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ECOLOGICAL HUMAN RIGHTS IN INTERNATIONAL LAW

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Abramova A.V., Manzhos Y.Y. Ecological human rights in international law. The main international treaties which regulate the relationships in the international ecological law (Stockholm Declaration and Rio Declaration) are analyzed in the article and the ecological human rights fixed in these documents are described.

Key words: environment, human rights, international treaty, sustainable development.

Абрамова А.В., Манжос Я.Ю. Екологічні права людини в міжнародному праві. У статті проаналізовано основні міжнародні договори, які регулюють відносини у сфері міжнародного екологічного права (Стокгольмська декларація та Декларація Ріо-де-Жанейро), описані екологічні права людини, закріплені в цих документах.

Ключові слова: міжнародний договір, навколишнє середовище, права людини, сталий розвиток.

Абрамова А.В., Манжос Я.Ю. Экологические права человека в международном праве. В статье проанализированы основные международные договора, регулирующие отношения в сфере международного экологического права (Стокгольмская декларация и Декларация Рио-де-Жанейро), и описаны экологические права человека, закрепленные в этих документах.

Ключевые слова: международный договор, окружающая среда, права человека, устойчивое развитие.

Ecological human rights fixed in international legal documents are the subject of the article; the aim is to analyze the main international documents which include substantive and procedural ecological human rights. This issue is extremely topical, because all over the world people experience negative effects of environmental degradation, including water shortage, fisheries depletion, natural disasters due to deforestation, unsafe management and disposal of toxic and dangerous wastes and products. More than 2 million annual deaths and billions of cases of diseases are attributed to pollution. These facts clearly show the close connection between the environment and the enjoyment of human rights, and justify an integrated approach to environment and human rights [4].

The consolidation of the environmental rights of the individual at the global level is associated with two important processes taking place in society. The first is greening, which involves the recognition of environmental protection as one of the priorities of society development. Global causes of greening are the following:

- high rates of industrial development and production, and as a consequence, the increase of the negative anthropogenic impact on nature and people;
- the invention and the accumulation of mass destruction weapons, capable of causing significant damage to the environment;
- the appearance of global environmental problems that require coordinated actions of States to address them effectively [1].

Ultimately, all these facts made States, intergovernmental organizations and people realize the necessity of discussing ways of solving problems, adopting international legal acts in this area, including international agreements, which are obligatory for the States.

There are three main dimensions of the interrelationship between human rights and environmental protection:

- The environment as a pre-requisite for the enjoyment of human rights (implying that human rights obligations of States should include the duty to ensure the level of environmental protection necessary to allow the full exercise of protected rights);
- Certain human rights, especially access to information, participation in decision-making, and access to justice in environmental matters, as an essential factor for good environmental decision-making (implying that human rights must be implemented in order to ensure environmental protection); and
- The right to a safe, healthy and ecologically-balanced environment as a human right in itself [4].

The direct provision of environmental rights is associated by the majority of scholars with the decisions of the United Nations Stockholm conference on environment which took place in 1972. The Declaration of the United Nations Conference on the Human Environment or Stockholm Declaration was adopted at this Conference and it consists of common principles to inspire and guide the peoples of the world in the preservation and enhancement of the human environment. The first article of this Declaration states that a person has the fundamental right to freedom, equality and adequate conditions of life, in an environment of a quality that permits a life of dignity and well-being, and he bears a solemn responsibility to protect

and improve the environment for present and future generations [3]. The next principles of the Declaration can be called the guarantees of the first article implementation.

Rio Declaration on Environment and Development [6] is one of the main sources of international soft law that contains the fundamental environmental human rights. The system of basic environmental rights applicable in the domestic law of most countries was formed in the document.

The key idea of the Declaration is the statement of the principle of sustainable development as a new direction of countries' development. In the Declaration the concept of sustainable development is reflected in ensuring environmental rights of the individual.

The central place in the system of environmental rights, enshrined on the international level in the Rio Declaration, is the right to healthy environment. The subject to this law is a person. It should be noted that from the standpoint of the concept of sustainable development the man of a present, and the next generation is recognized as the subject of the right to a healthy environment.

The next right in Rio Declaration is the right to access to trustworthy information about the state of the environment and participation in environmental decision-making (Principle 10). This right is also fixed in the Convention on access to information, public participation in decision-making and access to justice in environmental matters which was adopted in Aarhus, Denmark, on 25 June 1998 [2]. According to this right, states should provide its implementation by extension of people's awareness on environmental situation in the state, by including the legal procedures for people's participation in creating projects that can influence the environment.

Principle 13 of Rio Declaration includes the right to compensation for environmental damage. According to this Principle states should adopt national laws on the responsibility and the compensation to the victims of environmental damages. Besides states should cooperate and sign bilateral and multilateral agreements on the compensation for the trans-border ecological damages.

The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment. The mission of UNEP is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations [5].

UNEP is currently implementing a joint project with the Office of the High Commissioner for Human Rights (OHCHR) and the Independent Expert on Human Rights and the Environment, on good practices in the field of human rights and the environment. The project objective is to identify, promote and exchange views on good practices related to the use of human rights obligations and commitments to inform, support and strengthen environmental policy making.

UNEP also published a Compendium on Human Rights and the Environment which addresses the status of recognition of the links between human rights and the environment in international law. The UNEP Compendium takes stock of the normative and jurisprudential developments and describes international instruments that relate to human rights and the environment, such as multilateral environmental agreements (MEAs), international human rights treaties, and international resolutions and declarations. It also includes summaries of decisions rendered by the human rights supervisory mechanisms in Africa, Europe and the USA, as well as the Human Rights Committee, the international Court of Justice and the World Bank's Inspection Panel [5].

Summing up, Stockholm Declaration and Rio Declaration being the main international agreements in international ecological law include the fundamental ecological human rights. These are the right to healthy environment, to access to ecological information and to compensation for environmental damage. The most influential bodies (United Nations Environment Programme, the UN Office of the High Commissioner for Human Rights, and the UN Special Rapporteur on human rights and the environment) have joined efforts to identify, promote and exchange views on good practices relating to the use of human rights obligations and commitments to inform, support and strengthen environmental policymaking, especially in the areas of environmental protection and management. The human rights framework draws attention to the importance of addressing environment and development policies, measured by overall human rights objectives, including through assessing possible effects of such policies and measures on human rights. Thus, there are reasons for adopting the rights based approach for dealing with environmental protection and sustainable development. Such approach should be an effective instrument to ensure the accountability of governments, the private sector and environmental or human rights organizations with regard to the impact of their activities on the environment and human rights. As an important step toward developing and implementing an integrated approach to these issues, each State should develop and adopt policies, laws and regulations governing activities that prevent negative impacts on human rights or the environment.

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THE PROBLEM OF CORRUPTION IN UKRAINE AND METHODS OF COMBATING IT

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Abramova A.I., Verkhoturova A.V., Kasiianova V.G. The Problem of Corruption in Ukraine and Methods Of Combating It. The article deals with the research of foreign experience of opposing corruption and suggesting the ways of influence this phenomenon in order to improve the economic situation of Ukraine.

Keywords: anti-corruption measures, anti-corruption methods, corruption phenomenon.

Абрамова А.І., Верхотурова А.В., Касьянова В.Г. Проблема корупції в Україні та методи її подолання. Стаття присвячена дослідженню закордонного досвіду протистояння корупції та шляхам впливу на це явище з метою покращення економічної ситуації в Україні.

Ключові слова: протикорупційні заходи, протикорупційні методи, явище корупції.

Абрамова А.И., Верхотурова А.В., Касьянова В.Г. Проблема коррупции в Украине и методы ее преодоления. Статья посвящена исследованию зарубежного опыта противостояния коррупции и методам влияния на это явление с целью улучшения экономической ситуации в Украине.

Ключевые слова: антикоррупционные меры, антикоррупционные методы, явление коррупции.

Introduction. Corruption is a global economic problem, however, in Ukraine the question of corruption is particularly acute. According to the study of the international organization fighting corruption Transparency International, Ukraine has the most corrupted authorities in Europe and Central Asia, and is ranked one of the thirties mostly corrupted countries together with Nicaragua, Paraguay, Iran, Russia, Honduras. The country got the worst score on all key issues relating to corruption: the high level of corruption among MPs, the high level of bribes and the negative social environment for anti-corruption actions. Therefore, the problem of corruption needs methods of combating it which are relevant to today's economy of Ukraine.

In the scientific economic literature it is paid great attention to the study of corruption. The fight against corruption is in the focus of the scientific works of such researchers as: O. Andriyko, A. Vasiliev, L. Gritsaenko, D. Zabrid, Y. Kovbasyuk, P. Kobets, O. Kozhevnikov, S. Komar, A. Komarov, L. Loginova, V. Lopatin, Y. Shemshuchenko, A. Shemyakin, M. Yaroshenko and others.

But theoretical aspects of the phenomenon of corruption are not considered sufficiently, there is need to describe the current situation more fully which helps combat it in Ukraine. All the above-mentioned makes the research relevant and results into the aim of the study. The aim of the work is to study foreign experience of opposing corruption and suggest the ways of influence this phenomenon in order to improve the economic situation of our country.

The object of this study is economic corruption in Ukraine, the subject is methods combating this phenomenon. The definition of corruption by «Transparency International» is the following: “abuse of entrusted power for private gain”. The Law of Ukraine «On preventing corruption» dated 14.10.2014 No. 1700-VII indicates that corruption is the use by the person specified in the first paragraph of article 3 this Law and granted him official powers or associated possibilities with the purpose of receiving undue advantage or acceptance of such benefits or acceptance of a promise/offer of such benefit for themselves or other persons, or respectively, a promise/offer or provision of illegal benefit for a person specified in the first paragraph of article 3 of this Law, or on demand to other physical or legal persons with the purpose to persuade that person to unlawful use of granted him official powers or associated possibilities. [1]

Corruption in Ukraine has become one of the threats to national security. Ukraine is recognized as the most corrupted country in Europe and Central Asia, and the Ukrainians are the most loyal to bribes. In fact, this phenomenon has two subsystems which are formal and informal, they are practically equal in their influence. Any society and the state on the whole are experiencing negative impact of corruption. It undermines economic foundations of the state, blocks the entry of foreign investment, deepens mistrust of the population to power structures. Corruption has a negative impact on Ukraine’s international image, leads to «shadowing» the economy, contributes to the growth of influence of the organized criminal groups.

To propose anti-corruption methods in Ukraine one should study the opinion of our population as to the possible ways of solution and views of other countries’ citizens concerning this phenomenon. The organization Transparency International conducted a study in which a survey was among 60 thousand people in 42 countries about corruption and combating it. It turned out that more than 60 percent of the population, that is every third inhabitant of such countries as Moldova, Kosovo and Spain considers corruption one of the main problems in their countries. Residents of the states of Europe and Central Asia are dissatisfied with the level of the government’s fight against corruption, only 23 percent positively evaluate the work of the authorities in this area.

In Ukraine, 86 percent of respondents say that fighting corruption is unsatisfactory, this is the highest percentage among all the countries. (Fig.1) [2]

The government and corruption:

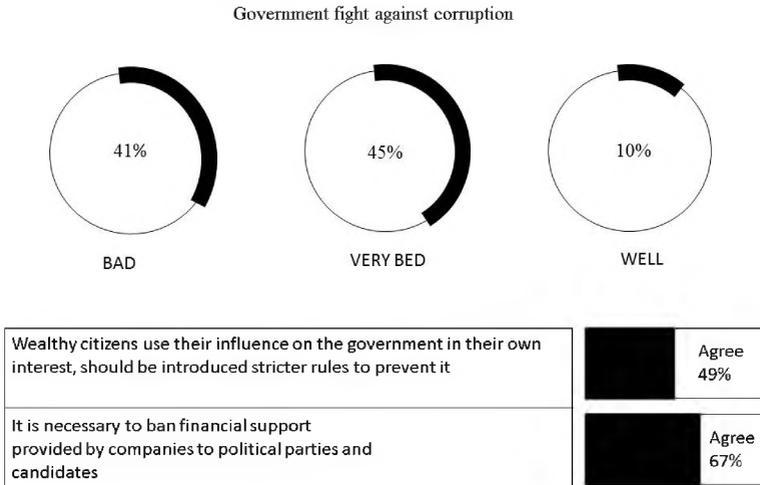


Fig. 1. The Government And Corruption.

The population of Ukraine gives the following scale of corruption in Ukraine. Among Ukrainian respondents 72% believe that over the last 4 years corruption has not diminished, 16% agreed with partial changes for the better, 10% of the population agreed with the reduction of corruption in our country, 2% did not comment (Fig.2)

The most important problem facing the country:

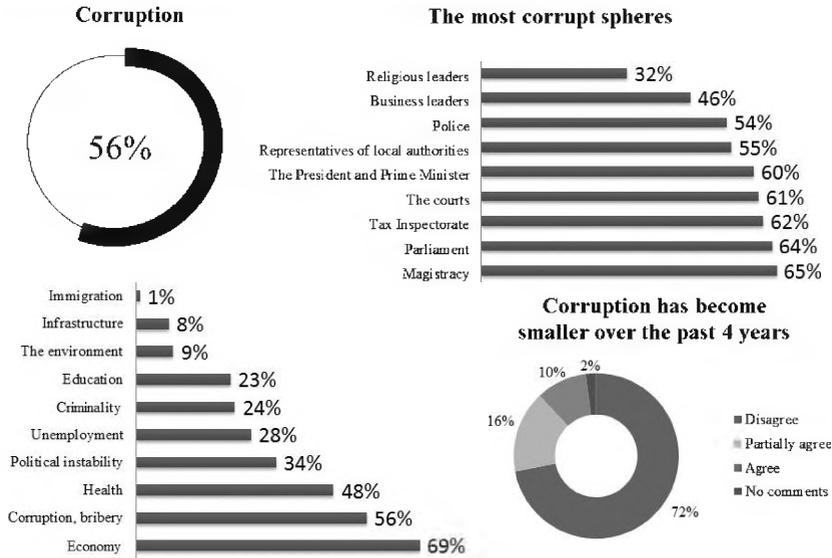


Fig. 2. The Opinion Of The Ukrainians In The Fight Against Corruption

In the general table of corruption in Europe and Central Asia, Transparency International placed Ukraine on one of the last places. The most corrupt areas, according to the Ukrainians, are: state employees (65%), Parliament (64%), tax authorities (62%), courts (61%), the President and the Prime Minister (60%), representatives of local authorities (55%), police (54%), business leaders (46%), religious leaders (32%). (Fig.2) [2].

In the world of corruption Ukraine is ranked 131 place out of 176, which indicates a low corruption perception index. In 2016, the index was 29, which is 2 points higher than last year, but not enough for the country, the government considers the fight against corruption to be a top priority. Improvement of Ukraine’s position in the world ranking was facilitated by the promotion of

anti-corruption reform, but the lack of an effective judicial system and de facto impunity of corrupt officials does not give Ukraine to make a great leap forward and overcome a 30-point barrier. [3]

Today, assessing the level of corruption in the world, we can talk about the division of the world into two categories: those that successfully cope with this problem, and those for whom corruption is an unsolvable difficulty. Quite clean of corruption are the countries which are included in the top twenty of the states, characterized by the existing level of anti-corruption strategy. They are Finland, Denmark, New Zealand, Iceland, Singapore, Sweden, Canada and several other countries. Some features of creation anti-corruption activities in these countries are as follows: corruption is recognized by the governments of these countries as a serious threat to national security, it is seen both as external and internal problem. For example, the system of combating corruption in the Netherlands includes such key procedural and institutional measures.

- A system of monitoring possible occurrence of corruption in state and public organizations and the strict control over the activities of the persons at these organizations.
- A system of selection of persons for positions that are not safe from the point of view of corruption.
- A system of punishment for corruption, while the main measure is prohibition to work in state institutions and the loss of social benefits offered by the state service.
- A reward system of affirmative actions of officers is profitable both materially and morally, to behave honestly and effectively.
- A system of state security, anti-corruption procedure of the specific purpose police with significant powers to identify cases of corruption.

Similar measures are also applied in Israel and Canada. In other countries there are also practised successful anti-corruption measures. In Botswana, with the rapid growth of corruption there were introduced such measures as: increasing the salaries of officials, while reducing their number and simplifying the structure of state institutions, as well as the immediate and inevitable sanctions for any corruption.

A benchmark called the new law of South Korea «On combating corruption» received wide international recognition. In accordance with it the right to start the investigation of corruption can actually be provided by any adult citizen of the country. The main idea of anti-corruption policy of Singapore is «to desire to minimize or eliminate conditions that pose a stimulus and the possibility of inducement of a person to commit corrupt actions.»[4]

As can be seen, the overseas anti-corruption legislation is evolving to use the entire arsenal of legal means of struggle (not only criminal) with the emphasis on prevention of corruption. Regarding Ukraine, it is expedient to suggest the following five methods in order to have real anti-corruption changes.

1. To create an effective and efficient system of anti-corruption in the sphere of justice involving foreign experts as active participants in the process of selection of judges of the courts. All the above-mentioned, together with the effective work of the NEB and the ARS will allow to intensify the fight against corruption, in particular to guarantee the effectiveness of electronic declarations.
2. To maximize all opportunities for effective investigation and bringing to court cases of defendants in the «sanctions list of Yanukovich». Not only it is important to get a conviction, even in absentia, but the return of stolen assets placed abroad and the rest ones to Ukraine. The same applies to corruption in the current government.
3. To involve business, both Ukrainian and international, to establish new and transparent rules of relationships in the triangle «society – government – business». Methods of deregulation, predictability of the tax legislation, the establishment of real rule of law to ensure stable environment for business in order to change its attitude to Ukraine.
4. To audit and reduce the degree of privacy in the sector of security and defense in the following areas: a chapter of the state budget, annual plans of public procurement information about procurement and contracts.
5. To establish a systematic communication regarding anti-corruption reforms with the society and international partners on the basis of real facts and achievements, not promises. To be strictly adhered to the undertaken international obligations.

Ukrainians, who are ready to resist corruption themselves, constitute: 29% refuse to give a bribe, 6% will vote for a decent candidate, 7% are ready to discuss out loud a problem of corruption, 2% are ready to join the anti-corruption organization, 1% is ready to boycott unscrupulous business. [5]

Conclusion. The problem of corruption in Ukraine today is a key problem of the state. The population of the country is dissatisfied with the existing anti-corruption methods, as they are of no effect. Therefore, the fight against corruption is an extremely complex and multifaceted task that is not always successfully solved abroad. Here we need political will and targeted state efforts. In this regard, it is advisable to explore and apply effective experience

of foreign countries in the sphere of fight against corruption and to follow the above steps and methods to overcome such a disastrous phenomenon.

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TOURISM AND SOCIETY: ETHICAL ASPECT

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Akhmad Z.M., Saprun I.R. Tourism and society: ethical aspect. The article discusses the problem of moral and ethical standards in the tourism sector, their impact on the development of tourism, the problem of understanding the term «ethical standards». The influence of globalization in tourism, the possibility of the disappearance of cultural identity is researched. The occurrence of number of commercial directions in tourism is discussed.

Keywords: cultural values, identity, forbidden types of tourism, globalization, global ethics, moral and ethical standards.

Ахмад Ж.М., Сапрун І.Р. Туризм та суспільство: етичний аспект. У статті розглядається проблема морально-етичних норм в туристичній сфері, їх вплив на розвиток туризму, проблема розуміння поняття «морально-етичних норм». Відзначено вплив глобалізації в сфері туризму, можливість зникнення самотності культури. Розглядається виникнення ряду комерційних напрямків в туризмі.

Ключові слова: глобалізація, глобальна етика, заборонені види туризму, культурні цінності, морально-етичні норми, самотність.

