, so to make an obedient toy out of another person.

Another reason of manipulating is given by James Bugental and existentialists. They state that risk surrounds us, at any moment we can face anything, the world is unpredictable. Understanding this "existential situation" a person feels helpless.

A passive manipulator takes the following position: "If I cannot control even everything which is happening to me personally, I will not control anything". In such a way a passive manipulator becomes even more helpless. But this does not mean that at this moment a passive manipulator becomes a victim of an active manipulator. Such thoughts of a passive manipulator are only tricks. In any fight between a passive and an active manipulator a passive side usually wins. A well-known example is a mother who "feels awful" every time when she cannot cope with her children. Her helplessness works: her children become more obedient [2, c.25].

An active manipulator acts in another way: he or she uses the helplessness of others. Controlling the "victims", he feels satisfied, which allows him or her not to see that the manipulator is helpless in front of the world.

So, we can draw to a conclusion that both, D.Carnegie and E.Shostrum, speak about the same phenomenon – manipulating others. D.Carnegie believes that it enables people to become better and more successful. E.Shostrum warns that manipulating others a person becomes a victim of his or her own traps. He or she depends on other manipulators and does not have an opportunity to be him- or herself, as he/she always has to play a role. One should state that Shostrum's approach is more scientific, he refers to the works of F.Perls, E.Fromm, E.Bern and other psychologists and psychotherapists.

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THE PHENOMENON OF CHILDREN'S FEARS

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Summary: The article deals with the problem of age-dependent psychology, with children's fears. The causes of unique fears in different age periods, the factors of fears and their effect on a child's personality are considered.

Key words: age, child, childhood, developmental psychology, fear.

Анотація: Стаття пов'язана з проблемою вікової психології - дитячими страхами. Розглядаються причини унікальних страхів у різні вікові періоди, фактори страхів та їх вплив на особистість дитини.

Ключові слова: вік, вікова психологія, дитина, дитинство, страх.

Аннотация: Статья связана с проблемой возрастной психологии – детскими страхами. Рассматриваются причины уникальных страхов в разные возрастные периоды, факторы страхов и их влияние на личность ребенка.

Ключевые слова: возраст, возрастная психология, детство, ребенок, страх.

Fear is a natural part of our emotional life and acts as a necessary protection mechanism. However, fears sometimes grow beyond proportions and become difficult to shed. Psychologists have observed an accelerated growth in the number of children suffering from various fears. For this reason, the study of this disorder is relevant. The object of research is a child and the subject of the study is their fears. The purpose of research is the identification of causes and patterns of childhood fears.

Such psychologists as A.Zakharov, A.Dyachenko, V.Kovalev, N.Zhukovska, D.Ayke, H.Krayh, E.Erickson and many others deal with the problem of children's fears.

Fear is the emotional response to the perception of an alternating loss of control and regaining of control. It is the unpleasant feeling of worry that a person gets while thinking that he or she is in danger or that something horrible is going to happen. The word «fear» is used to describe the emotional reaction to something that seems dangerous and to name something a person is often afraid of. If a person fears something unpleasant, he /she is worried that it might happen, or might have happened.

Individuals fear things or situations that make them feel unsafe or unsure. For instance, someone who is not a strong swimmer might have a fear of deep water. In this case, the fear is helpful because it cautions the person to stay safe. Individuals could overcome this fear by learning how to swim safely. A fear can be healthy if it cautions a person to stay safe around something that could be dangerous. But sometimes a fear is unnecessary and causes more caution than the situation calls for.

Individuals tend to avoid the situations or things they fear, if this does not help them to overcome fear, in fact, the result can be reverse. Avoiding something scary reinforces a fear and keeps it strong. Individuals can overcome unnecessary fears by

giving themselves the chance to learn about and gradually get used to the thing or situation they are afraid of.