Ахмад Ж. М., Сапрун И.Р. Туризм и общество: этический аспект. В статье рассматривается проблема морально-этических норм в туристической сфере, их влияние на развитие туризма, проблема понимания термина «морально-этических норм». Отмечено влияние глобализации в сфере туризма, возможность исчезновения самобытности культуры. Рассматривается возникновение ряда коммерческих направлений в туризме.

Ключевые слова: глобализация, глобальная этика, запрещенные виды туризма, культурные ценности, морально-этические нормы, самобытность.

The object of the article is the process of interaction between tourism and the society in the modern world space. The subject is ethical standards in the context of tourism development in modern society. The purpose of the article is to pay attention to the tourism industry professional community on the most problematic issues related to the comprehension of the conceptual categories of «moral and ethical standards», on the influence of globalization on the changing paradigm of the world community, on the issues of international relations, on the problem of the contradictions of existence of unifications of moral and ethical standards in the presence of diversity of different cultural norms and cultural and ethical features in the tourism sector. To identify the most problematic points, analyze the factors that form the problem, consider possible solutions to the problem.

Today tourism is an actively developing socio-economic trend in many countries. With the general trend of convergence of inter-sectoral connections, tourism is one of the mediators in the system of interaction between the economy and culture. This area reflects all the phenomena occurring in the socio-cultural environment and, first of all, the problem of the influence of globalization processes on the transformation of the paradigm of the world and the world in general human understanding. One of the principal issues in this problem is the interpretation of the moral and ethical standards in the context of the international community [3, p. 10; 4; 6].

The fact that the problem of moral and ethical standards is of current interest, evidenced by the fact that the UNWTO in 1999 approved the Global Code of Ethics for Tourism, the aim of which is to protect and preserve the world's natural resources and cultural heritage from the influence destructive tourism activity [4].

Development and formation of modern tourism during the first third of the twentieth century, was originally linked with the cultural, educational, medical, recreational and religious lines. With the modernization of the technical and communication resources, tourism has become more affordable and has led

to raising the cultural level of the international community, but at the same time, was the catalyst for a number of moral level problems.

Despite the initial positive impact of tourism, with the time it appeared the negative phenomena of different nature, in conflict with the moral and ethical standards. The concept of «ethical norms» is interpreted broadly. In the context of this research article, the term is considered both in terms of professional ethics, and from the point of view of moral and ethical norms of society. The paradox lies in the fact that the concept of «moral and ethical» is positioned in the travel professional work in a slightly different perspective than it is positioned in the public consciousness, and sometimes contradict each other.

In the tourism business, both in terms of commercial system, there is a well-established dogma, which is reduced to the formulation of the «customer is always right.» In this regard, it is clear that a priority of client position and the position of the employee includes ensuring conditions of maximum satisfaction of the needs of tourists. In this situation, the interests of the tourist priori positioned as those that are within the moral and ethical standards. Meanwhile, the range of mental and cultural characteristics are so broad and complex that there is a question about the unification of certain categories of ethics in international space.

It should be noted that the feature of the present stage of civilization development is the intensification of the processes of transformation that deeply affected the economy, political, socio-cultural and spiritual spheres. A clear manifestation of these tendencies in favor of globalization. It becomes a form and at the same time a new stage of the internationalization of economic life, covers the most important processes of social and economic development of the world, it contributes to the acceleration of economic growth and modernization. In this regard, all the more common term «global ethics» generated by globalization, which does not yet have a clear definition, but as a concept presupposes the existence of moral principles common to all spheres of human activity. However, in a number of publications, the authors suggest that the combination of different cultures there are no uniform ethical standards, ethical norms and rules, although, of course, there is the concept of universal moral values [4].

The complexity of the situation lies in the fact that there are countries and regions with established traditional cultural values ??that carry the fundamental differences due to several factors: the confessional, geopolitical, economic, ethnic and others.

Ethical principles and values of any ethnic group are transmitted through the prism of material culture. Tourism contributes to the dissemination of the

traditions and way of life of people through a certain substantive content of the space in which it exists. Architecture, cuisine, clothing is the most vibrant and attractive examples of material culture. Familiarity with the various countries, usually occurs during rest, therefore, visitors are set to receive positive emotions, experiences and aesthetic pleasure of the journey, that this explains the popularity of international tourism. The possibility of extinction cultural identity due to the impact of globalization could lead to a loss of attractiveness of tourist destinations, and further discredit the sphere of tourism. The indicators of this process are numerous international, displaces the archetypal traits of a particular ethnic culture [2, p. 9; 4]

As one of the most promising sectors of the economy, tourism attracts the attention of multinational corporations to realize their interests through advertising and popularization of hedonistic lifestyle, replacing traditional cultural values. The moral and ethical issue in this situation lies in the social responsibility of the plane, including tourism, as a manifestation of a public institution. Consumers' attitude to culture caused the emergence of a number of commercial areas, which are closely entered the sphere of tourism and have become a part of it. Examples of such areas can be called shopping tourism, gaming and tourism, so-called «forbidden types of tourism.»

To conclude, we consider that the formation of tourism on a global space originated preponderance of commercial interests over cultural value [1, p. 60; 4; 6, p. 103].

Solution of the above problems has several levels and is seen primarily in the sphere of guarantees of international community. Confronting the destructive effects of globalization can only be successful if the state provides and strengthens the moral foundations of the family institution, as a consequence, the people and the country. It has tourism opportunities and a wide range of resources in the education of generations and the strengthening of universal moral values and cultural traditions. Thus, the tourist activity as a complex system structure has great potential and needs further analysis and identification of mechanisms of action in addressing moral and ethical issues in this area.

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INFORMATION WARS IN THE MODERN INTERNATIONAL RELATIONS

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Arinzonov A.V., Davydenko I.V. Information Wars in the Modern International Relations. The article provides an overview of the information wars in the modern international relations, the concepts of the information wars have been developed, the forms, which an information war can have, are given. Examples of the information wars that have occurred in the world are also given. The importance of the information wars in the modern world is summed up.

Keywords: information war, international relations, mass media, modern world.

Аринзонов А.В., Давиденко И.В. Інформаційні війни у сучасних міжнародних відносинах. У статті подано огляд інформаційних війн у сучасних міжнародних відносинах, розібрано поняття інформаційних війн, наведені форми інформаційних війн. Також наведені приклади інформаційних війн, які відбувалися у світі. Підсумовано значення інформаційних війн у сучасному світі .

Ключові слова: інформаційна війна, міжнародні відносини, СМІ, сучасний світ.

Аринзонов А.В., Давиденко И.В. Информационные войны в современных международных отношениях. В статье представлен обзор информационных войн в современных международных отношениях, разобрано понятие информационных войн, приведены формы, которые может иметь информационная война. Также приведены примеры информационных войн,

которые происходили в мире. Подведены значение информационных войн в современном мире.

Ключевые слова: информационная война, международные отношения, СМИ, современный мир.

The turn of XX – XXI centuries was marked by mass computerization, introduction of new technologies in almost all spheres of the public life. At present a country, which aspires to be a full-fledged subject of the world politics, cannot do without the development of information and communication technologies – the basis of providing an appropriate status in the international arena. However, apart from the obvious benefits, the scientific and technological progress creates new threats to the national security of individual states and the international community on the whole. The vulnerability of the information space, which proves, in particular, the emergence of the concept of an “information war” is becoming increasingly apparent [2].

The purpose of this work is to determine the concepts of the information war and its role in the modern world. The object of the work is information wars in the world.

The term *information war* has two meanings:

1) Process of confrontation between human communities, aimed at achieving political, economic, military or other objectives of the strategic level by influencing the civilian population, authorities and the armed forces of the opposing side, through the distribution of the specially selected and prepared information, informational materials, and counter such influences on its own side.

In this sense, the term *psychological war* is also used – the psychological impact on the civilian population and the military of another state for the purpose of achieving political or purely military purposes.

2) Targeted actions, taken to achieve the information superiority by damaging information, information processes and information systems of the enemy while protecting own information, information processes and information systems.

Information war is a kind of fighting actions, in which the key influence object is the information, stored or circulating in the enemy’s managing, intelligence, combat and other systems. The concept of the modern information war has been developed relatively recently. According to the opinion of the US specialists, the concept of the information war itself has become possible as a result of a “cyber revolution”, which has caused massive introduction of

different information systems into all spheres of life, based on the use of electronic devices. The weapon of the information war is the information processing devices and methods that are used for large-scale, targeted, fast and secretive influence on military and civilian information systems of the enemy to undermine its economy, reducing the degree of combat readiness and combat capability in order to facilitate the achievement of the final victory. This means that the information war can be made independently, i.e. without using the traditional means and methods of the armed struggle, and in combination with other types of fighting [3].

The term *Information war* has turned out to be in the focus of attention in connection with the Gulf War in 1991. At that time it meant misinformation and physical activities, aimed at the destruction of Iraq's information systems – both military (radio and computer communications) and civilian (promotion funds). Western television companies, which made broadcast from Iraq, may be added to that. And these programs were aimed not at the enemy, but vice versa – to the citizens of the Western countries [4].

After the Gulf War, there appeared “information war” theoreticians.

In August 1995, the USA National Institute of Defense published a classic work in this area by Martin Libiki. The author identified seven forms of the information war in it:

1. Command and management in the modern sense is aimed at the communication channels between the command and performers and has the purpose to deprive of the management.

2. Intelligence War means gathering militarily significant information (as attack) and the protection of its own.

3. Electronic Warfare is aimed against means of electronic communication – radio, radar stations, and computer networks.

4. Psychological warfare means propaganda, “brainwashing”, and the information processing of the population.

5. Hacker War implies sabotage operations against enemy's civilian targets and protection from them (action against the military is regarded as electronic warfare).

6. Economic information war.

7. Cyberwar is different from the “usual” hacking. This hobby of computer data allows tracking down the target (or blackmails it) [4].

In the information war there are three main objectives: control of the information space and ensuring the protection of its information from the enemy action; using control over the information space for information attacks against

the enemy; and improving the general efficiency of the armed forces by the widespread introduction of military information functions [1; 3; 4].

Thus, with the advent of the new century the nature of the confrontation between the states has changed: there is a tendency to shift the center of gravity from the open power (military and economic) methods and means to hidden, including the information ones. Mass media become all the more effective instrument of the foreign policy of individual states that can not only have an impact on the public opinion, but to shape it and to manipulate it [1; 3; 4].

One of the most striking examples of the information wars of XXI century occurred in the Czech Republic. Czech Information Security Branch (BIS) has accused Russia of making an information war in the country. In its annual report, published on September 1, 2016, it states that the objectives of the Russian information war in 2015 were: penetration in the local mass media and dissemination of propaganda and disinformation for the purpose of influencing the Czech public as well as attempts to undermine the Czech-Polish relations, and spreading the information, discrediting the EU and NATO and undermining the reputation of Ukraine.

A cyber-attacks method has become widespread in the information wars. In a simple sense it is an attack on the security of the computer system. According to the words of Z. Brzezinski, complex computer viruses are able to undermine the military potential rival. States may keep the hacker attacks on the targets for the purpose of spying or getting the economic information [1; 3; 4].

There is an opinion that China makes a lot of cyber-attacks. Most often the attacks are directed against the USA. In its defense, the Chinese say that they have a law, prohibiting undermining cybersecurity of any state. In addition, the source of cyber-attacks, as a rule, is disguised, and they are anonymous. It is just not yet proven whether the government of the People's Republic of China hides something or all this is just the mass media nonsense [1; 3; 4].

The advantage of the information war is that it allows making damage to the enemy without using physical weapons, moreover, anonymous! In this case, the opponent loses the right to answer by direct military means, because in this case it has to look like the aggressor.

At present, the level of development of the information technology has erased the borders between the states in the information space and created an unprecedented opportunity to suppress the enemy without using the traditional weapons. Pentagon has understood all this a long time ago, and in

1998 the USA Ministry of Defense developed a new “Joint Information Operations Doctrine”. It introduces the term “strategic information confrontation” for the first time. The objectives of the impact therein are the enemy’s objects, selected by the principle of “five rings” (in descending order of importance):

- political and military management of the country;
 - life-support systems;
 - infrastructure;
 - population;
- armed forces [1].

Conclusion. The forms and methods of the information war in a relatively short period of time have undergone a qualitative change. The role of the information technology and the mass media has repeatedly increased – they have become a key means to achieve the military and political objectives of states. The destructive power of the information and psychological impact in the modern conditions is so great that put to doubt not only the independence of the defeated state, but also the very existence of its people as a national community. However, information war has its limits of possibilities and is effective not against any opponent. It does not cancel, but rather supplements and enhances the traditional methods of making a war.

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PRINCIPLES OF INTERNATIONAL CRIMINAL LAW

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Atchalko D. V., Kalyuzhna A.B. Principles of international criminal law. The article provides the analysis of the principles of international criminal law, sources of the principles, their goals and goals of international criminal law in general.

Keywords: implementation, international crime, principles of international criminal law, the Rome Statute.

Атчалко Д.В., Калюжна А.Б. Принципи міжнародного кримінального права. У статті здійснюється аналіз принципів міжнародного кримінального права, джерел цих принципів, цілей, задля яких ці принципи сформовано, та задач міжнародного кримінального права в цілому.

Ключові слова: імплементація, міжнародна злочинність, принципи міжнародного кримінального права, Римський статут.

Атчалко Д.В., Калюжная А.Б. Принципы международного уголовного права. В этой статье содержится анализ принципов международного уголовного права, целей, для которых эти принципы были сформулированы, и задач международного уголовного права в целом.

Ключевые слова: имплементация, международная преступность, принципы международного уголовного права, Римский статут.

A large number of different crimes both at national and international level are committed every day. The body of law that prohibits categories of conduct considered to be serious crimes, regulates procedures governing investigation, prosecution and punishment of those categories of conduct worldwide is international criminal law. The prosecution of severe international crimes including genocide, crimes against humanity, and war crimes is necessary to enforce international criminal law and deliver justice to victims. That is why it is essential to understand the basic principles of international criminal law and its goals. Basic concepts of international criminal law formulated in the previous century in the Universal Declaration of Human Rights adopted by the United Nations General Assembly in 1948 remain valid and important nowadays. This explains the relevance of the article.

The goal of the article is to study the main principles of international criminal law, the reasons why they were formed as well as their role in the system of justice.

The object of the article is principles of international criminal law.

The subject of the research includes the goals, sources and relevance of international criminal law principles.

International criminal law finds its origin in both international law and criminal law, is the part of public international law that deals with the criminal responsibility of individuals for international crimes and stipulates for the prosecution of individuals for international crimes before international tribunals. The crimes over which international tribunals have been given jurisdiction under international law include genocide, war crimes, crimes against humanity, and aggression.

There are several basic principles upon which international criminal law is based. The principles of international criminal law should be defined as fundamental principles underlying the substantive and procedural rules [1, p. 314]. For the first time the principles of international criminal law were stated and formalized in the Charter of the International Military Tribunal for trial and punishment of the main war criminals of the axis (London August 8, 1945) [7, p. 6]. It was a set of principles of substantive and procedural Criminal law. They have been recognized by the General Assembly resolution of the United Nations 95 (I) of 11 December 1946 "Confirmation of the principles of international law recognized by the Charter of the Nuremberg Tribunal" [3], indicating the need for their inclusion in a code of crimes against the peace and security of mankind, or the international criminal code.

In 1950, the International Law Commission produced a report "Principles of International Law recognized by the Charter of the Nuremberg Tribunal and in the Judgement of the Tribunal" in which the principles received a more specific design. The main principles of criminal law according to the Charter are: 1) the penalty of any person, who has committed any act that is recognized as a crime in international law; 2) if the State in domestic law does not establish the criminality and the penalty of an act that is criminal according to international law, that fact does not release guilty person from responsibility under international law; 3) cannot be regarded as grounds for exemption from liability for committing a crime under international law at the reference of a person to his or her state status or official position; 4) performing of an order of a government or a director does not release a person from liability under international law, if the conscious choice was in fact possible to the person (the presence of so-called mens rea); 5) complicity in committing a crime against peace, a war crime or crime against humanity is recognized as an international law crime [2].

The principles of international criminal law found further elaboration in the Rome Statute. The Rome Statute of the International Criminal Court (often referred to as the International Criminal Court Statute or the Rome Statute) is the treaty that established the International Criminal Court (ICC). It was adopted at a diplomatic conference in Rome on 17 July 1998 and it entered into force on 1 July 2002.

According to the Rome Statute of the International Criminal Court (Rome, 17 July 1998) the principles of international criminal law are: there is no crime without specifying it in law, there is no punishment without specifying it in law, lack of retroactivity, individual criminal liability, exclusion of jurisdiction for persons under the age of 18, inadmissibility of linking to official positions, liability of commanders and other superiors, inapplicability of the statute of limitations, subjective side, the grounds for exemption from criminal liability, error in fact or error in law; superior's orders and law directions [6, p. 20–33].

Since international crimes increasingly include extraterritorial elements, requiring enhanced interaction between States, it is becoming more pressing to coordinate respect for these principles. Thus, while respecting their own national principles of criminal law and any specific principles set forth in the instruments of the regional bodies to which they are party States must uphold the principles of international criminal law [8]. Basic theoretical concepts developing the idea of globalization in international criminal law may be outlined as the following: the concept of priority of international law over domestic law; the concept of limited national sovereignty; the concept of personal security.

Due to the fact that the objectives of international criminal law are in particular, preventing international crimes and creating conditions for improving the efficiency of cooperation and consolidation of efforts of States in combating with crimes, the principles of international criminal law found their consolidation in other documents, including: resolution of the UN General Assembly on December 14, 1990 № 45/107 “International Cooperation in the field of crime prevention and criminal Justice in the context of development” [4]; the UN General Assembly resolution on December 18, 1991 № 46/152 “Creation of an effective United Nations Crime Prevention and Criminal justice program” [5].

The basic principles of crime prevention written in aforementioned resolutions are: 1) strengthening and harmonizing of international coordination and cooperation in the field of crime prevention and criminal justice; 2)

adherence of valid international treaties and principles of the United Nations, enshrined in the Charter and other international acts, 3) intensification of the struggle against international crimes in a way of strengthening and adherence of law and order, 4) reforming of national legislation to ensure its compliance with international criminal law, and to ensure effective and rapid response to new challenges; 5) development of international scientific cooperation, including through the development and ratification of new international agreements in the field of crime prevention.

Conclusion. To sum up, we can conclude that the system of principles of international criminal law reflects the main development trends of criminal legal science and secures the most important provisions for a certain state in the interaction between countries as sovereign states. The consolidation of basic principles in sources of law, their consistent and strict observance helps to ensure successful resolving of goals of international criminal law and the implementation of common global policy in counteracting crimes.

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INTERNATIONAL LEGAL REGULATION OF THE COUNTER-TERRORISM COMMITTEE ON THE FIGHT AGAINST INTERNATIONAL TERRORISM

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Avvakumova A.V., Karpusenko M.V. International legal regulation of the Counter-Terrorism Committee on the fight against international terrorism. The article outlines the main aspects of international legal regulation and the status of the Counter-Terrorism Committee on the fight against international terrorism, in the article were analyzed the main principles, methods and functions of the Committee, discussed in details the directions of its activities and cooperation at the international level, listed the number of international legal instruments in anti-terrorism field, summarized topical issues on the fight against international terrorism.

Keywords: act of terrorism, international terrorism, the UN Global Counter-Terrorism Strategy, the UN Security Council Counter-Terrorism Committee, the UN Security Council Resolution.

Аввакумова А.В., Карпусенко М.В. Міжнародно-правова регламентація діяльності Контртерористичного комітету у боротьбі з міжнародним тероризмом. У статті викладено основні аспекти міжнародно-правової регламентації та статус Контртерористичного комітету у боротьбі проти міжнародного тероризму, проаналізовано основні засади, методи та функції Комітету, детально розглянуто напрямки його діяльності та співробітництва на міжнародному рівні, перераховано кількість міжнародно-правових документів у антитерористичній сфері, підсумовано актуальні проблеми у боротьбі з міжнародним тероризмом.

Ключові слова: Глобальна контртерористична стратегія ООН, Контртерористичний комітет ООН, міжнародний тероризм, Резолюція РБ ООН, терористичний акт.

Аввакумова А.В., Карпусенко М.В. Международно-правовая регламентация деятельности Контртеррористического комитета по борьбе с международным терроризмом. В статье изложены основные аспекты международно-правовой регламентации и статус Контртеррористического комитета по борьбе против международного терроризма, проанализированы основные принципы, методы и функции Комитета, детально рассмотрены направления его деятельности и сотрудничества на международном уровне, перечислено количество международно-правовых документов в антитеррористической сфере, суммированы актуальные проблемы в борьбе с международным терроризмом.

Ключевые слова: Глобальная контртеррористическая стратегия ООН, Контртеррористический комитет ООН, международный терроризм, Резолюция СБ ООН, террористический акт.

The article focuses on the main aspects of international legal regulation of the UN Counter-Terrorism Committee and its status in the system of the UN bodies, which counteract and fight against international terrorism. The article aims to explore the main points of work of the UN Counter-Terrorism Committee, to examine the UN Global Counter-Terrorism Strategy as a unique common international legal instrument, to assess the level of productivity and co-operation between the States in the fight against terrorism.

Nowadays, terrorism is a major threat to the entire international community as a whole, and it violates the principles of peaceful coexistence of states, which are specified in the United Nations Charter [Art. 1; 4]. It can be explained by a large number of terrorist attacks over the past fifteen years: series of terrorist attacks in the US on September 11, 2001 (more than 3000 victims), the seizure of more than 900 hostages in the building of the Moscow Dubrovka during the musical performance “Nord-Ost” October 23, 2002, a number of terrorist attacks on November 13, 2015 in France, etc [1]. As a rule, acts of terrorism are committed at the discrepancy of religious, cultural and moral views. The modern so-called “enemy” is varied in all its aspects. The fighting against the terrorism phenomenon is conducted everywhere and in different fields of human activity.

In order to determine the features of the fight against international terrorism, it is necessary to give a definition of “international terrorism” as a crime of an international nature.

International terrorism is a crime of an international nature, aimed at achieving specific political goals, the weakening of political opponents, encroaching on human’s life, health and safety, the normal diplomatic activity between states and their representatives, which is committed through actions

of individuals and (or) organizations by using violent acts, acts of terrorism, threats and other illegal activities [2, p. 199].

Within the UN framework there is cooperation with countries on the fight against international terrorism at different levels. After the events of September 11, 2001 on the basis of the UN Security Council Resolution (hereinafter – UNSCR) №1373 (2001) [7] the United Nation Organization established the Counter-Terrorism Committee (hereinafter – CTC). In addition, the UNSCR №1267 (1999) established the Committee concerning ISIL (Da’esh), “Al-Qaeda”, “Taliban” and associated individuals [6]; the UNSCR №1540 (2004) established the Committee concerning prevention of proliferation of nuclear, chemical or biological weapons, etc [8].

The Committee, comprising all 15 Security Council members, was tasked with monitoring implementation of Resolution № 1373 (2001), which requested countries to implement a number of measures intended to enhance their legal and institutional ability to counter terrorist activities at home, in their regions and around the world, including taking steps to:

- Criminalize the financing of terrorism;
- Freeze without delay any funds related to persons involved in acts of terrorism;
- Deny all forms of financial support for terrorist groups;
- Suppress the provision of safe haven, sustenance or support for terrorists;
- Share information with other governments on any groups practicing or planning acts of terrorism;
- Cooperate with other governments in the investigation, detection, arrest, extradition and prosecution of those involved in such acts;
- Criminalize active and passive assistance for terrorism in domestic law and bring violators to justice.

The CTC is assisted by the Counter-Terrorism Committee Executive Directorate (hereinafter – CTED), which carries out the policy decisions of the Committee, conducts expert assessments of each Member State and facilitates counter-terrorism technical assistance to countries. In general, the functions of CTC and CTED are as follows:

- visiting countries – in order to monitor progress and assess the nature and level of technical assistance that may be needed for a particular country to implement the UNSCR № 1373 (2001);
- technical assistance – helping countries to join the existing programs of technical, financial and legal assistance;

- country reports – to obtain a complete picture of the situation in the fight against terrorism in each country and using reports as an instrument for dialogue between the Committee and Member States;
- best practices – encouraging countries to use the known best practices, codes and standards, taking into account national circumstances and needs;
- special meetings – to promote closer ties with international, regional and subregional organizations and eliminate duplication of effort and unnecessary expenditure due to better coordination of efforts [3].

In addition to the 13 developed conventions (as the 1997 International Convention for the Suppression of Terrorist Bombings, the 1999 Convention for the Suppression of the Financing of Terrorism, the 1979 International Convention against the Taking of Hostages, the 1971 Convention for the Suppression of Unlawful Acts against the Safety of Civil Aviation) CTC also adopted the Global Counter-Terrorism Strategy (2006), a unique international legal instrument in which the UN Member States emphasized the importance of an international counter-terrorism instruments, called for the involved States that have not implemented it, to comply with the terms contained therein. With the adoption of this document for the first time in the history, the vast majority of countries around the world agreed on a common strategic and operational approach to fight terrorism.

This document sets out a list of succinct actions to prevent terrorism and to fight with this phenomenon at different levels. In addition, among the intensification of cooperation and coordination of countries in this regard, the Strategy focuses also on the organizational aspects of terrorism, which are instigating, assistance, financing, encouraging or tolerating terrorist activities, and calls the countries to take appropriate measures to ensure that the territory of the countries is not used for terrorist installations or training camps for the preparation or organization of acts of terrorism intended to be committed against other States or their citizens.

The first important point is the fact of granting asylum to person. Before granting asylum, the State should take appropriate measures and make sure that the person who requests it, is not engaged in terrorist activities and, after granting asylum – to ensure that the refugee status is not used for terrorist purposes. The procedure has a sense today in connection with the deterioration of the migration crisis in Europe and the intensification of terrorist attacks in the European Union centers (France, Germany). With the same purpose the Strategy encourages countries to strengthen border and customs control, increase the security of identity papers and travel documents in their production and delivery.

The second important point is to strengthen co-operation of States in the fight against crime, including drug trafficking in all its aspects, illicit arms trafficking, money laundering and smuggling of nuclear, chemical, biological, radiological and other potentially deadly materials. Everyone knows that terrorism does not appear unreasonable and, as a rule, there are certain preconditions, so the problem of international terrorism can only be solved in conjunction with the above.

In the new stage of globalization of society is increasingly possible to observe the use of the Internet as a means of implementation of criminal activity and as a tool of psychological influence on society. Accordingly, the Strategy considers the use of the Internet as a tool for countering the spread of terrorism, and admits that States may require assistance in this regard, which the CTC is ready to provide.

Based on the fact that terrorism is often arises from religious and cultural conflicts, special attention is paid to the consideration of preventing this action. Consequently, the UN Global Counter-Terrorism Strategy calls for “the promotion of a culture of peace, justice and human development, ethnic, national and religious tolerance and respect for all religions, religious values and beliefs through the creation and promotion, as appropriate, education programs and public awareness with the participation of all sectors of society; encourages the United Nations Educational, Scientific and Cultural Organization to play a key role, including through intra- and inter-faith dialogue and dialogue between civilizations” [5].

Today the international community does not lie idle, but takes a number of measures to prevent and fight international terrorism. It can be noted that for more than a half of a century of the United Nations history it has developed a great number of documents, that lay the legal basis for international cooperation in the field of fighting against terrorism such as the 1970 Convention for the Suppression of Unlawful Seizure of Aircraft, the 1979 International Convention against the Taking of Hostages, 1997 International Convention for the Suppression of Terrorist Bombings, the 1999 International Convention for the Suppression of the Financing of Terrorism, and others. However, the threat of terrorism to this day remains relevant and unsolved. Today, countries may not always withstand terrorism as a global problem effectively. To eliminate the causes of international terrorism, to prevent its spread at this stage of international relations is only possible by joint efforts of the entire international community.

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THE HUMAN RIGHT TO WATER

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Barybina Z.M., Kalyuzhna A.B. The human right to water. The article deals with the issue of human right to adequate food and freedom from hunger, especially right to water. States' obligations regarding this right are defined as well as the necessary steps to be taken to achieve progressively the full realization of the right.

Keywords: realization of the right, right to adequate food, right to water, states' obligations.

Барибіна Ж.М., Калюжна А.Б. Право людини на воду. У даній статті розглянуто питання права людини на достатнє харчування, особливо приділяється увага питанню права на воду. У статті визначенні зобов'язання держав, щодо

забезпечення цього права для кожного громадянина, та засоби, якими держава має реалізувати це право в повному обсязі.

Ключові слова: зобов'язання держав, право на воду, право на достатнє харчування, реалізація права.

Барыбина Ж.М., Калужная А.Б. Право человека на воду. В статье рассмотрен вопрос права человека на достаточное питание, в особенности раскрывается вопрос о праве на воду. В статье определены обязанности государств по обеспечению этого права для каждого гражданина и меры для того, чтобы это право было реализовано в полном объеме.

Ключевые слова: обязательства государств, право на воду, право на достаточное питание, реализация права.

Among genuine rights under international law which should be protected and promoted for people by States there are the rights to adequate food and water.

The human right to water is indispensable for leading a life in human dignity. It is a prerequisite for the realization of other human rights. The human right to water entitles everyone to sufficient, safe, acceptable, physically accessible and affordable water for personal and domestic uses. An adequate amount of safe water is necessary to prevent death from dehydration, to reduce the risk of water-related disease and to provide for consumption, cooking, personal and domestic hygienic requirements [2]. Still more than a billion people in the developing world lack safe drinking water, nearly three billion people live without access to adequate sanitation systems necessary for reducing exposure to water-related diseases [7].

There are some key facts [8]:

1. 663 million people rely on unimproved sources, including 159 million dependent on surface water.
2. Globally, at least 1.8 billion people use a drinking-water source contaminated with faeces.
3. Contaminated water can transmit diseases such diarrhoea, cholera, dysentery, typhoid and polio. Contaminated drinking-water is estimated to cause 502,000 diarrhoeal deaths each year.
4. By 2025, half of the world's population will be living in water-stressed areas.
5. In low- and middle-income countries, 38% of health care facilities lack improved water source.

Despite the efforts taken by international and national authorities international community faces a range of problems concerning the full

realization of the right to water. This explains the relevance of the article.

The goal of the article is to provide an overview of one of the most important human rights, i.e., right to water, and the sources where it is stated. In some ways the right to water is even more basic and vital than some of the more explicit human rights already acknowledged by the international community.

The object of the article is the relations between a person and both the international community and the government during the process of accessing to water resources. It also shows that all human rights are interdependent, interconnected and indivisible. This gives the judiciary scope to base their judgements not only on the rights to water and/or sanitation, but also on other human rights.

The subject of the article includes the essential human right to water. The present article suggests a formal definition of this right with a base in human rights regulation. It attempts to dialogue with the different existing perspectives regarding the impact of its international recognition as a human right.

The analysis provided in the article is based on primary sources such as the text of the International Covenant on Economic, Social, and Cultural Rights, Convention on the Elimination of All Forms of Discrimination Against Women, Convention on the Rights of the Child and others [2].

The human right to adequate food is recognized in several instruments under international law [1]. Pursuant to article 11.1 of the Covenant on Economic, Social and Cultural Rights, States parties recognize “the right of everyone to an adequate standard of living for himself and his family, including adequate food, clothing and housing, and to the continuous improvement of living conditions” [1].

Every State should ensure “the fundamental right to freedom from hunger and malnutrition” [1]. The human right to adequate food is of crucial importance for the enjoyment of all rights. It applies to everyone. The right to adequate food is indivisibly linked to the inherent dignity of the human person and is indispensable for the fulfilment of other human rights.

It is also inseparable from social justice, requiring the adoption of appropriate economic, environmental and social policies, at both the national and international levels, oriented to the eradication of poverty and the fulfilment of all human rights for all [1].

The right to adequate food is realized when every man, woman and child, alone or in community with others, have physical and economic access at all times to adequate food or means for its procurement. The right to adequate

food shall therefore not be interpreted in a narrow or restrictive sense which equates it with a package of calories, proteins and other specific nutrients. The right to adequate food will have to be realized progressively [1].

The right to adequate food, like any other human right, imposes three types or levels of obligations on States parties [4]:

- the obligations to respect;
- to protect;
- and to fulfill.

In turn, the obligation to fulfill incorporates both an obligation to facilitate and an obligation to provide [4].

The obligation to respect existing access to adequate food requires States parties not to take any measures that result in preventing such access. The obligation to protect requires measures by the State to ensure that enterprises or individuals do not deprive individuals of their access to adequate food. The obligation to fulfill (facilitate) means the State must proactively engage in activities intended to strengthen people's access to and utilization of resources and means to ensure their livelihood, including food security [4].

The Covenant on Economic, Social and Cultural Rights clearly requires that each State party take whatever steps are necessary to ensure that everyone is free from hunger and as soon as possible can enjoy the right to adequate food. This will require the adoption of a national strategy to ensure food and nutrition security for all.

The strategy should be based on a systematic identification of policy measures and activities relevant to the situation and context, as derived from the normative content of the right to adequate food or other rights and spelled out in relation to the levels and nature of State parties' obligations [9].

The obligations of States are not restricted to fulfilling the right to adequate food only since it is interdependent with the right to water. Apart from personal and domestic uses, water is also required for a range of different purposes. For instance, water is necessary to produce food (right to adequate food) and ensure environmental hygiene (right to health). Water is essential for securing livelihoods (right to gain a living by work) and enjoying certain cultural practices (right to take part in cultural life). Consequently, to realize the right to adequate food States have to:

- 1) ensure access to the minimum essential amount of water, that is sufficient and safe for personal and domestic uses to prevent disease;
- 2) adopt and implement a national water strategy and plan of action addressing the whole population; the strategy and plan of action should be

devised, and periodically reviewed, on the basis of a participatory and transparent process; it should include methods, such as right to water indicators and benchmarks, by which progress can be closely monitored; the process by which the strategy and plan of action are devised, as well as their content, shall give particular attention to all disadvantaged or marginalized groups;

3) adopt relatively low-cost targeted water programmes to protect vulnerable and marginalized groups [4].

Nevertheless, priority in the allocation of water must be given to the right to water for personal and domestic uses. Priority should also be given to the water resources required to prevent starvation and disease, as well as water required to meet the core obligations of each of the Covenant rights [5]. Article 14, paragraph 2, of the Convention on the Elimination of All Forms of Discrimination Against Women stipulates that States parties shall ensure to women the right to “enjoy adequate living conditions, particularly in relation to <...> water supply” [3]. Article 24, paragraph 2, of the Convention on the Rights of the Child requires States parties to combat disease and malnutrition “through the provision of adequate nutritious foods and clean drinking-water” [6].

The failure of the international aid community, nations, and local organizations to satisfy these basic human needs may lead to substantial, unnecessary, and preventable human suffering.

Unfortunately, Ukraine has also faced such a problem. Up to 1.3 million people in war-torn eastern Ukraine are facing acute water shortages and a serious water crisis due to damaged or destroyed infrastructure. Many in Luhansk region have to rely on water trucks or travel to neighboring villages to get water. In Mariupol, a city of 500,000 in Donetsk region, they rely on water from «rapidly depleting» stocks. With little rain and high temperatures, conditions are becoming increasingly difficult. The risk of waterborne diseases is also rising as people are unable to store and transport water safely [8].

States parties have a constant and continuing duty under the Covenant to move as expeditiously and effectively as possible towards the full realization of the right to water. Realization of the right should be feasible and practicable, since all States parties exercise control over a broad range of resources, including water, technology, financial resources and international assistance, as with all other rights in the Covenant [9].

To comply with their international obligations in relation to the right to water, States parties have to respect the enjoyment of the right in other countries. States parties should ensure that the right to water is given due

attention in international agreements and, to that end, should consider the development of further legal instruments [9].

Violations of the right to water can occur through acts of commission, the direct actions of States parties or other entities insufficiently regulated by States. Violations include, for example, the adoption of retrogressive measures incompatible with the core obligations, the formal repeal or suspension of legislation necessary for the continued enjoyment of the right to water, etc. Nowadays there are no strong measures when States violate the right of access to water, i.e, States are obliged to implement the rights to water and sanitation into their national legal systems. Although any such violation on the part of individuals may result in court injunctions or criminal prosecution to achieve compliance with water right laws and regulations, voluntary compliance is preferred. Jurisprudence on these human rights adds another crucial layer to ensure these rights are enforced in practice and will become a reality for everyone, not just on paper. With regard to the conclusion and implementation of other international and regional agreements, States parties should take steps to ensure that these instruments do not adversely impact upon the right to water.

Conclusion. Taking all the aforesaid into consideration the adequacy of water should not be interpreted narrowly, by mere reference to volumetric quantities and technologies. Water should be treated as a social and cultural good, and not primarily as an economic good. Safe available water is important for public health, whether it is used for drinking, domestic use, food production or recreational purposes. Improved water supply and sanitation, and better management of water resources, can boost countries' economic growth and can contribute greatly to poverty reduction. The manner of the realization of the right to water governed by States must be sustainable, ensuring that the right can be realized for present and future generations.

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THE SIZE OF THE WORLD ECONOMY MEASURED IN BURGERS (THE BIG MAC INDEX)

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Bedina L.I, Oliynyk N.A. The size of the world economy measured in burgers (the Big Mac Index). This article considers the features of the Big Mac index based on purchasing power parity and identifies the most undervalued and overvalued currencies and analyzed the advantages and disadvantages of this index.

Key words: overrated and underrated currencies, purchasing power parity, the Big Mac Index, world economy.

Бедіна Л.І., Олійник Н.А. Розмір світової економіки вимірюється в бургерах (Індекс Біг-Мака). У статті розглянуті особливості індексу Біг-Мака на основі паритету купівельної спроможності, а також визначені найбільш переоцінені та недооцінені валюти і проаналізовані переваги та недоліки даного індексу.

Ключові слова: індекс Біг-Мака, паритет купівельної спроможності, переоцінені та недооцінені валюти, світова економіка.

Бедина Л.И., Олейник Н.А. Размер мировой экономики измеряется в бургерах (Индекс Биг-Мака). В статье рассмотрены особенности индекса Биг-Мака на основе паритета покупательной способности, определены наиболее переоцененные и недооцененные валюты и проанализированы преимущества и недостатки данного индекса.

Ключевые слова: индекс Биг-Мака, мировая экономика, паритет покупательной способности, переоцененные и недооцененные валюты.

The Big Mac index, created by Pam Woodallin in September 1986, takes its name from the Big Mac, a hamburger sold at McDonald's restaurants. The index, also known as Big Mac PPP, is a survey done in the Economist magazine by Pam Woodallin that is used to measure the purchasing power parity (PPP) between nations, using the price of a Big Mac as the benchmark [4]. It was chosen because it is available as a common specification in over 100 countries around the world since local McDonald's franchisees have significant responsibility for negotiating input prices [1]. The advantage of using this product is that the burger is made using local ingredients and served by local staff, which allows to minimize the effects of transportation costs, import tariffs, and other external factors.