Children have more fears and phobias than adults, and experience the emotion of them more intensely. The objects and situations that children fear vary a good deal. When very young children show fear it can be hard to judge exactly what causes it. Fears may start and stop for little apparent reason as the child develops. When the child loves something one day and fears it the next, this is more likely to be due to changes in the child than the result of some traumatic episode. Fears in childhood tend to be age-specific and transient, with predominant fears at different ages. The object of fear may change from year to year, month to month, or even week to week. Many of these fears disappear as the child becomes older. With increased maturity and experience a child is able to figure out that previously feared stimuli are not threatening and the ability to cope with fear increases. As a result, something fearful for a newborn would not provoke the same response in a school-aged child.

In psychology, especially in the school of thought developed by Freud, the psychoanalytical psychology, it is believed that most fears and repression of adults are brought about by experiences during the first three years of life. The traumatic experience during the early childhood is often repressed and manifested differently during the other stages of growing up. However, it was found out in recent researches that fears are common in early childhood. In fact, some of them even the function as protective behavior reactions in specific instances, except of course for irrational fears. When a child experiences something not favorable caused by a certain stimulus, there is a tendency to develop fear on that stimulus. When a stimulus is really harmful (for example, a sharp object like a knife) and a child tries to avoid that object or situation, it has become somewhat preventive. In such cases, the fear helps the child to cope.

Novelty, unpredictability and sudden changes can induce fear in children, and illness might «put them back», reviving old fears that they had put behind them at an earlier age. Adults teach children to fear certain things before the child has even come across them, through their words or actions. They may also «pick up» the fears of adults in their family.

Children's fears are often natural, and arise at specific times in their development. They may develop fears from a traumatic experience (e.g. traumatic dog attack), but for some children, there is no clear event that causes the fear to arise. Some children become fearful simply by watching another child acting scared. The others may refuse to sleep alone due to fears of creatures in their closet, while other children report feeling afraid of the dark. Their fears are often associated with avoidance, discomfort, and physical complaints, such as rapid heart beat, stomach distress, sweaty palms, or trembling. Researchers have found certain fears arise at specific ages in all children, and these fears tend to disappear naturally with time, as the child grows older.

Certain fears are normal during childhood because fear can be a natural reaction to feeling unsure and vulnerable and much of what children experience is new and unfamiliar. Children often have fears of the dark, being alone, strangers, and monsters or other scary imaginary creatures. Girls display higher levels of fears than boys. School-aged children might be afraid when it is stormy or at a first sleepover. As they grow and learn, with the support of adults, most children are able to conquer these fears slowly and outgrow them.

At the age of two, when children begin to understand the cause and effect of relationships and sense their lack of control in the world, they may become fearful of going down the bathroom drain and/or toilet. Other common fears for the 2-year-old are auditory stimuli (thunder, trains), doctors, large approaching objects, and imaginary creatures. Between the ages of two and three, children may become fearful even of the imaginary situations or creatures they construct. As a result, these young children may have a heightened fear response, in which they show fear in even familiar situations or situations that were never a problem.

Children's imagination becomes extremely active at the ages of three and four. Three and four year olds tend to be a very fearful group. Typical fears involve the dark, scary noises, masks, TV monsters, animals, being alone, and burglars. They worry about being harmed by superhuman creatures. Young children are egocentric and have some difficulty discriminating between fantasy and reality. They may truly believe that monsters on TV are real and want to hurt them. Young children tend to be very fearful of the dark, and may become easily disoriented if they wake up in darkness. Any little sound or shadow may become easily exaggerated and/or misinterpreted. An additional fear at the age of four is the concern about losing the primary care giver. This fear, as well as fear of the darkness, is also common among five-year-olds. The fears of most five-year-olds tend to be very concrete. Typical fears at this age are fear of injury, fear of getting lost, fear of dogs, thunder, and losing parents.

Common fears of the six and seven year olds are ghost, witches, natural disasters, wild animal, «an ugly tone of voice», parental loss, and injury. Children's sense of reality is clearer, at this developmental level, but they still have a vivid imagination. Monsters are no longer perceived as free-floating at this age, but rather more localized like in the attic or basement.