The relevance of the research is determined by the importance of the purchasing power parity between nations as the Big Mac contains the available worldwide food products and the index itself shows purchasing power in a certain country and can be used by manufacturers to regulate their prices.

The object of the article is the Big Mac index as a standard measure of the purchasing power between two currencies by evaluating the prices of McDonald's famous Big Mac sandwich in its restaurants across the world. The subject includes exchange rates between countries in terms of their affect on prices and therefore, on the purchasing power. The data is published every spring by The Economist magazine.

The aim of the article is to describe the Big Mac index, determine its advantages and disadvantages and analyze currencies rate against the American dollar.

The purchasing power parity (PPP) states that the price of a good in one country is equal to its price in another country by estimating the exchange rate between the two countries. Using the idea of PPP from economics, any changes in exchange rates between nations would be seen in the change in

price of a basket of goods which remains constant across borders. The Big Mac index suggests that, in theory, changes in exchange rates between currencies should affect the price that consumers pay for a Big Mac in a particular nation, replacing the “basket” with the popular hamburger.

For example, if the price of a Big Mac is \$4.00 in the U.S. as compared to £2.5 in the UK, we would expect that the exchange rate would be 1.60 ($4/2.5 = 1.60$). If the exchange rate of dollars to pounds is any greater, the Big Mac Index would state that the pound was over-valued, any lower and it would be under-valued [1].

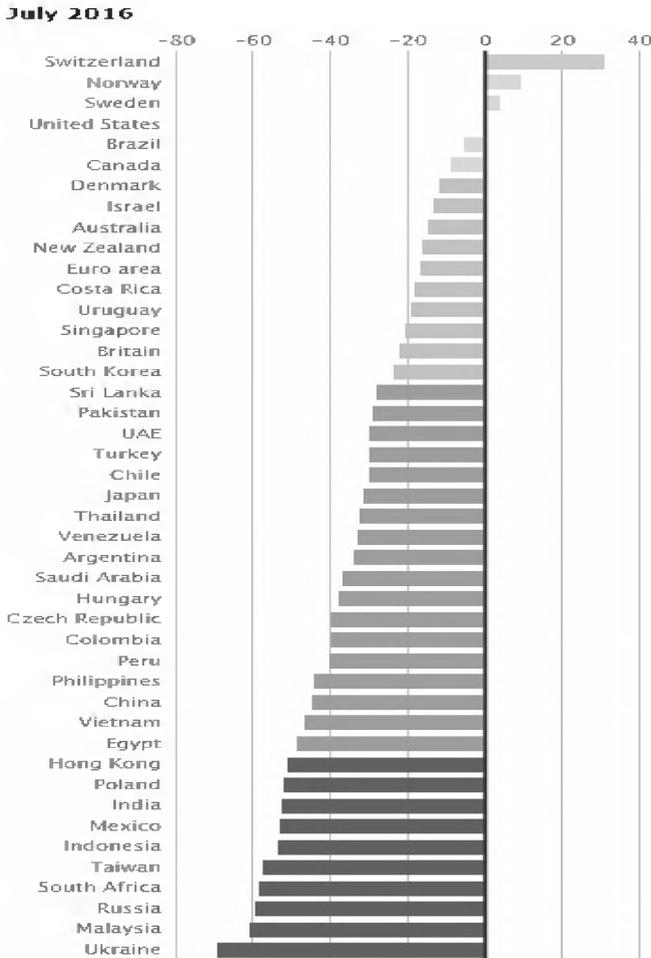


Figure 1. The Big Mac index, July 2016 [3].

The bar chart clearly shows that the following three currencies were overrated against the American dollar: Swiss franc, Norwegian krone, and Swedish krona. In 2016 the Swiss franc is the most overrated and In Switzerland the prolific burger costs US \$6.59. Thus, it's overvalued by 30.8%.

It may be concluded from the bar chart that Ukrainian hryvnia is the most undervalued currency in the world, according to the updated Big Mac index. The cheapest Big Mac are sold in Ukraine with only USD \$1.57 (UAH 39) per item, while in the USA it costs \$5.04. That means that hryvnia is undervalued by 68.8% and by the Big Mac index, the price of 1 US dollar should be equal to 7.86 Ukrainian Hryvnia [5].

It should be noted, that the index is imperfect at best. First, the Big Mac's price is estimated by the McDonalds Corporation and can greatly affect the Big Mac index. Also, the Big Mac differs across the world in size, ingredients and availability. The index is said to be misleading and is used as an example of PPP. The Big Mac index is widely reproduced in economic textbooks and the subject of at least 20 academic studies.

Meanwhile, the Big Mac remains something of a constant. It varies rather little from country to country or year to year. Its consistency is part of its appeal to customers. It is also why it appeals to us as a handy benchmark for judging the strength of currencies and even the size of economies [2].

In conclusion, it can be said that the Big Mac index has become a global standard that enables estimation between many countries' currencies. It stands to mention that Ukraine tops the list of the world's underrated currencies with Swiss franc being the most overrated currency.

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PHRASEOLOGY IN MODERN ENGLISH MASS MEDIA

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Berest K.V., Skrypnyk T.I. Phraseology in modern English mass media. The aim of this work is to study the semantics and functions of biblical and religious idioms in modern famous English-language magazines.

Keywords: biblical phraseology, idioms, mass media, phraseology, publications, religious idioms.

Берест К.В., Скрипник Т.І. Фразеологія у сучасних англomовних засобах масової інформації. Метою роботи є дослідження семантики та функцій біблійно-релігійних фразеологізмів у сучасних популярних україномовних та англomовних виданнях.

Ключові слова: біблійна фразеологія, видання, засоби масової інформації, ідіоми, релігійна фразеологія, фразеологія.

Берест К.В., Скрипник Т.И. Фразеология в современных англоязычных средствах массовой информации. Цель работы – исследование семантики и функций библейско-религиозных фразеологизмов в современных популярных украиноязычных и англоязычных изданиях.

Ключевые слова: библейская фразеология, идиомы, издания, религиозная фразеология, средства массовой информации, фразеология.

Phraseology is one of the youngest and the most interesting sections of linguistics. The amount of phraseological units of language is an important characteristic of how beautiful the language is. One uses phraseological units in order to improve the expressiveness of speech, because the idiom requires a «decryption», so it would not be unnoticed and would attract the attention of the recipient.

Journalistic style, including media, has always affected the literary language, on the one hand, and reflected the socio-linguistic trends, on the other. Idioms can be transformed in the language of modern mass to increase their expressiveness and emotional impact [5]. In the highly competitive modern media market journalists try to make their «products» more attractive and outstanding. That's why one use phraseology and even tries to resort to its various transformations [5].

The expressiveness of biblical phraseology is caused by its stylistic steadiness and is at the bottom of use of these units to create a solemn or satirical tone of headlines, subheadings, phrases and entire texts.

The modern mass media language is one of the biggest sources for the study of the latest trends in the literary language development and the study of linguistic phenomena is an issue of the day. Therefore our study of modern use of biblical and religious idioms in popular English journals is a quite interesting scientific problem.

Thus, the aim of this work is to study the semantics and functions of biblical and religious idioms in modern famous English-language magazines. To reach our target, we should accomplish the following tasks:

- to identify the most used in modern media biblical and religious idioms;
- to find out the peculiarities of these statements' functioning.

Our tasks define both the composition and the methods and techniques of research. We used a descriptive, contextual method and the method of variations for the phraseology study, and elements of the comparative method [2].

The research material is the sample of most frequently used phraseological units of biblical or religious origin of the most popular modern (2010-2016) English online editions. We relied on the ranking of the most frequently used online newspapers, created by onlinenewspapers.com. The chosen sources are: «The Times», «Vogue», «The Telegraph», «Mirror (Daily mirror)», «The Guardian», «The Independent».

Originality of research: we are the first to have done the analysis of the use peculiarities of biblical and religious aphorisms in modern English online publications.

Biblical phraseology in English online publications (periodical)

We focused on the most frequent phraseological units analyzing the English publications, but we tried also to take into account idioms which show correlation with the most commonly used Ukrainian one.

During the material research we found out, that biblical idioms in English articles are mainly used in economic publications or for entertainment purposes.

The most common is the idiom 'Broken Heart'. In analyzed texts, it is used for expressive designation of:

– suffering as a result of unhappy love or breakup with a loved one («*Dalai Lama suggests practicing celibacy to get over a **broken heart***» [In., 08.07.2015]; «*To mend a broken heart, use your head. Millions of people struggle with what we call heartbreak, but the truth is that no one is ever **heartbroken**. What we really are is thought-broken*» [T, 18.05.2010] etc.). The meaning of this unit is reduced, and has even an ironic nuance in 'pragmatic' contexts («*It was once thought that only time could mend a*

broken heart, but now scientists think popping a couple of aspirin might be the best way to get over a break-up» [Tel., 25.09.2014]; «*The cost of divorce – a broken heart and J2,100 a year*» [Tel., 16.04.2015];

– any strong feelings that can lead to fatal consequences. In this case, the idiom emphasizes the literal meaning of the components. Four years ago ‘The Guardian’ published an interview given by a heart surgeon Alexander Lyon, which states that British doctors proved that such feelings as love, fear, and grief can literally kill a person, causing heart failure or heart attack. This phenomenon is called ‘broken heart syndrome’. This syndrome, probably, caused an appearance of new semantics of well-known idiom: «*Broken Heart Syndrome: Why It’s Real and How to Heal*» [V, 06.09.2016]; «*A broken heart can feel very real for those experiencing the loss of a loved one or significant other*» [In., 22.10.2014]; «*Broken heart syndrome can be caused by happiness as well as grief, study finds*» [In., 03.03.2016];

– suffering, grief over someone’s death («*In a statement posted on Facebook, the club said: «It is with a broken heart that I have to inform you all that Kieran McDade of our 2003 squad passed away this morning*» [G, 26.08.2016]; «*Just pictures and memories, a broken heart and a grave*» [G, 23.09.2016].

Hence, in all aforementioned cases the meanings of this idiom are correlated with initial biblical one. And the discussion of the scientific concept of ‘broken heart syndrome’ causes a phraseological pun (some kind of word-play).

The second in our list of the most common is the idiom ‘*Good Samaritan*’. There is an example of disinterested help to a stranger got into trouble in the parable about the good (merciful) Samaritan. Thus, one emphasizes how important it is to help other and to commit charitable works. The Good Samaritan is the person who helps disinterestedly to those who need it.

A modern interpretation of this idiom has clearly trace of negative meaning: one makes emphasis on the help-receivers’ ingratitude, and the iniquity of fortune. There is a feeling that a Good Samaritan was punished for his charity in 75% cases of this idiom use. Concurrently the expression is used to make emphasis on someone’s kindness: «*Addict given life for murder of his Good Samaritan. A «callous» and «calculating» heroin addict, who battered to death a jeweler who had given him shelter has been jailed for life*» [T, 06.05.2016], «*A good Samaritan was allegedly shot dead by the man he was trying to help, after he saw a car stranded in the snow*» [In., 30.01.2014] etc., «*Good Samaritan crushed by van on dual carriageway. A motorist who stopped on a main road to help a driver*

after a car overturned was crushed and killed by another vehicle that was reversing at the scene» [T, 31.12.2015], «**Good Samaritan** who donated kidney to stranger “died after being stabbed to death outside his home”» [M, 11.08.2016].

The biblical idiom ‘*Scapegoat*’ is also in use. It refers usually to the innocent accused (the victim) and refers to groups of people: immigrants [G, 07.11.2014], the rich [In., 17.10.2015], and (home) population [G, 17.06.2015]. Less often the idiom suggests one person: e.g.: «*Pauline Cafferkey, the British nurse who survived Ebola, has said she was made a «scapegoat» for the failings of public health officials who cleared her to fly home to Scotland with the deadly virus»* [T, 19.09.2016]. There was also a case when the expression meant ‘convenient explanation’: «*Mental illness has become a convenient scapegoat for terrorism – but the causes of terror are rarely so simple»* [In., 25.07.2016].

‘*Wolves In Sheep’s Clothing*’ is popular too. It means someone with a pleasant and friendly appearance that hides the fact that he is evil. This unit is used primarily to characterize officials, politicians, political opponents as well: «*Israeli Prime Minister Benjamin Netanyahu has urged the international community not to be deceived by the moderate tone of the new Iranian President Hasan Rouhani, calling him a «wolf in sheep’s clothing»* [In., 01.10.2013] or «*Jeremy Corbyn has accused Boris Johnson and Nigel Farage of being «wolf in sheep’s clothing» as they pose as defenders of the NHS when a vote to leave would put the health service in jeopardy* [G, 14.06.2016].

Biblical expression ‘*Forbidden Fruit*’ is used to mark something forbidden, but tempting, but it often has an ironic trace in order to undervalue the act of interdiction: «*Now a forbidden fruit, her book is flying off the shelves in the thousands»* [Tel., 11.01.2016]; «*The now-official forbidden-fruit status of processed meats, namely bacon, makes Delevingne’s public odes to the maligned pork product all the more tantalizing»* [V, 06.09.2016].

The ‘*Eye For Eye*’ unit is often used to designate negative consequences of such a responsibility system, for example: «*Living by the motto «an eye for an eye and a tooth for a tooth» makes people less happy and successful, a study has found»* [Tel., 24.03.2015].

Expression ‘*To Everything There Is A Season*’ is used traditionally to indicate certitude of something or to warn not to rush: «*Oh, and the dog died. «To everything there is a season», deadpanned Rob’s chain-vaping friend Chris»* [Tel., 31.05.2016]

Consequently, the vast majority of the phraseological units analyzed in this article are commonly used in their plain meaning. One more thing to make emphasis on is that biblical idioms in English online media are predominantly used in headlines to ‘hook’ the reader, to catch the interest immediately, and then the statements are duplicated in the text of following article.

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BALANCING THE STATE BUDGET IS AN IMPERATIVE OF TIME

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Bielozorova D.A., Saprun I.R. Balancing the state budget is an imperative of time. The article discusses the creation of the country's budget, in which expenditures and revenues are balanced and the budget deficit is absent or limited. There both the positive actions for settlement of the budget imbalance are presented and undesirable ones: government loans, subsidies restrictions, tax reforms, obtaining revenues from privatization; the penalties for violation of the anti-deficit rules and laws are proposed. The theories of neo-liberalism in matters of budget settlement are analyzed.

Keywords: anti-deficit laws, balanced budget, budget deficit, budget expenditures, budgetary revenues, neoliberalism.

Бєлєзєрєвє Д.А., Сєпрун І.Р. Збєлєнєвєнєсть дєржєвнєгє бєджєтє – цє імперєтив чєсє. У стєттє рєзглєдєєтьє пєтєннє ствєрєннє бєджєтє крєїнє, в єкємє збєлєнєвєнє вєтрєтє і дєхєдє тє дєфєцєт бєджєтє вєдєсєтнєй єбє обмєжєнєй. Пєрєдєстєвєлєнє єєк пєзєтєвєнє зєхєдє вєрєгулєвєннє дєсбєлєнєсє бєджєтє, тєк і нєбєжєнєнє: урєдєвєє пєзєєк, обмєжєннє сєбєсєдєє, пєдєтєкєвє рєфєрмє, єтрємєннє дєхєдєвє вєд пєрєвєтєзєцєє; пєрєпєнєєтьєє пєкєрєннє зє пєрєшєннє єнтє-дєфєцєтнєх нєрм є зєкєнєвє. Єнєлєзєєтьєє тєорєє нєєлєбєрєлєзємє в пєтєннєх вєрєгулєвєннє бєджєтє.

Ключєвєє слєвє: єнтє-дєфєцєтнєй зєкєн, вєтрєтє бєджєтє, дєфєцєт бєджєтє, дєхєдє бєджєтє, збєлєнєвєнєй бєджєт, нєєлєбєрєлєзєм.

Бєлєзєрєвє Д.А., Сєпрун І.Р. Сбєлєнєрєвєннєсть гєсєдєрєстєвєннєгє бєджєтє – єтє імперєтив врємєнє. В стєттє рєссєтєрєвєєтєє вєпєрє сєзєдєннє бєджєтє стєрєнє, в кєтєрєм сєбєлєнєрєвєнє рєссєдєє и дєхєдєє и дєфєцєт бєджєтє єтєсєтєвєєтє єлє єгрєнєчєнє. Пєрєдєстєвєлєнє єєк пєзєтєвєнєє мєрє урєгулєрєвєннє дєсбєлєнєсє бєджєтє, тєк и нєжєлєтєлєьнєє: пєрєвєтєлєстєвєннєє зєєємє, єгрєнєчєннєє сєбєсєдєє, нєлєгєвєє рєфєрмє, пєлєчєннєє дєхєдєвє єт пєрєвєтєзєцєє; пєрєдлєгєєтєє нєкєзєнєннєє зє нєрєшєннє єнтє-дєфєцєтнєх нєрм и зєкєнєвє. Єнєлєзєєрєєтєє тєорєє нєєлєбєрєлєзємє в вєпєрєсєх урєгулєрєвєннє бєджєтє.

Ключєвєєє слєвє: єнтє-дєфєцєтнєй зєкєн, дєфєцєт бєджєтє, дєхєдє бєджєтє, нєєлєбєрєлєзєм, рєссєдєє бєджєтє, сєбєлєнєрєвєннєй бєджєт.

Anti-deficit budget is an acute theme in the legislation concerning the balancing of the budget and is central in the economy of any country. Approved budget document stipulated by law is a prediction of revenues and expenditures

for the following year founded on economic forecasts which are based on the views and judgments of experts.

The balanced budget laws can be seen as a new front in an ongoing battle between modes of governance, particularly serve as a challenge to the neoliberal concept of state's welfare, which ideas have gained popularity in the postwar period.

The purpose of the present article is to analyze various concepts, techniques and procedures applied in different periods by different countries in order to balance state budget. Positive parts and deficiencies at legislative level of different concepts concerning budgetary balance are analyzed and as a result a series of measures that aim to balance the budget are developed.

Neoliberalism is associated with a strong oscillation to limitation of subsidies, with the use of tax reforms in order to broaden the tax base, with a greater opening to international trade markets by limiting protectionism, all these measures are taken to reduce the budget deficit.

Allan M. Maslove, the follower of neoliberalism, believes that eliminating of the deficit is, in many cases simply "a word of shorthand or code of reducing government influence ... and is the key of lowest interventions in private markets" [6].

Much of neoliberalism suggestions in order to attack the government's fiscal activities were provided by public choice theory. Public choice theory is modeling the behavior of political agents in their own interests in existing institutional framework.

Public choice theory shows that individuals act in a rational way being focused on self-interest, which leads to recording a low result for the whole nation. The starting point for public choice theorists is that officials are not motivated by a desire to serve to the general public interest but rather seek to maximize their own interest.

According to the assertion of Roger D. Congleton, one of the founders of public choice theory, competition among interested groups determines government policy, also interested groups can influence the adoption of the trend of financing expenditures by increasing the public debt instead of raising taxes [4].

Public choice theorists are among the strongest advocates of limiting the tax laws. Therefore, it is necessary to "change the institutional arrangements so that they should become in the interest of legislators" [4]. A legal or constitutional requirement to cap spending and balance the budget binds hands of government officials and provides a tool for the resisting of requests for new government programs.

James Poterba argued that public choice analysis of tax options showed that constitutional limits of taxes and expenditures could effectively constrain both ways of financing the deficit as well as growth of government influence [7].

Analyzing legal practices in the field of balancing the budget is necessary to note its evolution in the applied approaches. When tax limitation laws just appeared, the most popular approach has been not to target the deficit itself, but only to limit the spending side. However, some states have gone further, and established by law an absolute cut of the spending in every year. Other similar experiments have followed, various countries adopted multiple techniques and processes among which are:

- adoption of Expenditure Control Act that placed limits on expenditures per program. In some countries it required the government to balance revenues with expenses while limiting spending or their growth;

- adopting laws that provide entire prohibition of financing the budgetary deficit.

Some American researchers, followers of tax limitation, state that just control of expenses is a superior tool in case if it pursues the objective of reducing the overall size of the public sector spendings. The requirement of budgetary balance in contrast allows expenditures to grow indefinitely as long as they are covered by income.

Initial attempts to regulate the expenditures side of government accounts opened new ways to a new generation of laws that directly aims at achieving a balanced budget. While some countries have remained at setting limits on expenditures side, others instead began using approaches that provide limitation or completely elimination of budget deficits.

Contemporary anti-deficit laws attempt to limit government's ability to finance expenditure by contracting of the loan. Thus, amount of expenditures for a certain period depends on the size of the amount that can be raised through taxes, privatizations, and other revenue generating measures. An important area of disagreement is whether the law should cover capital expenditures, or just current budget accounts. An unwanted side effect of this failure to distinguish between capital and current budgets is that it allows government to sell long-term capital assets in order to achieve misleading improvements in short-term budget picture. Some countries seem to have recognized this huge distinction in achieving a balanced budget. Their laws speak only about "ordinary expenses" and "ordinary income", leaving room for the existence of the loan as a source for financing of the capital expenditures invested in infrastructure.

The legislation of some countries provides measures of punishment for failing anti-deficit norms or rules. Governors may become subject to extraordinary penalties, for example, the automatic 20 percent reduction of salary for all members of the government, if there is recorded deficit, rising to 40 percent when it is a second consecutive deficit. The potential sanctions serve as strong incentives for legislators imposition of strict budgetary measures, not only due to the reason of avoiding public humiliation or losing power as a civil servant, but also for protecting of personal interests.

In most of the countries the budget is adopted on an annual basis. Legislative approval of the budget is followed by a series of votes that support authorization of the allocation of funds to finance public spending. When expenses exceed available revenues, the government usually borrows on financial markets the funds necessary to finance the deficit. Anti-deficit provisions, however, are intended to exclude or restrict this ability to borrow. In states with the most merciless anti-deficit rule, the law stipulates that expenditures during a fiscal year must not exceed revenues. Basically, in these states a complete ban on deficit is set out and the loan is excluded from government instruments available to finance its activities.

In legislative practice in this regard there is an absolute rule which states that "the government should not record deficit" but if it is nevertheless recorded this should be compensated by an equivalent surplus in the next fiscal year. Any deficit registered in one year must be offset with a surplus the following year, but this condition is limited to deficit of less than one billion dollars. Bigger size deficits which are allowed under special conditions, are subject to a complicated process of five years management scheme.

Conclusion. The diversification of techniques, processes and approaches of budgetary regulation applied in the legislative field of different countries highlights the existence of a permanent trend towards improvement and search of the optimal path of correct management of budgetary resources. It is recommended that after each election the government needs to adopt a gradual budget debt repayment plan; it is proposed the establishment of a budget stabilization fund that will be financed from budget surpluses in the upswing economic phase, and in the case of recession will finance the deficit; it is proposed to raise personal responsibility of public officials and government members in case of violation of this law to impose restrictive sanctions towards them.

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INFLUENCIAL MARKETING TRENDS IN TORISMAND HOSPITALITY

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Bilenka M.Y., Saprun I.R. Influencial marketing trends in torismand hospitality.

This article discusses the most useful modern marketing trends that significantly influence future tourism and hospitality. Taking into account statistics data, the author analyzed the main advantages of digital marketing as one of the most influential ways to benefit travel business. The examples of the successful application of new technologies and methods in tourism industry have been provided.

Keywords: innovations, marketing, tourism, trends.

Біленька М.Ю., Сапрун І.Р. Впливові маркетингові тенденції у сфері туризму і гостинності. У даній статті розглядаються найбільш застосовні сучасні маркетингові тенденції, які істотно впливають на майбутнє індустрії туризму і гостинності. Беручи до уваги статистичні дані, автор проаналізував основні

переваги цифрового маркетингу як одного з найбільш впливових шляхів вигідного використання технологій в туристичному бізнесі. Наведено приклади успішного використання новітніх технологій та методів в туристичній індустрії.

Ключові слова: інновації, маркетинг, тенденції, туризм.

Биленькая М.Ю., Сапрун И.Р. Влиятельные маркетинговые тенденции в сфере туризма и гостеприимства. В данной статье рассматриваются наиболее применимые современные маркетинговые тенденции, которые существенно влияют на будущее индустрии туризма и гостеприимства. Принимая во внимание статистические данные, автор проанализировал основные преимущества цифрового маркетинга как одного из наиболее влиятельных путей выгодного использования технологий в туристическом бизнесе. Приведены примеры успешного использования новейших технологий и методов в туристической индустрии.

Ключевые слова: инновации, маркетинг, тенденции, туризм.

Creating innovative products and marketing innovative services is currently one of the most frequently studied topics in terms of science and research as well as practice in tourism and hospitality. The increase in national and international competition as well as market saturation is the incentive for innovations. The creative use of production factors and customer orientation is a requirement for creating innovative offerings in tourism industry and hospitality that in its turn design products and offer them to visitors. Therefore, it should be the goal of managers to develop and implement effective marketing trends in the tourism and hospitality field [6]. The purpose of the article is to highlight the main trends in tourism field which can significantly increase a revenue in tourism and hospitality sector.

The subject of the article is a variety of up-to-date marketing trends and tools, which can be used to modernize tourism industry. In our fast-developing world digital marketing and travel are becoming even more closely intertwined. Technology as the main recourse of digital marketing is revolutionizing the way of consumers' access to information and travel by allowing an enhanced vacation experience. More travelers are becoming comfortable adopters of technology regardless of their age or income level. As a result, there is a big opportunity for brands and travel organizations to benefit from understanding technology, content channels and the travel planning cycle in order to influence travelers in terms of when, where and how they access the information. The advances in digital marketing that incited the changes for travelers are growing at a faster pace than most brands can keep up with [6]. The most useful marketing trends that may significantly influence future tourism and hospitality marketing practices have been identified in this article.

One of the most developing marketing innovations is a personalized or a tailored travel. Personalizing the traveler, a journey begins with understanding of a traveler's behavior and predicting what he will need even before he begins the booking process. This personalized journey enables a travel perfectly suited to customer's preferences, and shows the potential of using past traveler behavior to offer truly unique travel products and services [2].

Relationship marketing is a new trend in tourism industry. The up-to-day statistics shows that the adoption of the smart phone is rising around the planet, with about 2 billion consumers worldwide own a smart phone in 2016. 25% of all smart phone owners book using their smart phone, and 50% of all tablet owners book using their device in 2016 [4]. 8 out of 10 users would book again through these devices. Wearable technology is predicted to become the biggest thing since the release of the smart phone. With this in mind, the personalization opportunities hold the travel industry. In today's changing world opportunities for brands to connect with their customers and prospects via devices is better than ever. The goal of relationship marketing is to focus on building stronger loyalty and long-term customer engagement, versus short term acquisition and individual sales. Relationship marketing in the travel and tourism industry helps to build long trusting relationships with customers that will drive word-of-mouth promotions long after a tour or stay and on-going lead generation. The key to success in creating tailored travel is a comprehensive data analytics [1].

Big data analytics is the future of travel intelligence. With the explosive growth of big data in the travel industry today, travel industry looks at the opportunities big data analytics and new technologies hold to understand the traveler better and to personalize their travel experience. Platforms such as Google Analytics and Hub Spot now have easily accessible and interpretable reports, that is why everyone can use it to discover trends in own brand, and all travel companies can always tailor their approach [1].

Intrusive, mass-target approaches to marketing will slowly dwindle away to nothing as marketers focus on real relationship-building in their particular marketplaces.

Nowadays it is difficult to imagine a prosperous company with no usage of automation platforms. As marketers are now spending up to 50% of their time on content, companies are coming up with new ways to automate travel and tourism marketing efforts. Using a marketing automation platform makes it easier to schedule consistent emails, segment contacts, automate social media posts, manage batches of content, and track the entire lifecycle of customers.

Sites such as Hoot suite, Buffer and Edgar allow those who run tourism business to schedule social media posts and applicable content days and weeks out. Some marketers also need to consider writing the blog articles ahead of time, researching keywords and then scheduling their post dates. This kind of advertisement is one of the most influential because 30 % of travelers will read travel related blogs before making a buying decision [4]. Blogs are the third most valued source of influence in buying decisions. Website platforms such as Word press are great for this.

New technologies help to find a target of tourism customers, and to create an unforgettable interactive experience for their prospects. Location-based technology such as the iBeacon or Eddy stone helps to make this possible. iBeacons are small inexpensive transmitters that use Bluetooth technology to detect nearby devices that can be housed in retail storefronts/offices, point-of-sale displays, and merchandising areas. Hospitality will likely place them at check-in counters, and those with options in airports and Tourist Information kiosk will have even more advantage to reach users. Tour operators will be getting creative with ways to use iBeacon to reach these potential customers' devices.

Radio Frequency Identification (RFID) is a small electronic device that contains a chip and antenna, providing a unique identifier tag. RFID enabled wristbands, cards, and apps can enable attendees to interact in new and engaging ways. Event organizers can let visitors easily share their travel experiences with their friends online. Brands can increase social media shares and likes with a single photo tap of the wristband. Travel and tourism companies can offer these to their clients and encourage them to take and share photos, possibly offering a discount or prize to those who share. The accessibility of these social proof generating wristbands will make it easier and more enjoyable for your customers to engage online while enjoying adventures around the world with your tourism company [1].

Machine-to-machine technology is already taking flight for a large number of hotel chains and luxury brands. Wearable technology has an increase of about 28% in 2016, which means even more data for marketers and more opportunities for brands to showcase their offers. Hospitality, travel, and tourism brands can use smart wearable devices to improve guest experiences.

Augmented Reality (AR) technology could bring valuable opportunities for destination marketing. AR is a view of the physical world with additional information. Examples include a screen that could show a camera feed with digitally generated content, and a mobile app that connects the physical objects

to digital content. The success of the mobile video game Pokйmon Go released on July 6th, 2016 demonstrates the power of AR technology in customer experience enhancement. In Pokйmon Go, the virtual world is synchronized with the real world. And the location of the avatar is the same with location of the mobile phone, determined by GPS. Therefore, in order to move the avatar to different places, the players have to move themselves. Players are actually experiencing the life of the avatar by walking around the areas searching for pocket monsters. This unprecedented AR game experience has achieved unexpected success in only a few days. This game has added \$7.5 billion to the market value of its owner Nintendo in just two days [3].

One opportunity for destinations is to appeal to the experience of Pokйmon collection. Pokйmon Go has been designed in this way that certain Pokйmon species are common in one area but rare in other areas. In addition to the possibility to see real wild life in the destinations, perhaps there will be some other interesting things to do at the tourism destinations, namely, catching new species of Pokйmon. Today, it is common to see large numbers of people stop by local landmarks to collect Pokйmon and virtual equipment. Pokйmon Go Sydney Walk that got together 2000 players at the Sydney Opera House was perhaps one of the earliest events of this theme. These eye-catching events inevitably draw more attention on the destinations [3].

AR technology will play a critical role in fulfilling this goal by bringing a new concept of experience to consumers so that the work of experience creation will be redirected. Tourism marketers will also need to reconsider or even redefine the experience that destination offerings can provide. In the future, the AR not just enhances the visitor guide experience, but also adds fun to the trip [3].

Researches clearly show that 52% of travelers changed their travel plans due to influence on social media [4]. That is why modern companies started to use a short-term marketing as a way of modern advertisement in travel field is becoming popular among new generation. Apps like Snapchat, the most popular video messaging app, are already moving into the "standard platform" and marketers should understand that Snapchat is not just a tool for fun once-or-twice marketing experiments – it is a platform with a lot of sales and lead generating potential. More and more users are flocking to Snapchat from Instagram for a real-time social media experience, deeper engagement and this platform can be part of the emerging marketing strategy.

Limited time only makes content more desirable when there is a countdown for the length of time videos are available for devouring. Minimal but high

quality is the direction for travel and tourism marketing. Nowadays, people have less and less time, and this model works.

Snapchat has become the ultimate platform for experiential brands such as ESPN, and Comedy Central, and those who want to push their messages to their targeted consumers in new innovative ways. Professionals in tourism industry take advantage and snap pictures of deals, destinations, current and past trips, and specific experiences they want their potential clients to experience [1].

Nowadays with some advanced search capabilities, integrated payment methods, and the impact that social media empowers, potential clients will be able to book their trips, pay for bookings, and social proof share with friends about their excitement of upcoming trips and adventures. Advanced searches will bring a more integrated social experience for potential customers that expand directly into the travel and tourism sales realm in the online space. No longer will a customer make a travel booking and not share it with their online networks. Tourism brands which make the booking process effortless and easier make an unforgettable experience their clients want to brag about.

Summing up, today's game changing travel and tourism outreach trends are essential elements for modern travel and tourism marketing strategy. All components of the tourism industry need to be under the influence of scientific and technical progress. Only the interaction of all elements of the tourism industry can lead to significant synergetic effect, expressed as the growth of tourism. In the end, wins the one who used all attaches to its tourism product, new consumer qualities and properties and is able to interest the consumer of these innovations.

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FDI FLOWS IN THE EUROPEAN UNION: TENDENCIES AND ITS CAUSES

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Bondarenko I.I., Skrypnyk T.I. FDI flows in the European Union: tendencies and its causes. The article deals with tendencies of FDI flows in the European Union and their causes. The author analyses FDI flows in 2014–2015 and Index of real dynamics of FDI inflows in 2010–2015 in the EU's countries and elicits features of the countries with the highest index.

Keywords: causes, the European Union, FDI, Index of real dynamics of FDI inflows, tendencies.

Бондаренко І.І., Скрипник Т.І. ПІІ в Європейському Союзі: тенденції та їхні причини. У статті розглядаються тенденції ПІІ в Європейському Союзі та їхні причини. Автор аналізує потоки ПІІ в 2014–2015 роках і індекс реальної динаміки ввозу ПІІ в 2010–2015 роках в країнах ЄС і виявляє особливості країн з найвищими значеннями індексу.

Ключові слова: Європейський союз, індекс реальної динаміки ввозу ПІІ, ПІІ, причини, тенденції.

Бондаренко И.И., Скрипник Т.И. ПИИ в Европейском Союзе: тенденции и их причины. В статье рассматриваются тенденции ПИИ в Европейском Союзе и их причины. Автор анализирует потоки ПИИ в 2014–2015 годах и индекс реальной динамики ввоза ПИИ в 2010–2015 годах в странах ЕС и выявляет особенности стран с самыми высокими значениями индекса.

Ключевые слова: Европейский союз, индекс реальной динамики ввоза ПИИ, ПИИ, причины, тенденции.

Investment is the primary economic category that covers a wide range of institutional, social and economic relations in the process of advancing funds and property in the development of the productive forces of society to derive benefit – the profit (income), and achieving social and other effects.

According to IMF and OECD, foreign direct investment (FDI) refers to an investment made to acquire lasting interest in enterprises operating outside of the economy of the investor. The forms of investment by the direct investor which are classified as FDI are equity capital, the reinvestment of earnings and the provision of long-term and short-term intra-company loans (between parent and affiliate enterprises) [1].

The subject of this research is FDI flows in the European Union in 2010-2015. The goal is to analyze FDI flows in European Union and identify its main tendencies and their causes on the basis of such methods as description and comparison.

Relevance of the topic. The problem of direct foreign investments is very important in context of globalization and enhancing role of TNC and MNC. The European Union is one of the biggest source and recipient of FDI at the same time. So tendencies of FDI in countries of the European Union are generating increasing scientific interest.

The liberalization of capital flows, the increasing trend towards the formation of global investment space and the development of global financial markets, as well as the emergence of new players on these markets, have created more favorable conditions for attracting foreign savings to be invested [3, p. 32].

In 2015 the EU's share in world's FDI inflows was 25% and in world's FDI outflows – 33%. That year FDI inflows in the European Union countries amounted to \$439 billion, signaling about the end of a three-year period of decrease in foreign investments in the European Union. This jump was driven by a significant increase in FDI in Ireland and the Netherlands. Other major recipients – France and Germany: in both countries have experienced a sharp increase since the fall of 2014. FDI inflows in the United Kingdom fell to \$40bln, but remained one of the largest in European Union. FDI inflows in France increased from \$15bln up to \$43bln including the acquisition of “Lafarge SA” by the Swiss company “Holcim Ltd” for \$21 billion. In addition to the growth in rate of cross-border mergers and acquisitions by 68%, the increase in green field investment by 14% may be an indication of a return to enhancing investments in productive assets due to improved macroeconomic and financial situation [2].

In 2015 European Union has become the world’s largest investor, thanks to the dynamic international M&A deals. Germany, which was the main source of FDI outflows in the European Union in 2014, didn’t stand its ground in 2015. In this region in 2015 the biggest investors were the Netherlands and Ireland, having invested \$113bln and \$102bln respectively. The United Kingdom showed negative FDI outflows in 2014-2015. It means that at least one of the three components of FDI (equity capital, reinvested earnings or intra-company loans) is negative and not offset by positive amounts of the remaining components. These are instances of reverse investment or disinvestment [1] (Figure 1).

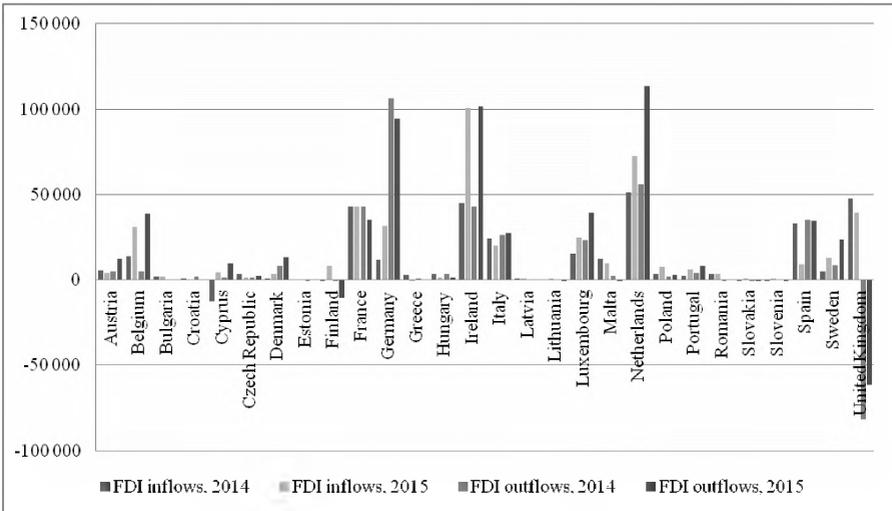


Figure 1. FDI flows in 2014–2015 in the European Union [2].

As analysis of amount of investment apart from other macroeconomic indicators can’t give us full awareness about tendencies in FDI flows, we should compare country’s investment potential and the amount of money, have been invested in it.

Index of real dynamics of FDI inflows is a rate of country’s attractiveness for FDI:

$$I_{FDI} = \frac{FDI_i / FDI_w}{GDP_i / GDP_w}$$

where I_{FDI} is Index of real dynamics of FDI inflows, FDI_i is FDI inflows in country i , FDI_w is FDI world’s inflows, GDP_i is GDP of country i , GDP_w is world’s GDP.