Many children are able to resolve fears by age seven due their increasing cognitive and adaptive skills. Fears tend to be predominant between the ages of about four to six, and lessen by the age of seven. Most fears after the age of seven are related to school, bodily injury, natural events, social anxiety, and performance anxiety.

Not all children will experience all the fears within their age level. The guidelines discussed provide information on age-appropriate fears for the average child. Not every two-year-old will be afraid of the dreaded vacuum cleaner. However, parents should be concerned if the fear is not age-appropriate or if an expected fear severely interferes with the child's functioning or development.

It is possible to come to the conclusion that the concern of children of the first months of life is connected with satisfaction the vital physiological demands. If the physiological needs are not fully met, there is a possibility of long-term preservation of anxiety leading to formation of fears in the future. In case of children in preschool age fear may occur in the following situations: due to parents' improper pedagogical influence, due to some unforeseen circumstances, when a child is deprived of contact with peers. Fears of preschool age should disappear after certain time, however considering emotionally sensitive children they can be transformed and fixed.

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COMPARATIVE ANALYSIS OF UKRAINIAN AND ENGLISH ANNOTATIONS TO DISSERTATIONS

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Summary: The aim of the paper is comparative analysis of annotations to dissertations and their structural features. The annotation has been considered as a genre of scientific communication. The paper studies composition and structural features of the text of annotations in the English and Ukrainian languages, their grammatical features and typical lexical components. A comparative analysis of Ukrainian and American annotations is done with the aim of designing guidelines for writing annotations for researchers, students and graduates, which makes the practical value of the study.

Keywords: abstract, grammatical features of annotations, compositional features of annotations, lexical components, scientific communication, structural features of annotations.

Анотація: Метою роботи є порівняльний аналіз анотацій дисертаційних досліджень та їх структурних особливостей. Анотацію було розглянуто як жанр наукової комунікації, досліджено композиційні та структурні особливості текстів анотацій англійською та українською мовами, їх граматичні особливості, а також типові лексичні компоненти. Проведено порівняльний аналіз українських та англійських анотацій з метою створення рекомендацій до написання анотацій для науковців, студентів та аспірантів, що складає практичну значущість дослідження.

Ключові слова: анотація, граматичні особливості анотацій, композиційні особливості анотації, лексичні компоненти, наукова комунікація, структурні особливості анотацій.

Аннотация: Целью работы является сравнительный анализ аннотаций диссертационных исследований и их структурных особенностей. Аннотацию была рассмотрена как жанр научной коммуникации, были исследованы композиционные и структурные особенности текстов аннотаций на английском и украинском языках, их грамматические особенности, а также типичные лексические компоненты. Проведен сравнительный анализ украинских и английских аннотаций с целью создания рекомендаций к написанию аннотаций для ученых, студентов и аспирантов, что и составляет практическую значимость исследования.

Ключевые слова: аннотация, грамматические особенности аннотаций, композиционные особенности аннотации, лексические компоненты, научная коммуникация, структурные особенности аннотаций.

Scientific style is used in scientific studies for presenting results of research. It has its own peculiarities. Its main function is informative (description, explanation, clarification, justification, classification of concepts, systematization of knowledge, reasoned arguments, etc.); its task is transfer of information. General features of scientific style are objectivity, accuracy, consistency, evidence, argumentation, validity, generalization, abstraction, a wide usage of terms and foreign language vocabulary, nomenclature names, symbols, tables, charts, diagrams, charts, quotes. The text form is monological (description, argumentation, etc.) [1].

A scientific text is a way of representing scientific data, the results of scientific research. A scientific text necessarily reflects a particular problem, hypothesizes, is oriented towards new knowledge, is characterized by feasibility and rationality of all provisions aimed at achieving research goals and objectives. Scientific style is typical of

such genres as monographs, scientific papers, theses, annotations, reviews, textbooks, lectures and others. In our study annotations were considered as a genre of scientific communication [3]. We also concentrated on structural and compositional features of annotations written in Ukraine and the United States of America.