As we can see in Figure 2, Cyprus, Malta, Luxemburg and Ireland have the highest level of this index. Their shares in FDI world's inflows are significantly greater than their shares in world's GDP. There are such numbers because these countries are world's famous offshore centers and they offer low tax rates or beneficial fiscal treatment of cross-border financial transactions, extensive bilateral investment and double taxation treaty networks, and access to international financial markets, which make them attractive to companies large and small. Flows through these hubs are frequently associated with intrafirm financial operations – including the raising of capital in international markets – as well as holding activities, including of intangible assets such as brands and patents [2].

But we can also notice that in these countries Index of real dynamics of FDI inflows is decreasing during 2010–2015. Recent policy changes may be responsible for the most recent decline in investment flows to SPEs. For example, in Luxembourg, the authorities enacted a number of changes in their tax framework, including greater substance requirements, a revision of transfer pricing rules and a reform of the process and substance of tax rulings. In addition, in late 2015 this country enacted general antiabuse rules, as required by the amended EU Parent Subsidiary Directive, which seeks to eliminate abuse of the benefits of the directive for purposes of obtaining a tax advantage [2]. The divestment of capital in 2013 and the sharp decrease in FDI inflows in 2015 comparing with 2010 in Cyprus are also the consequences of policy changes and new tax and pricing rules.

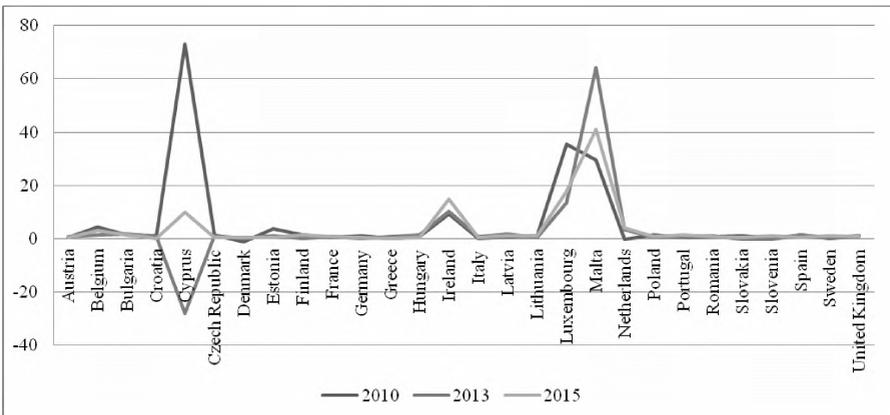


Figure 2. Index of real dynamics of FDI inflows in the EU's countries [2]

In order to follow tendencies of country's attractiveness for FDI in the EU's countries with real FDI inflows Cyprus, Ireland, Luxemburg and Malta have been excluded from our research (Figure 3).

In 2015 rather attractive for FDI countries were the Netherlands (but it also can be rated as offshore center), Belgium, Finland and Sweden. For example, Finland shows such results because this country is one of the least risky countries in the world. One of the main directions of the government's economic policy pursued by Finland is to ensure the proper conditions for the maintenance of the investment and entrepreneurial activity in the country. There is also no foreign exchange control there, that also allows companies and businesses to export and import capital from and to the country freely.

As to Belgium, the strategic importance of this country as the headquarters of most of the EU institutions and many international organizations and multinational companies, favorable geographical position, good infrastructure, developed economy and a high level of openness to the outside world make Belgium an attractive place for foreign investors to do business.

At the same time the EU's transition economies such as Bulgaria, Latvia, Lithuania, Romania and Slovenia turned out to attractive for FDI countries. It could be caused by active opening of TNC on the base of national financial and industrial groups in these countries. But unstable situation on these emerging markets and risks associated with the uncertainty of the political and regional instability may have an adverse impact on the revival of FDI.

Other countries have got less investment as it was expected according to their GDPs. Germany, which was one of the biggest recipients of FDI in the EU in monetary terms, hasn't achieved its potential and even is falling behind. Although in France growth rate of FDI exceeds growth rate of GDP, it still gets only 75% of potential FDI.

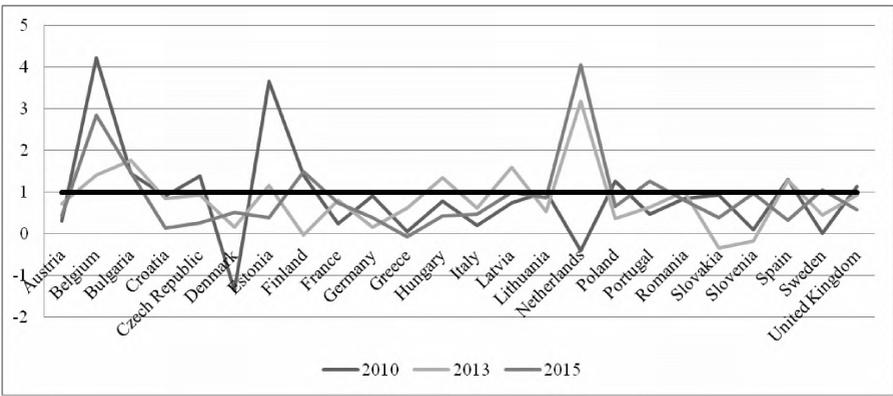


Figure 3. Index of real dynamics of FDI inflows in the EU's countries (excluding Cyprus, Ireland, Luxemburg and Malta) [2].

Conclusion. In 2015 there have been a tendency of recovery in FDI flows in the European Union. The Netherlands and Ireland have become main recipients and main sources of FDI at the same time, having outstripped such strong economies as Germany and France. But these countries on a par with Cyprus, Luxemburg and Malta are big offshore centers, that explains such tendency. On the whole, countries with flexible tax legislation and stable economy growth, which carry out a policy of attracting FDI, are the main target-economies for FDI inflows. But at the same time the EU's transition economies are attracting rather big amount of FDI relatively to their GDP, while many developed countries don't achieve their potential.

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INTEGRATION PROCESSES IN LATIN AMERICA

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Borisenko Yu.D., Zmiyova I.V. Integration processes in Latin America. The article analyses the current state of integration processes in Latin America, the functioning of integration associations, their role in the region and the development of foreign economic relations of Latin America.

Keywords: foreign economic relations, integration associations, integration processes, Latin America.

Борисенко Ю.Д., Зміюва І.В. Інтеграційні процеси в Латинській Америці. У статті розглядається сучасний стан інтеграційних процесів у країнах Латинської Америки, функціонування інтеграційних об'єднань, їх роль у житті регіону та розвиток зовнішньоекономічних зв'язків країн Латинської Америки.

Ключові слова: зовнішньоекономічні зв'язки, інтеграційні об'єднання, інтеграційні процеси, Латинська Америка.

Борисенко Ю.Д., Змиёва И.В. Интеграционные процессы в Латинской Америке. В статье рассматривается современное состояние интеграционных процессов в странах Латинской Америки, функционирование интеграционных объединений, их роль в жизни региона и развитие внешнеэкономических связей стран Латинской Америки.

Ключевые слова: внешнеэкономические связи, интеграционные объединения, интеграционные процессы, Латинская Америка.

The processes of economic and political integration in the world continue to increase, and Latin America does not stay aside. Here, integration has been developing for a long time. The unifying factors of this process in Latin America are much more numerous than in other parts of the world: religion, common languages (Spanish and Portuguese), similar national traditions [2, p. 4–14]. Currently Latin America and the Caribbean implement a number of regional integration initiatives, partly as the result of the wave of trade liberalization, and partly in response to the establishment of the North American Free Trade Zone. In recent years, countries of Latin America with their integration processes become more and more important in the world and this makes up the actual value of this research.

The purpose of research is to consider the characteristics of economic integration in Latin America, strengths and weaknesses of these associations.

The object of research is external economic and political processes that take place in Latin America. The subject of research is the conditions that influence the development of integration processes in Latin America.

The development of interstate economic integration is stipulated by a number of prerequisites. Integration processes most efficiently occur between countries, which are on the same level of economic development and have similar economic systems [6]. The other important condition is the geographical proximity of the integrating countries located in the same region and having common borders. Common economic interests and problems demand joint efforts that can be much more efficient.

Latin America is united by the Spanish language (except, of course, Brazil speaking Portuguese), the Catholic religion, common history. Moreover, all countries in the region for a long period of their history were under external influence. Firstly it was the European metropolis – Spain or Portugal, then informal US domination.

However, Latin American countries began unifying processes ahead of other developing countries. The first organizations were established in 1960. The first integration group was LAFTA (Latin America's Free Trade

Agreement) was created on the basis of the Treaty of Montevideo and set a goal to form a free trade zone in the Western Hemisphere. First it included 11 countries: Mexico, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela. Integration Association united 85% in Latin America and the Caribbean. These are large and medium-sized countries in terms of GDP. They had pure economic goals to promote the industrialization of the economy and the expansion of the markets. In 1980, LAFTA was transformed into the Association of Latin American Integration (ALAI) [4, p. 35–49].

Then, the states of Latin America began to shift from creating a multilateral associations to the organization of small groups. So, in 1991 appeared a new group – the South American Common Market (MERCOSUR). Its members were not only the two of the largest and most developed countries (Brazil and Argentina), but also their two nearest neighbors – Uruguay and Paraguay [5]. This quartet immediately announced itself as a dynamic union able to set not only trade and economic goals, but also of social and even political nature, that do not always coincide with the norms and rules of the WTO and other global power structures. The ultimate goal is the formation of a common market with a gradual increase in the number of participants, like in the EU.

Creation of MERCOSUR led to a significant increase in the internal trade between the countries-members of the association, interaction with other integration associations (for example, in 1995 an agreement on cooperation with the EU was signed) and investment activity. Moreover, MERCOSUR and the Southern African Development Community signed a preliminary agreement on establishing a free trade area. In 2006 Venezuela also joined MERCOSUR where as associate members there were Chile, Peru, Colombia, Ecuador and Bolivia united to resist unwanted pressure and Mexico has an observer status. In future, the MERCOSUR and the «Union of Four» (Russia, Belarus, Kazakhstan, Ukraine) can join efforts in the north of the continent and in the Pacific Ocean.

North American Free Trade Agreement (NAFTA) came into effect in January 1994 and resulted in the creation of one of the largest trading blocs in the area between the US, Canada and Mexico. Admittedly, during the period of NAFTA, Mexico has changed to an industrialized country. Nowadays, Mexican manufactured export comes to 90% (before the creation of NAFTA – 77%) [7]. The industrialization of Mexico to great extent is associated with the shift of production operations from Asia to Mexico, where labor is cheap and transportation to consuming centers does not take much time. Mexico's

success towards free trade was largely achieved due to hard line taken by the state, has joined efforts with business community to protect the interests of Mexican economy.

On the 23rd of May, 2008, 12 presidents of Latin American countries signed the treaty establishing the Union of South American Nations (UNASUR) in Brasilia, the capital of Brasil. The union includes Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Gayan, Paraguay, Uruguay, Peru, Suriname, and Venezuela [8]. Thus, the countries of South American continent have a new tool to solve problems on their own.

UNASUR is the largest integration community in Latin America. It covers an area of 17.6 million sq. km with a population of over 377 million people and a combined GDP over 1.23 trillion dollars [8]. Its main task is to unite the efforts of all countries of the continent to solve the problems of the region in various spheres – economic, energy, military and social, using the existing mechanisms of the Andean Community of Nations (ACN) and the Southern Common Market (MERCOSUR).

Unfortunately, in countries of Latin America there are several obstacles on their way to a successful and effective functioning:

- territorial and resource differences, block and national differences in the development targets;
- shortcomings of organizational and practical work in the allocation of production costs and integration benefits;
- traditional political, financial and economic pressure by the United States, especially through the network of their subsidiaries, particularly in key sectors of economy [1, p. 32–37].

The main problem is that no one of the major countries of the Latin American region (Mexico, Argentina, Brazil) is the center of gravity of regional forces opposed to Washington's hegemony. These states maintain a cautious policy toward the United States and do not try to cause a confrontation with a mighty power [6, p. 11–12].

Nevertheless, the gained invaluable experience of established groups should lead the Latin American region to the World market penetration. Expansion of economic relationships of South American countries with the EU, the APEC countries, Africa, and Ukraine can prove this fact.

To sum up, we can say that even taking into account possible future difficulties and even retreats, the economic integration of Latin America will generally have the irreversible nature.

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LEGALASPECTS OF CLINICAL TRIALS ON CHILDREN

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Botshteyn O.I., Kalyuzhna A.B. Legal aspects of clinical trials on children. The article deals with ethical issues with regard to clinical trials on children and requirements that must be met while conducting such trials. It also includes features of legal regulation of clinical trials on children in Ukraine.

Key words: children; clinical trials; ethical issues; legal aspects.

Ботштейн О.І., Калужна А.Б. Правові аспекти клінічних випробувань на дітях. У статті розглядаються етичні питання щодо клінічних випробувань на дітях і вимоги, які повинні бути дотримані при проведенні подібних

випробувань. Вона також включає в себе особливості правового регулювання клінічних випробувань на дітях в Україні.

Ключові слова: діти; етичні питання; клінічні випробування; правові аспекти.

Ботштейн Е.И., Калужная А.Б. Правовые аспекты клинических испытаний на детях. В статье рассматриваются этические вопросы в отношении клинических испытаний на детях и требования, которые должны быть соблюдены при проведении подобных испытаний. Она также включает в себя особенности правового регулирования клинических испытаний на детях в Украине.

Ключевые слова: дети; клинические испытания; правовые аспекты; этические вопросы.

Nowadays the topic of clinical trials on human beings and its regulation by law is of great interest, because every day more and more experiments are being conducted, new vaccines are being tested and humans (especially children) need to be protected from unwanted invasion, and this determines the relevance of the article. Children rights and their protection in many countries are violated due to several clinical trials carried out not in accordance with law. From the legal point of view, conducting clinical trials on children has its peculiarities. This is primarily due to the need to address a number of specific ethical issues that invariably arise since the subjects of clinical trials are vulnerable groups of patients, which, inter alia, include minors. Moreover, many adult diseases originate during childhood, so the study of diseases of young children can identify a disease prevention strategy that may have implications for the health of society as a whole.

The goal of this article is to examine the main factors and requirements, under which the clinical trials on children should be conducted.

The object of the research is clinical trials and clinical trials on children and other vulnerable groups of society in particular. The subject of the research is the international legal regulation of such trials, as well as relevant legislation in Ukraine, which complies with international one, but contains special features as well.

The analysis provided in the article is based on primary sources such as the text of the Declaration of Helsinki 1964, the Law of Ukraine «On Medicines», statistical data in the field.

The general international requirements for conducting clinical trials involving vulnerable groups of patients are stated in The Declaration of Helsinki of the World Medical Association (Ethical Principles for Medical Research Involving Human Subjects, Declaration of Helsinki, 1964). The Declaration established ethical principles for medical research involving human subjects and defines the

persons belonging to vulnerable groups in the following way: those who cannot give consent on their own or to refuse to participate in the study, as well as those in respect of which can be applied undue influence or coercion [8].

The declaration allows medical research involving vulnerable persons only if such a study is relevant to the needs and priorities of medical care to this category of persons or in this social group, and if there are reasonable grounds to believe that this category of persons or social group can benefit from the results of this study [8].

The importance of clinical trials involving children for the global community is out of question, as the social need for the creation of drugs used in pediatrics put an end to this dispute long ago. However, the problem of ensuring special protection for vulnerable subjects of research remains. Due to the impossibility of obtaining informed consent directly from the study participants, The Declaration of Helsinki, as well as a generally recognized international standard for clinical trials, Consolidated Guideline for Good Clinical Practice, requires such consent to be obtained from the legal representatives of such person [4].

The Declaration of Helsinki also supplements this requirement as follows: «if the potential subject is incapacitated, but nevertheless capable to express their own attitude to participate in the study, the physician must ask for that assent in addition to the consent of his legal representative» [8].

Also it is clarified that the dissenting opinion of potential subject should be taken into account. Consolidated Guideline for Good Clinical Practice defines the conditions under which «if in a clinical trial (related or unrelated to treatment) involving subjects that may be included in the study only with the consent of their legal representative (e.g., minors, patients with severe dementia), the subject should be informed about the study in accordance with their ability to understand the information, and if the subject is in a state, it must sign and personally date the written informed consent form”[4]. The form of permission for a child to participate in the study, which is being discussed with the parent / guardian prior to consideration with a child should also be provided. The legal representatives of the child are: parents; adopters; guardians (for children under 14) and trustees (for children from 14 to 18 years) [4].

Another point which requires consideration in deciding whether to conduct clinical trials on children is the need for ethics committees to pay special attention to research involving vulnerable subjects. And if in the Ethics Committee, deciding on the question of approval of the research on children, there is no appropriate specialist who would evaluate the possible specific ethical aspects of the proposed study, this committee should be able to seek appropriate advice from an independent consultant [6].

So, we can summarize the general international requirements for conducting clinical trials involving minors:

- special attention should be paid to research involving minors, primarily by ethical committees;
- in order to participate in clinical research on minors, the informed consent of the legal representatives must be obtained;
- a child should be informed of the investigation in accordance with his/her ability to understand the information, and if he/she is able, he/she should sign and date the informed consent form.

Despite the fact that in the modern world, especially in developing countries, such as India and African countries, clinical trials are conducted with infringement of special requirements set for clinical trials on children, in general, there is positive dynamics as a result of conducting such studies, which was reflected in researches on this topic:

1. 5-year survival rate of children with acute lymphoblastic leukemia increased from 25% to more than 70% as a result of the multicenter clinical trials [3, p. 195];

2. In the US since 2002 the validity of the patent for all drugs that have been tested with the participation of children, regardless of whether it was a result of the approved use of the drug on children or not, is extended for 6 months [1, p. 27];

3. As the result of this support from the FDA (Food and Drug Administration) and the government, during the last 5 years in the US there were more researches involving children than in the previous 30 years [7, p. 4];

4. There are different opinions on the age from which a child is able to take an adequate solution: children say, this is 14 years; parents believe that from 13.9 years and health workers believe that this happens from 10.3 years [2, p. 45];

5. 95% of the children were willing to take part in another study (study by the Children's Charity Hospital, Kansas, the United States).

Therefore, it is clear, that clinical trials on children make a huge impact on the development of medicine and are vital not only for children in particular, but for the humanity in general. Nevertheless, it is still very important to remember about special requirements which should be complied with.

The requirement for a clear definition of procedures and legal framework in which researchers must act was approved not only at the international level, but also reflected in national legislation. Legal regulation of clinical trials on children in Ukraine complies with the international requirements, although

contains specific features. On March 22, 2002 Ukraine joined the «Convention on Human Rights and Biomedicine», which was approved by the Council of Europe and establishes the requirements for medical interventions involving human subjects. National legislation that ensures the legitimacy of clinical trials on children in Ukraine is the Law of Ukraine «On Medicines» [5], stating that clinical trials of drugs (medicines) are carried out in order to establish or confirm the effectiveness and safety of drugs. At the same time the Ministry of Health of Ukraine or its authorized body reserves the right to determine the list of specialized medical institutions which may conduct clinical trials. From the international law point of view, the purpose and methods of clinical research should conform to the principles of ethics and humanity, as noted in the Declaration of Helsinki in the general requirements for conducting biomedical research on humans. In particular, it states that biomedical research with human beings must conform to generally accepted scientific principles, be based on adequate laboratory and animal experiments, as well as on general knowledge of the scientific literature [8].

Generally, legal acts regulating the conduct of clinical trials in Ukraine should be placed in the following order according to their normative power under Ukrainian legislation:

1. Convention on Human Rights and Biomedicine.
2. The Civil Code of Ukraine (CC).
3. The Law of Ukraine «On Medicines».
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Conclusion. So, to summarize, I would like to say that clinical trials on children are very important for the future and progress of modern medicine. These should be conducted due to the fact that there are conditions uniquely set for children and from the point of view of clinical pharmacology a child is not just a small adult. Despite the fact that children express their willingness to participate in such research, believing that while doing this they help the world to improve, in order to be conducted, clinical trials should fulfill several requirements. Governments at national level are authorized to prevent violation of children rights in accordance with the international requirements in the field.

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THE MAIN ASPECTS OF EU ECONOMIC INTEGRATION OF SLOVAKIA

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Chala O.I., Davydenko I.V. The main aspects of EU economic integration of Slovakia. The article describes problems of the economic integration of Slovakia to the European Union. The research covers the stages of Slovak economic integration to the European Union; and provides the dynamics of main economic indicators, such as GDP annual growth, unemployment rate, foreign direct investment, of Slovak economy after the integration to the EU.

Key words: economic indicators economic integration, European Union, Slovakia.

Чала О.І., Давиденко І.В. Головні аспекти економічної інтеграції Словаччини до Європейського Союзу. У статті розглядаються головні проблеми та етапи економічної інтеграції Словаччини до Європейського Союзу. Подається динаміка основних показників економічного розвитку Словаччини, таких як зростання ВВП, рівень безробіття, прямі іноземні інвестиції, після її приєднання до Європейського Союзу.

Ключові слова: економічна інтеграція, Європейський Союз, показники економічного розвитку, Словаччина.

Чалая О.И., Давыденко И.В. Главные аспекты экономической интеграции Словакии в Европейский Союз. В статье рассматриваются главные проблемы и этапы экономической интеграции Словакии в Европейский Союз. Показана динамика основных показателей экономического развития Словакии, таких как рост ВВП, уровень безработицы, прямые иностранные инвестиции, после её присоединения к Европейскому Союзу.

Ключевые слова: Европейский Союз, показатели экономического развития, Словакия, экономическая интеграция.

The subject of the study is economic integration of Slovak Republic to the European Union (EU) and its key features. The purpose of the study is to analyze the main problems and impact of the EU economic integration process on Slovakia. The relevance of the study is determined by the possibility to implement Slovak experience in the economic sphere within the Ukrainian European integration.

Slovakia is now one of the 28 EU member-states. The process of integration started in 1990 when the country began to implement political and economic changes in the former Czecho-Slovakia. After January 1, 1993, following the establishment of the independent Slovak Republic, the aim of the individual citizens and government parties was to join the countries of the European Communities as quickly as possible [3, p. 91].

The process of building closer relations between the Slovak Republic and the EU began in October 1993 when the Association Agreements were signed. In 1995, after the National Council of the Slovak Republic and the Parliaments of the EU member countries ratified the Association Agreement, the then Prime Minister, Vladimír Mečiar, submitted the application for EU membership. The following years were marked with concerns and objections given by the European Commission. These mostly related to the instability of Slovak institutions and insufficient democracy [2].

However, the parliamentary elections held in 1998 were a turning point. The EU welcomed the election results, and the first foreign visit of the new

Prime Minister, Mikuláš Dzurinda, was to Brussels. During the negotiations with the European Commission, Slovakia was represented by the then State Secretary of the Ministry of Foreign Affairs, Ján Figeš [2].

At the Helsinki summit in 1999, Slovakia was invited to accession negotiations, and European integration became a priority of the new Slovak government. The integration process was accompanied by a number of political and economic changes. Reforms were focused on economic issues and on the stabilization of democratic institutions. The Slovak Republic's negotiations on EU accession were concluded at the Copenhagen summit in 2002, which set the final date for Slovakia and nine other countries to join the EU [2].

In April 2003, the European Parliament and the Council of Ministers of Foreign Affairs approved the accession of ten countries, including Slovakia, to the European Union in 2004. Ten candidate countries formally signed the Treaty of Accession to the EU on 16 April 2003 in Athens. The Slovak Republic was represented by the President, Rudolf Schuster, and the Prime Minister, Mikuláš Dzurinda, who signed the Treaty. The Slovak Republic joined the EU on 1 May 2004 [2].

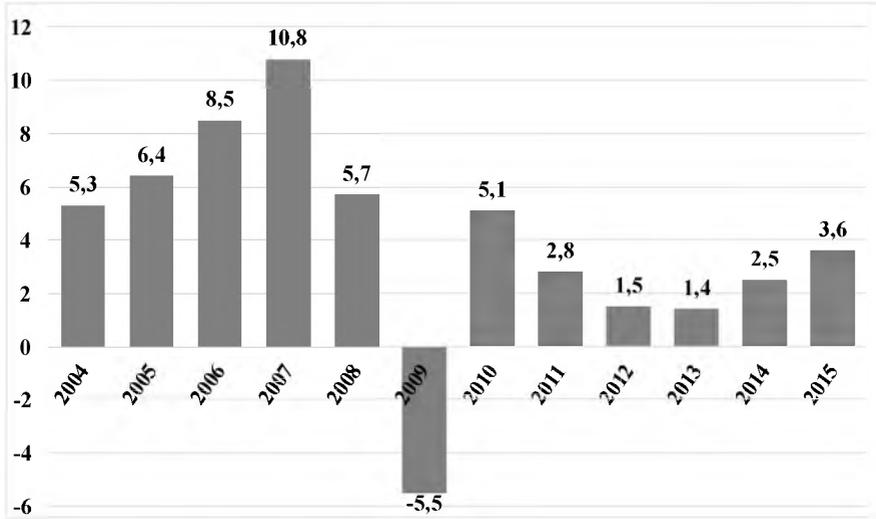
In the economic integration of Slovakia into the EU we can highlight the following phases:

- 1) The first phase in 1993–1997 – there were no targeted foreign policy in the field of preparing to join the EU;
- 2) The second phase in 1998–1999 – the period of fundamental changes and intensification of diplomatic activity;
- 3) The third phase in 1999–2003 – the participation in pre-join EU programs, such as PHARE, PHARE CBC, ISPA, SAPARD;
- 4) The fourth phase in 2004–2006 – the period of integration itself and beginning of vigorous activity in the EU;
- 5) The fifth phase from the 2007 – the current final stage, the programs in Slovakia are fully complying with the EU requirements, Slovakia joined the EU monetary union in 2009 [1, p. 59].

During the years of membership in the EU, significant changes have taken place in the Slovak economy. Changes leading to the improvement or deterioration of the economic situation over the last years have been influenced by three main factors: the economic policy of governments, membership in the European Union, and the global economic crisis. After joining the EU, the Slovak economy showed an increasing rate of GDP growth. However, it is not possible to quantitatively prove that joining the EU was the impetus for these economic activities. Economic growth was halted due to the global

economic crisis, when demand on world markets decreased [3, p. 93–94].

Figure 1 shows the dynamics of GDP annual growth in Slovakia after joining the EU.



Source: *Národná banka Slovenska* [4].

Figure 1. GDP growth (in %) during the years EU membership of the Slovakia

The economic growth peaked in 2007. FDI inflow slowed down after 2004 due to the deceleration of privatization. The inclusion of Slovakia into the single market of the European Union encouraged new investors such as Kia Motors, Samsung and others who use the non-barriers EU single market to invest in Slovakia. FDI realization in Slovakia comes from 90% of European Union Member States (Germany, Netherlands, Austria, Hungary, France and others). Foreign companies use state of the art technology in their operations, which leads to the modernization of the Slovak economy and society. FDI is an important factor in the creation of new jobs [3, p. 94].

Table 1 demonstrates the dynamics of FDI to Slovakia during EU membership.

Table 1

**Foreign direct investment stock in Slovakia
in 2004–2015 in million USD**

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
28 125	29 595	38 567	47 713	50 416	52 537	50 328	51 980	55 124	58 021	52 488	48 163

Source: Národná banka Slovenska [4].

The fundamental problem of the Slovak economy is the high unemployment rate. Unemployment in the Slovak economy has started growing during the time of the joint state of Czecho – Slovakia, when the production and export of weapons were seriously limited. Similarly, Slovakia significantly reduced production in the light industry, whose production was destined for export to the former USSR. Also, domestic consumption of light industry products has been replaced by cheap imports from Asian countries. Thus, the lost jobs have not been replaced by creating new jobs until today. Unemployment remains well above the average unemployment rate of the European Union. The lack of job opportunities in the Slovak economy was partly offset by the entry into the single market, which ensures free movement of labor [3, p. 94].

Slovakia is a country with a high level of work migration. One year after Slovakia joined the European Union 120,000 Slovak citizens were working abroad; in 2007 this number reached 250,000. Currently it is about 140,000. Emigration of the citizens of the Slovak Republic to the European Union Member States creates labor market imbalances. Emigration culminated in 2007. The highest emigration rate from Slovakia was between 2004 and 2007, when approximately 4% of the active workforce went to Great Britain, Ireland and Sweden. Since 2008, the whole EU has been marked by the crisis. Slovak citizens most often emigrate to work in the Czech Republic, Austria, Hungary, Germany, Great Britain and Ireland [3, p. 95].

Table 2 shows how the unemployment level in Slovakia was changing during the period of EU membership.

Table 2

**Unemployment rates in the Slovak Republic in 2004–2015
(% of economically active population)**

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
17.4	16.2	13.3	11.0	9.6	12.1	14.4	13.6	14.0	14.2	13.2	11.5

Source: Národná banka Slovenska [4].

Slovakia's membership in the EU means a stable and qualitatively better position for the country in the world community. Benefits of membership in the European Union for ordinary citizens include the freedom of movement within the territories of all states of the Union, as well as economic opportunities abroad [3, p. 98].

Conclusion. Slovakia passed five main stages in order to join the European Union. This process was complex, economic integration of Slovakia to EU claimed full-scale changes both in economic and social life. The EU membership helps Slovakia to be competitive in the modern world economy, it allows to use the full range of European free markets' benefits. The economic development of Slovakia could not be imagined now without membership in the European Union. The experience of reforms conducted in Slovakia can be implemented into Ukrainian reality of the EU integration process. These issues should be covered in further researches.

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TRANSFORMATION OF THE GEO-STRUCTURE OF UKRAINIAN FOREIGN TRADE DUE TO THE UKRAINIAN-EUROPEAN UNION ASSOCIATION AGREEMENT

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Chavalakh O.I., Davydenko I.V. Transformation of the geo-structure of Ukrainian foreign trade due to the Ukrainian-European Union Association Agreement. The article analyzes the influence of the transformation of world trade integration processes and The Ukrainian-European Union Association Agreement on the geo-structure of Ukrainian foreign trade. The article describes the changes in trade volume based on the State Statistic Service of Ukraine. The article compares Ukrainian foreign trade data of 2012 and 2015 years in terms of geographical structure. The conclusion is based on the comparison mentioned above, and illustrate reorientation of Ukrainian foreign trade which occurred due to The Ukrainian-European Union Association Agreement.

Key words: export foreign trade, free trade zone. geographical pattern of trade, import.

Чавалах О.І., Давиденко І.В. Трансформація географічної структури зовнішньої торгівлі України у зв'язку з підписанням Угоди про Асоціацію між Україною та ЄС. У статті розглянуто вплив трансформацій інтеграційних процесів світової торгівлі та Угоди про Асоціацію між Україною та ЄС на географічну структуру зовнішньої торгівлі України. Виявлені зміни, що відбулися в обсягах української зовнішньої торгівлі та в напрямках торгівельних потоків на основі даних Державної служби статистики України. Зроблені порівняння показників зовнішньої торгівлі України товарами за 2012 та 2015 роки з точки зору географічної структури в грошових об'ємах. На основі вище згаданого порівняння зроблено висновки, які відображують переорієнтацію зовнішньої торгівлі України, що відбулася у зв'язку з підписанням Угоди про Асоціацію, а також проведено аналіз подальших перспектив розвитку зовнішніх торгівельних відносин України.

Ключові слова: географічна структура торгівлі, експорт, зовнішня торгівля, зона вільної торгівлі, імпорт.

Чавалах Е.И., Давыденко И.В. Трансформация географической структуры внешней торговли Украины в связи с подписанием Соглашения об Ассоциации между Украиной и ЕС. В статье рассмотрено влияние трансформаций интеграционных процессов мировой торговли и Соглашения об ассоциации между Украиной и ЕС на географическую структуру внешней торговли Украины.

Выявленные изменения, произошедшие в объемах украинской внешней торговли и в направлениях торговых потоков на основе данных Государственной службы статистики Украины. Сделаны сравнения показателей внешней торговли Украины товарами за 2012 и 2015 годы с точки зрения географической и структуры в денежных объемах. На основе вышеупомянутого сравнения сделаны выводы, отражающие переориентацию внешней торговли Украины, произошедшей в связи с подписанием Соглашения об Ассоциации, а также проведен анализ дальнейших перспектив развития внешних торговых отношений Украины.

Ключевые слова: внешняя торговля, географическая структура торговли, экспорт, зона свободной торговли, импорт.

The process of world trade liberalization continues to gain strength today. It can be explained by increase of WTO members from the one hand and extension of regional integration unions that try to increase their economic power by creation of free trade zones from the other hand.

On account of variability of world economic and political processes and their unexpectedness within our country it seems appropriate to analyze the transformations of Ukrainian foreign trade closely in order to estimate the influence of The Ukrainian-European Union Association Agreement on the Ukrainian trade flows.

On 21st of March 2014 the political part of The Agreement was signed; the economic part was signed on 1st of November 2014. Is it possible to say that The Agreement has met all the expectations after two years of its implementation? Can the free trade zone with EU be considered as the efficient mechanism of Ukrainian economic reanimation? The answer to these questions should be given with the definition of “free trade zone”. Free trade zone is a type of international relations entered in the form of the agreement between two or more countries which provide abolition of customs barriers in mutual trade between the countries while the customs policy of each member stays as its own prerogative.

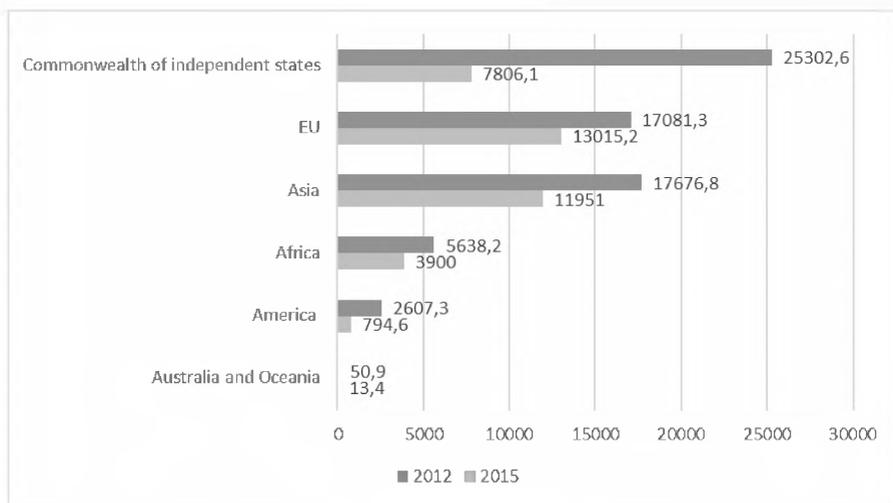
Therefore, free trade zone between Ukraine and EU was to simplify movement of goods and services between countries. Such possibility of entering 28 countries' market looks surely attractive. However, besides customs barriers there are a lot of technical barriers on the European market that may interrupt the shift of Ukrainian commodities with high added value [1].

As to Norwegian economist Erik Reinert, who has contributed to the solutions of economic problems in 58 countries, free trade zone has a positive effect on the economy of countries only when it is symmetrical, that means members have approximately the same level of economic development and

their trade products are equivalent. But when members differ significantly in economic level the risk of resources outflow appears for the less developed member. There is a possibility of such danger for our country [3].

In order to estimate the volume of changes occurred the statistics is given. Volumes of Ukrainian export and import and geo-structure of trade in 2012 and 2015 were analyzed. Data of these years gives an opportunity to see the situation before and after signing The Agreement.

The volumes of export and import by regions in 2012 are shown on the *graph 1* and 2.



Graph 1. Geographical structure of Ukrainian export in 2012 and 2015 (in millions of US dollars)

Made by the author based on the data: [2, 4]

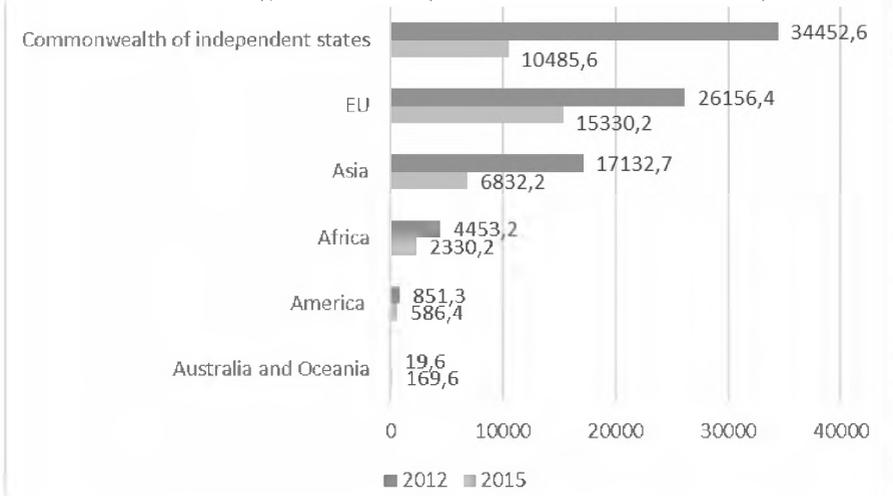
The graph 1 shows that Ukraine exported most to the CIS countries in 2012 (25 302.6 millions of dollars); Russian Federation (17 631.7 millions of US dollars), Kazakhstan (2 459.2 millions of US dollars) and Belorussia (2 251.1 millions of US dollars). The second geographical destination was Asian countries (17 676.8 millions of US dollars), the third was EU countries (17 081.3 millions of US dollars). The biggest share among Asian countries had Turkey (3 685.1 millions of US dollars), India (2 290.9 millions of US dollars) and China (1 777.2 millions of US dollars). As to EU countries the next countries should be highlighted: Poland (2 576.1 millions of US dollars), Italy (2 480 millions of US dollars) and Germany (1 645 millions of dollars).

Now let's analyze the data of 2015 and find the nature of changes occurred in the geographical structure of Ukrainian trade.

By 2015 the main export direction for Ukraine were EU countries (13 015.2 millions of US dollars), however the volume of export decreased by 32% because of the Ukrainian economy deterioration. But the volume of export to the EU countries exceeded export to the CIS countries. As to predominate countries in Europe, they are Italy (1 979.8 millions of US dollars), Poland (1 977.3 millions of US dollars) and Germany (1 328.7 millions of US dollars) so leaders were the same but Italy and Poland exchanged their positions.

Export to Asian countries was the second main trade destination (11 950.9 millions of US dollars), the volume decreased by 32% comparing to 2012. Countries with the biggest share here were Turkey (2 771.8 millions of US dollars), China (2 399.1 millions of US dollars) and India (1 444.1 millions of US dollars).

The Commonwealth of Independent States obtained a third place in the list of Ukrainian export major destinations. The volume of export to these countries demonstrated a rapid decline by 69% from 2012 – 7 806.1 millions of US dollars. This drop was caused by access limitation of Ukrainian goods to the market of Eurasian Economic Union. These are the leaders of the region: Russian Federation (4 827.7 millions of US dollars), Belorussia (870.7 millions of US dollars), Kazakhstan (712.7 millions of US dollars).



Graph 2. Geographical structure of Ukrainian import in 2012 and 2015 (in millions of US dollars)

Source: made by the author based on the data: [2,4].