The object-matter of the study is the annotation as a genre of scientific communication.

The subject-matter of the study is compositional and structural features of texts of annotations in the English and Ukrainian languages, their grammatical features and typical lexical components.

The material of the study covers 100 annotations of dissertations prepared in Ukraine and 100 English annotations of dissertations which were done in the United States.

The aim of the research is analysis of annotations in English and Ukrainian and of their structural features. In order to fulfill this goal we consider it necessary to perform a number of **tasks** including:

- 1) study of the features and components of scientific communication;
- 2) description of the genre and differential features of annotations;
- 3) analysis of compositional, grammatical and lexical features of Ukrainian annotations;
- 4) analysis of compositional, grammatical and lexical features of English annotations;
- 5) comparison of compositional, grammatical and lexical features annotations of dissertations in Ukrainian and English.

Topicality of the research is predetermined by the interest which it can cause because of possibility of its implementation in teaching scientific communication. Structural features of annotations fall into those issues that pose a significant problem for linguists all over the world and attract attention of many modern Ukrainian and foreign scholars. **Practical value** of the research is mainly predetermined by the urgent need to develop common requirements and standards for writing Ukrainian and English annotations, because modern Ukrainian scientists are faced with the problem of having no algorithm for writing annotations in English. The results obtained in this study can enhance understanding of the ways of overcoming lexical and grammatical difficulties in writing English scientific literature. **Theoretical value** of the paper lies in the fact is that it comprises examination and comparison of linguistic peculiarities of annotations to dissertations in the two languages.

First of all, it should be noted that we consider our work to be of considerable importance. Today, the question of writing an annotation to a dissertation correctly arises before modern scientists. The annotation plays a major role in writing any academic papers, or research papers or theses because in this case the annotation performs an introductory function (the so called "business card" function), and the author should focus his/her attention on correctness of the annotation to his/her work, its structure and composition [7]. A scientist ought to understand how a small-sized text can comprise the most relevant information of his/her research and how to build a proper annotation composition. An author should be aware of what to focus on, which grammatical construction peculiar to scientific style to use in order to entice the largest possible number of readers. The annotation is one of the basic means of scientific communication, it is therefore necessary to create conditions in which scientists

worldwide will understand each other and will use a common "code" in the transmission of scientific information [4]. The study revealed some designs that are, so to speak, markers of annotations to dissertations. These markers can be observed on the lexical and grammatical levels. There are certain rules and laws for writing annotations that are used by scientists on structural (decorating and intertextual features) and functional levels (functions of annotations, namely, actualizing, demonstration, purposefulness, evaluation and promotion).

In this study, we compared compositional, lexical and grammatical features of annotations to dissertations in Ukrainian and English. Our goal was a comparative analysis of structural, grammatical and lexical features of texts of annotations and search for common and distinctive features of annotations.

First of all, the difference in the mapping of the word *annotation* when writing Ukrainian and English texts of annotations to dissertations was examined. It should be noted that American scholars, unlike Ukrainian ones, use several terms such as *abstract*, *summary*, *thesis* and *annotation*, while in the Ukrainian language there is only one equivalent which we encountered in the analysis of all texts – *анотація*.

We continued our comparison with the analysis of structural features of text of annotations. Thus, we compared the number of words in Ukrainian and English annotations: Ukrainian texts under analysis comprised 13,823 words, while annotations in English – 24 007. Therefore, we can conclude that the total number of words of annotations in English is almost twice as big as that in annotations in Ukrainian. Annotations to dissertations in English differ from annotations in Ukrainian by 100 words approximately. The average size of Ukrainian annotation is 100-200 words, while for annotations in English it makes 200-300 words.

Speaking about the composition of texts of annotations, it should be noted that there exist almost no differences. Ukrainian and English annotations on average have 5 structural parts: 1) the header (the author's name and the title of the work), the subtitle (setting technical data: a degree for which the author applies for, the code and name of the specialty, the name of the organization in which the dissertation was prepared, the city and the year of publication of the dissertation), the main body of the text (specifying the field of research, reporting on the technique that underlies the research, reporting on theoretical heritage of the dissertation, reporting on the development of practical research, reporting on possible results implementation). The latter part of the annotation may take more than 1 or 2 paragraphs. The final part is a list of major specialized terms used in the research. In Ukrainian annotations, this structural part is designated as *Ключові слова*, while in English there are many options to describe this structural unit of the text of the annotation: *Subject Terms*, *Thesis Keywords*, *Search Tags* or *Key Words*.

Having compared compositional elements of annotations in English and Ukrainian, we go to the comparison of their syntactic and grammatical features. Examining the annotations in the Ukrainian language, we can make some conclusions: 1) a characteristic feature of Ukrainian annotations is a large number of participial phrases because these designs emphasize scientific nature of the text and allow the author to state information logically and consistently; 2) impersonal and passive sentences predominate in annotations in Ukrainian. This can be explained by the fact that they are typical of scientific style in the Ukrainian language; 3) predominance of

simple sentences in Ukrainian texts of annotations; 4) on average, for writing a text of an annotation authors use up to 10 terms.

Having examined English annotations, we can draw some conclusions: 1) the most common verb forms which are used in annotations in English are the Present Simple, the Present Continuous, the Present Perfect and the Past Simple forms; 2) avoiding passive constructions is typical of annotations in English; 3) simple sentences predominate in the texts of annotations in English; 4) English authors of annotations to dissertations widely use the Infinitive and Infinitive constructions, examples of its usage can be found in almost every sentence; 8) on average authors of annotations in English contribute 10-15 terms to the item Subject Terms.

The comparative analysis of annotations in English and Ukrainian revealed that simple sentences predominate both in Ukrainian and English texts of annotations, complex and compound sentences are used more rarely. We can conclude that writing dissertation annotations authors try to avoid large and cumbersome sentences in order to convey the essence in an affordable, concise and simple way, just for this purpose they choose simple sentences for writing annotations and only when it is necessary they address complex sentences. At the same time, there is a considerable number of other grammatical differences in Ukrainian and English. For example, authors of Ukrainian annotations to dissertations tend to avoid active structures if possible and mostly use passive constructions and impersonal sentences, which is a characteristic feature of scientific style. It is done in order to avoid subjectivity of exposition, of author's individual manner, while in annotation in English we observe a diametrically opposite situation: texts of English annotations predominantly contain sentences which are built by means of active structures [5].

The research leaves no doubt that writing annotations to dissertations authors pay much attention to terminology. But in the case of annotations in English, they are oversaturated with terminology, and due to this, annotations may be difficult to understand. Comparing texts of annotations in English and Ukrainian, we can see that the former are larger and contain more terms. However, having considered the items Subject Terms in English annotations and Ключові слова in Ukrainian annotations, we can conclude that American authors include a smaller number of terms (in comparison to the size of the text and to the general number of terms in the text of the annotation).

We see **prospects** of the research in conducting further linguistic-didactic research of annotations and in creating on the basis of such analysis an algorithm for writing annotations to dissertations in English for Ukrainian scientists.

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УДК 008

THE GOLDEN KEY OR ADVENTURES INSIDE THE MASS CULTURE

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Summary: The article deals with interconnection of mass culture and elite one which are usually opposed. As an example we choose a fairytale “*The Golden Key*” written by Aleksey Nikolayevich Tolstoy on the basis of “*The Adventures of Pinocchio*” by Carlo Collodi. Undoubtedly that children’s literature is a phenomenon of mass culture but exactly a good author’s fairytale is a unique story. And only the presence of elite culture would turn a narrative into important and interesting literature. The main thing is that thanks to an author’s fairytale children could get their first literature education and they may start their acquaintance with the huge heritage.

Key words: elements of elite culture in fairytales, children’s literature, mass culture.

Анотація: Стаття присвячена взаємодії популярної та масової культур. За приклад було обрано авторську казку О.Н. Толстого «Золотий ключик», яку було написано за мотивами італійської казки «Пригоди Пінокіо. Історія дерев’яної ляльки». Маючи деяку впевненість у тому, що, хоча будь-яка авторська казка є продуктом масової культури, вона безперечно має глибину та неповторність. Тобто вона побудована з елементів високої культури. І саме казки дозволяють дітям отримувати перше, так зване, літературне виховання та робити перші кроки у напрямку опанування великої літературної спадщини.

Ключові слова: елементи елітарної культури у казках, література для дітей, масова культура.

Аннотация: Статья посвящена взаимопроникновению массовой и элитарной культуры на примере советской авторской сказки *Золотой Ключик* А.Н. Толстого. Несомненно, что литература для детей является массовой культурой, но она, тем не менее, имеет глубину и неповторимость. Именно наличие элементов высокой культуры в детской сказке позволяет детям получить первое литературное воспитание и сделать первые шаги в овладении огромным литературным наследием.

Ключевые слова: литература для детей, массовая культура, элементы элитарной культуры в детской литературе.

- It is enormously interesting, - he convinced me. – Buratino... It is a magnificent story! I must write it before Marshak could do it.

A.N.Tolstoy

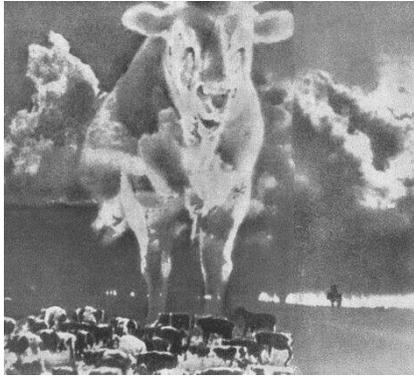
The children’s impression from a fairytale remains in our minds for the whole our lives.

And what a pity that we haven’t discerned yet that the root of this word is “press”.

Once and for all a fairytale is pressed into us with a large print of our children's books.

Miron Petrovsky

The idea of mass culture that opposes to elite culture appeared thanks to Modernity. In that time the figure of a rebel artist rose above the crowd. And, of course, modernists were speaking to those who were below very calm, quiet and above all very



complicated. The message of art had to be difficult to perception; people always had to overcome something. So far as for understanding high culture you had to make an effort, the main feature of mass culture was entertainment. According to Korney Chykovsky: 'Either Dickens, Gogol, Chekhov, or Thackeray could make them (people who adored cinema) laugh. They need smashed noses, bumps, a pan that is put on instead of a hat. And then they will laugh their selves sick' [1]. Of course, modernists used to overstate somehow the gap between the high and low

culture. And let us suppose that I do not want to increase this outstanding gap, but show the point where both cultures could meet and how they are able to "illuminate" and supplement each other.

Children's literature is a good field for reflection about importance of points of intersection. What kind of stories can adults tell? In what way can they do it?

First of all, children don't choose the books that they are going to read. They couldn't shoot a glance at a bookshelf and think: "Oh, old man James Joyce! Not now. Let me see... well, it will be better to take *Chipolino*". So somebody should give them a book. Secondly, if a child reads a fairytale, he makes a step forward. So reading is the question of upbringing.

And there is no doubt that fairytales are the objects of mass culture. But it seems that inside every culture a good fairytale looks like the right soil thanks to which the tree with a definite form and substance could appear. If that is so, a fairytale always has something in common with elite culture. Be it in a different way nobody could say anything about the further children's lives.

Let us take, for example, "*The Golden Key*", a fairytale that was written by Aleksey Nikolayevich Tolstoy on the basis of "*The Adventures of Pinocchio*" by Carlo Collodi that was published first in 1883. If we compare these two tales, we will find out a really different main message. Tolstoy wrote an absolutely different story. He changed a festive occasion to a small revolution, took Pierrot out from side-scenes, and rewrote all poems that Pierrot devoted to Malvina... After all, Buratino remained to be a puppet in contrast to Pinocchio who had become a human [2]. Carlo Collodi told us a story in which transformation from the puppet into the human was the main result of children's upbringing. As to Tolstoy, we received a new formula which is "you will change only in case your friends (social environment) are changed".



So far let us consider the appearance of a *fairytale* in the USSR. We should notice that during the 1920s, within the modernist logic there were two different points of view on the fairytale's role for the Soviet children. It's necessary to make a very small

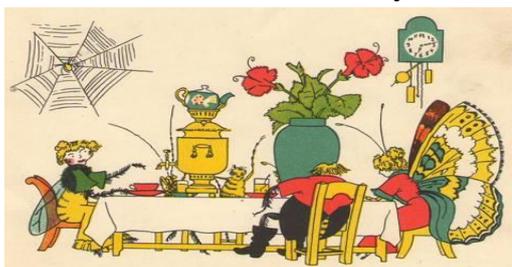
introduction into two concepts or intellectual constructions: *culture 1* and *culture 2*, with a help of which we could describe the Soviet cultural context.

Culture 1 is an avant-garde culture. It was turned towards the future refusing from the centuries-old history traditions. “I want the future today”, – said Vladimir Mayakovsky. The element that accompanied the Russian creators of new life was *fire* with the help of which they dealt shortly with old good-for-nothing heritage. However the world fire was not only in the souls of revolutionaries but also in their lives. “I burned my furniture, – said Viktor Shklovsky, – book shelves, books without number and out of measure. If I had wooden arms and legs, I would stoke with them and by the beginning of spring found myself without limbs” [3].

Culture 2 is so-called *Stalin culture* or what was going on beginning with the 1930s and ending with 1950s. Undoubtedly it is directly opposite to the avant-garde search. It was the culture that imagined itself to be eternal. The process of creation took place with a process of hardening. The grand opening of the first line of underground in Moscow took place on the fourteenth of May, 1935, while only two months later the luxurious publication of the book “How we built the underground” was appeared.

So, what was the reaction of these cultures to such a phenomenon as *fairytale*?

At the beginning of 1920s a genre of literature which is a fairytale was numbered among the negative factors of children’s upbringing. “Down with any fairytales”, – said teachers. It is obvious that *fairytale* implies a variety of folklore so that it relates to history. That is why, *culture 1* couldn’t approve it. While in 1933 representatives of *culture 2* decided that fairytale was necessary for Soviet children.



This is another example that illustrates the strange relationship with a fairytale. The government intended to put Korney Ivanovich Chukovsky into prison because while the country was waging a campaign called *struggle against the insect*, he admired harmful insects. “Instead of cultivating in children a hate to this disgusting and abominable insect, Chukovsky presented nonsense in verse to children of the Soviet country”, – a certain Kolpacov wrote into *Literature newspaper*. And he also explained to especially “stupid” readers that mosquito couldn’t have gotten married to a fly because it belongs to other species. However, Chukovsky found the answer and showed a similar story of insect’s marriage in one of Ukrainian ballads [4].

In addition to the conversation about “*The Golden Key*” I would remind that Aleksey Tolstoy is an author that not only wrote a new story about the wooden puppet. He also included the elements from elite culture in the story. All poems in his tale are parodies of Silver Age and especially of Alexander Blok’s symbolic poetry.

So, rituals and myths had gone from our lives long ago and once upon a time fairytales replaced myths and since then they have begun to perform their functions. A fairytale is what adults have in common. We can easily forget about that. But still it would be better to remember.

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