The leading region of Ukrainian import flows in 2012 was CIS countries: Russian Federation (27 418.3 millions of US dollars), Belorussia (5 068.6 millions of US dollars), Kazakhstan (1 494.9 millions of US dollars). European countries are on the second place and the biggest import flows were from Germany (6 807.1 millions of US dollars), Poland (3 567.1 millions of US dollars) and Italy (2 234.6 millions of US dollars). The third place was obtained by Asian countries with 17 132.7 millions of US dollars of goods import. Countries that dominated here were: China (3 771 millions of US dollars), Turkey (851.7 millions of US dollars) and India (443.7 millions of US dollars).

Geographical structure of Ukrainian import demonstrated sharp changes. CIS countries gave their leadership to EU countries and volume of import fell by 69% and 42% (down to 10 485.6 and 15 330.2 millions of US dollars) respectively. Among EU countries the leaders remained to be German (3 975.6 millions of US dollars), Poland (2 324 millions of US dollars); Hungary has moved to the third place (1 608.5 millions of US dollars). As to CIS countries, their leaders were: Russian Federation (7 492.7 millions of US dollars), Belorussia (2 449.1 millions of US dollars), Kazakhstan (375.6 millions of US dollars). The share of Asian countries decreased by 59%. The biggest volumes of import were from China (3 771 millions of US dollars), India (443.7 millions of US dollars) and South Korea (256,4 millions of US dollars).

The Ukrainian-European Union Association Agreement has caused changes in the Ukrainian trade flows“ movement comparing to the trade situation before. The external trade turnover with the CIS countries fell considerably while European countries got bigger shares as in export so in import of Ukraine. Nevertheless, monetary volume of all these indexes declined noticeably due to crisis events occurred in Ukraine“s economy. If economic situation is stabilized and there are goods of high added value meeting European standards in Ukrainian export, increasing the supply of goods to EU will be possible. However, there is a great probability that because of the lack of investments in high-tech manufacturing and technical barriers in the trade with EU, Ukraine will get an asymmetrical trade situation with dominating of cheap raw materials for export and expensive products for import. Therewith, Ukrainian manufactures will try to shift to less demanding markets of Asia and Africa that can be already seen in the recent changes of the geo-structure of exports.

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THE ROLE OF THE UN SECURITY COUNCIL IN SETTLEMENT OF INTERNATIONAL CONFLICTS

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Chaykina M.K., Kalyuzhna A.B. The role of the UN Security Council in settlement of international conflicts. The article provides the analysis of methods of the UN Security Council in settling international and domestic conflicts, providing international peace and security. The results of the UN peacekeeping missions have been examined.

Keywords: international conflict, international peace and security, Security Council, UN.

Чайкіна М.К., Калюжна А.Б. Роль Ради Безпеки ООН у врегулюванні міжнародних конфліктів. У статті здійснюється аналіз методів РБ ООН у врегулюванні міжнародних та внутрішньодержавних конфліктів, забезпеченні міжнародного миру та безпеки. Розглянуто результати миротворчих місій ООН.

Ключові слова: міжнародний конфлікт, міжнародний мир та безпека, ООН, Рада Безпеки.

Чайкина М.К., Калюжная А.Б. Роль Совета Безопасности ООН в урегулировании международных конфликтов. В статье содержится анализ методов СБ ООН в урегулировании международных и внутригосударственных конфликтов, обеспечении международного мира и безопасности. Рассмотрены результаты работы миротворческих миссий ООН.

Ключевые слова: международный конфликт, международный мир и безопасность, ООН, Совет Безопасности.

Nowadays, international conflicts are one of the leading factors of instability in the world and are a threat not only to the parties of the conflict, but also for the entire international community. The one of the main goals of the United Nations is to provide international peace and security through cooperation of Member States. Matters concerning settling international conflicts by peaceful means remain topical. This explains the relevance of the article.

The goal of the article is to define the basic methods of the UN Security Council in settling conflicts in a peaceful way.

The object of the research is the activity of the Security Council in adjustment of international conflicts. The subject is the methods and results of this activity.

The analysis provided in the article is based on primary sources such as the UN Charter and statistics of the United Nations peacekeeping operations.

Questions regarding improvement of methods of conflict settlement, peacekeeping and security, assistance to conflict participants are important, because international relations undergo changes and there are a lot of contentious issues to be settled by peaceful means.

The UN was founded after the Second World War. According to the clause 1, Art. 1 of the UN Charter, adopted June 26, 1945, “the UN aims to maintain international peace and security, and to that end: to take effective collective measures for the prevention and removal of threats to the peace, and for the suppression of acts of aggression or other breaches of the peace, and to bring about by peaceful means, and in conformity with the principles of justice and international law, adjustment or settlement of international disputes or situations which might lead to a breach of the peace” [4].

Thus, international peace and security depend on the outcome of the United Nations operation. One of the main UN bodies that solves the problems of international security, creates the position on particular conflicts is the UN Security Council. According to Art. 24 of the UN Charter “the Security Council is responsible for the maintenance of international peace and security” [4].

At the same time, the activities in settlement of international conflicts and ambiguous role of the UN Security Council in resolving international security problems (Balkan wars, the crisis in Iraq, the events in Syria) show how the approaches of UN member states differ concerning methods of force in conflict resolution.

The application of coercive measures and weapons is not able to resolve the deep social, economic, ethnic and other contradictions that are the basis of conflicts, but only inflames conflict, provokes tensions and “arms race”,

worsens interstate relations, inflames ethnic and religious conflicts. The Security Council has an effective mechanism of achieving a peaceful resolution of conflicts between states that could threaten international peace and security. Its work has to be fundamental to the world stability and security. But an implementation of this idea into practice requires certain conditions. The exploration of the possibilities to further strengthen the authority of the Security Council, as the body responsible for maintaining international peace and security, has theoretical and practical significance.

The UN Security Council acts on the basis of Art. 7 of the UN Charter as one of the principal organs. According to Chapter VI of the UN Charter, the Security Council has the following functions: maintaining international peace and security in accordance with the principles and purposes of the UN, investigation of any dispute or any situation which might lead to international conflict, providing recommendations on methods of settling such disputes or the conditions of their decision, determining the existence of a threat to peace or act of aggression and making recommendations for necessary action, etc. [3].

The Military Staff Committee was set up under the aegis of UN Security Council (Art. 46–47 of the UN Charter). The Committee was created in order to provide recommendations and assistance to the Security Council on all matters relating to the military needs of the Security Council in the issues concerning maintenance of international peace and security, the use of troops, regulating armament and possible disarmament. Being subordinate to the Security Council the Committee is responsible for the strategic direction of any armed forces [4].

Military, police and civilian personnel may be involved in particular peacekeeping operations. They are working to support states in politics and security. The activity of peacekeeping is quite flexible, and, in recent decades, it changes its organizational form. Current peacekeeping operations not only provide peace and security, but also promote political processes, protect civilians, assist in the demobilization and reintegration of combatants, provide support in the organization of elections, protect human rights and assist in restoring the supremacy of law.

The UN acts as a third party in resolving conflicts between states or within a single state. The Security Council relies on military force and the principle of “unanimity” of its five permanent members. The Council provides peaceful solution to the conflict, or eliminates, suppresses threats to peace.

There are several steps of the Security Council resolution of international conflicts: 1) Prevention of conflicts; 2) Peacekeeping operations; 3) Peace building [2].

1. Prevention of conflict beforehand, i.e. the detection of the first signs of the crisis even at regional level. It manages through monitoring the situation at the regional level with the help of representatives of the UN, regional organizations and civilians.

Thus, the UN Security Council first introduced into international practice a preventive conflict resolution, using in 1992 the forces of the UN Protection Force in the former Yugoslav Republic of Macedonia to monitor dynamics of events in border areas, where stability could be affected and the situation threatened to territorial integrity of the republic. At the end of the mandate of the UN Protection Force February 1, 1996 the United Nations Preventive Deployment Force (UNPREDEP) began to act as an independent mission [2].

2. Peacekeeping operations, i.e. diplomatic negotiations or peacekeeping forces. Armed UN force is used in case of armed conflict.

Peacemaking requires the consent of a sovereign, where the peacekeeping operation should be conducted. At the same time the state itself can refuse to give consent to the introduction of peacekeeping forces on its territory. But often there is a problem concerning the fact the government actually has no authority on the territory of the conflict, as in Somalia in the 1990s.

3. Peace building, i.e. a set of special measures to prevent repeat conflicts. The special measures include: humanitarian assistance to victims of the conflict; supervising the ceasefire regime; demobilization and reintegration of combatants; facilitating the return of refugees to their homeland; assistance in conducting election of a new government and supervising the electoral process; strengthening human rights mechanisms and promoting reconciliation after the parties resolve the conflict.

However, the modification of current international and domestic conflicts makes it impossible to resolve such conflicts by using classical methods of the UN. The Security Council must improve its own mechanisms for settling such disputes, because it is entrusted the most important mission of maintaining peace and security.

Conclusion. The analysis conducted allows to come to the conclusion that the UN Security Council plays a crucial role in preventing international conflicts and maintaining peace in the world. At the same time the legal regulation of the UN Security Council methods of peaceful settlement of international conflicts needs further improvement, at least elaboration of the implementation mechanism of regulatory legal acts in this field and proportionate cooperation of Member States.

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EVOLUTION OF THE HOSPITALITY INDUSTRY: THE HOTEL BUSINESS FROM ANCIENT TIMES TO THE PRESENT DAY

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Chernysh K.O., Radchenko O.I. Evolution of the hospitality industry: the hotel business from ancient times to the present day. The article deals with the main stages of formation and development of the international and Ukrainian hospitality industry. Various interpretations of the concept of hospitality are presented. It is suggested the more precise definition which represents the essence and particular qualities of this sector. The modern trends in the hotel industry are analyzed.

Key words: evolution, hotel business, hotel industry, modern trends, stages of development.

Черниш К.О., Радченко О.І. Еволюція індустрії гостинності: готельна справа від давніх часів і до сьогодення. У статті подано огляд основних етапів становлення та розвитку індустрії гостинності України і світу в цілому, представлено різні тлумачення поняття «готельне господарство» та сформульовано більш точне, що повністю відображає сутність й особливості даної сфери визначення, зазначено сучасні тенденції розвитку готельної сфери, сформульовано певні логічні висновки.

Ключові слова: готельне господарство, готельна індустрія, еволюція, етапи розвитку, сучасні тенденції.

Черныш Е.А., Радченко Е.И. Эволюция индустрии гостеприимства: гостиничное дело от древних времен и до настоящего времени. В статье представлен обзор основных этапов становления и развития индустрии

гостеприимства Украины и мира в целом, поданы различные дефиниции понятия «гостиничное хозяйство» и сформулировано более точное, полностью отражающие суть и особенности данной сферы определение, выведены современные тенденции развития гостиничной сферы, сформулированы конкретные логические выводы.

Ключевые слова: гостиничная индустрия, гостиничное хозяйство, современные тенденции, эволюция, этапы развития.

The modern processes of international economic, political, social and cultural integration give a special impetus to the development of the tourism industry in general and the hotel business in particular. The present-day hotel industry has already emerged as an independent branch of economy in the international tourism market in many countries. The hotel business is becoming more attractive for investments and innovations by virtue of international integration. It emphasizes the relevance of this article. The availability of hotels and other accommodation facilities contributes to the development of the tourism sector and regional economy because it strengthens the interregional and interstate relations, creates a basis for enhancing commercial and industrial communications, stimulates population mobility and provides opportunities for face-to-face interactions. It should be noted that a significant part of the population is involved in the hospitality industry; there is a large number of jobs and different opportunities to develop, improve and increase the level of staff qualifications and their career promotion. The fact that hospitality plays an essential positive role in providing appropriate services to tourists as well as the local citizens of the region emphasizes its importance. The purpose of this article is to study the process of the hospitality industry formation as an important sector of economy, its evolution and phases of development. In addition to the identification and analysis of the current status, problems and prospects of the hospitality development, the process of hospitality industry formation and development in Ukraine are also considered in the paper. Therefore, the object of the article is the hospitality industry as a whole and the subject of the study is evolution, stages and modern trends of the hospitality industry in the world and Ukraine.

A lot of Ukrainian and foreign scientists pay much attention to the analysis of the hotel industry, its problems and prospects of development. Rudenko V.P. [9] describes the main concepts and principles of Hospitality Management, and Putsentaylo P.G. [7] characterizes tourism and hotel business management as a whole. The economic aspects of the hotel industry development are considered by Blokhin Y.I., Karlova G.A. and Potemkin V.K., Krul G.Y.,

Malskaya M.P., Romanov V.V., Elkanova D.I., Sorokin E.V. study the history of formation and development of hospitality. Lyubitseva O.O. [5] describes and analyzes the chronological periods of the Ukrainian hospitality industry development in her articles.

It should be focused on the categorical analysis of the concept of the hotel industry.

The substantial development of tourism, the growth of tourists' requirements and aspirations of the hotel management to enlarge the hotel service complexity allows us to consider the hotel industry in many aspects.

There are some interpretations of this concept, and we are to form a new definition, which will fully represent its essence and will be advisable to use in this research.

E.A. Zinh has noted that «the hospitality industry» is a part of the social infrastructure of a region, which creates favorable conditions for the movement and development of the population [2, p. 413].

«The hotel business» is an activity which offers its own services and benefits that provide necessary material conditions of life for a person. This way Marcel Gauthier explains the essence of the hotel industry. He also adds that this refers to services, which are necessary for tourists during their business or family trips away from their permanent place of residence [2, p. 415].

According to the reference dictionary «Technology of the hotel business» by Vishnevskaya A.A., the hotel industry is a complex of hotels and other accommodations, transportation, catering, entertainment, different facilities for cognitive, business, health, sports and other purposes, tour operators and travel agents, excursion and tour guide-interpreter bureaus [1, p. 12].

In conclusion, it is reasonable to formulate a complete and understandable definition of the concept of «the hotel industry». Thus, the hotel industry is one of the components of the tourism industry and a part of the social infrastructure of a certain region; its main purpose is to provide accommodations, food and other extra services that satisfy the priority and additional needs, creating favorable conditions for travelling and welfare of the population.

The English word «hospitality» came from the old French word «hospice» that means «hospitable home». The first prototypes of hotels as well as the profession itself emerged many years ago.

The guest houses were located everywhere and a lot of travellers, messengers, nobles and government officials used them. A guest house provided people and their horses with a shelter and food. In the Middle Ages inns were

built in monasteries, where priests welcomed travellers with great pleasure. In the course of time this free shelter became a tool for making money. The prototypes of hotels appeared in the Middle East, Central Asia and Transcaucasia. The development of commercial relations led to a significant growth of the hospitality industry in Europe, for example, there were about 150 hotels in Milan in the XIV century. However, the hospitality industry was still quite primitive in those far-off days. There were no amenities and the level of sanitation was extremely low in the hotels. Due to the growth of economic and political communications between states there was a rapid development of the hotel industry in XVIII – XIX centuries, especially in European cities. The hotel business became an important profitable industry.

The main factors of formation and development of the hospitality industry are:

- the social development of public relations that led to demographic and migration processes, the need for a system of hotels and other accommodation services for their implementation;
- an economic increase in an income of people, a significant economic potential of some regions and centers;
- peculiarities of mentality, culture and religion, which influence the formation of the hotel system and define the types of hotels;
- scientific and technical progress;
- the development of recreation and tourism natural resources [6].

In general, the formation and development of the hotel industry can be divided into four main stages and each of them should be analyzed in detail:

1. Before the beginning of the XIX century – the prehistory of the hotel business;
2. The beginning of the XIX – the beginning of the XX centuries – the emergence of various companies providing hotel services;
3. The beginning of the XX century – the middle of the XX century – an increase in enterprises in the service industry, improvement of service quality;
4. The middle of the XX century – the present day – the formation of the hospitality industry.

It is reasonable to start the detailed discussion of these stages from the study of the hotel business prehistory which is connected directly with the main purposes of the movement of people in ancient times. There were trade, pilgrimage, educational and other purposes. The religious pilgrimage, i.e. visiting certain holy religious sites, was very popular in the Middle Ages.

The second stage is the emergence of specialized enterprises, which provided the main and additional hotel services. The changes in the transport sector, such as the invention of the steamer by Robert Fulton (1807), the invention of the engine by George Stephenson (1814), the development of the postal connections and the expansion of the road network in Europe, were critical to the appearance and construction of specialized hotel and restaurant companies. All these events were important changes in the mass movement of the population. In the second half of the XIX century the hospitality industry was expanding the scope of its activities. The first travel agencies joined the objects of the hospitality industry. Their main task was to organize tourist trips and package tours. At the same time hotels offered a variety of excursions to cultural and historical sites.

The third stage is the period of the fast-growing number of companies providing hotel services. World War I and World War II had an extremely negative impact on the development of the hotel industry.

The fourth stage involves the formation of the hospitality industry. After the Second World War the enterprises of the hospitality industry were in a deplorable condition. Most of buildings were destroyed and there were no material resources for their reconstruction. These factors caused the delay in the hospitality industry development. The further growth of this industry we can observe only in the postwar period. So, the first entertainment complexes appeared in Western European countries only in 1950s – 1960s.

Nowadays the hospitality industry is an important component of the tourism business. The hospitality industry consists of various individual and collective accommodation facilities, bars, restaurants, spas, gambling centres, casinos, i.e. important components of tourists' entertainment and recreation [8].

Professor Lyubitseva O.A. divides the formation and development of the Ukrainian hospitality industry into the following chronological periods:

1. The historical period:

- the formation of the hotel industry: the Middle Ages (Kievan Rus') – the middle of the XIX century;
- the capitalist period: the middle of the XIX century – the First World War;
- the Soviet period (1918 – 1990).

2. The transformational period (1991 – 2000).

3. The modern period: since 2001.

It should be mentioned the following trends of the modern hospitality industry development in Ukraine.

1. The wide specialization of the hotel and restaurant suggestions and services.
2. The emergence of the international hotel and restaurant chains.
3. The development of the network of small business companies.
4. The introduction of the new computer technologies to the hospitality industry.

In conclusion, it is reasonable to notice that the modern hotel industry is an independent sector of economy in the international tourist. The study of its formation and development is quite important for the economic, social and political spheres of human life and activities. The historical development of the hotel industry covers a large period of time and includes lots of important events and facts: from ancient times to the present day. The origin and formation of the world's hotel industry can be divided into four main periods, while the formation of the Ukrainian hotel industry has only three phases. For the successful development of the hotel industry it is also important to consider and analyze the modern trends. The main of them are the wide specialization of the hotel and restaurant suggestions and services and the emergence of the international hotel and restaurant chains.

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THE UNUSUAL MARKETING STRATEGY TO PROMOTE AUSTRALIA AS A TOURISM DESTINATION

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Dolgoplova K., Saprun I.R. The unusual marketing strategy to promote Australia as a tourism destination. The world's effective marketing strategy of "Tourism Australia" agency to promote Australia on world tourism market has been examined in this article. The main problems which interfere into the rapid development of tourism segment of economics of the country have been found out. The influence of a famous media-manager Jesse Desjardins's marketing strategy on tourism income and the number of arrivals have been investigated.

Keywords: marketing strategy, promotion, revenue from tourism, social networking.

Долгополова К., Сапрун І.Р. Незвичайна маркетингова стратегія з просування Австралії як туристичного напрямку. У роботі розглядається маркетингова стратегія агентства "Tourism Australia" з просування Австралії на світовий туристичний ринок, як одна з найефективніших у світі. У ході роботи виявлено основні проблеми, що заважають стрімкому розвитку туристичного сегменту економіки країни. У статті детально розглянуто вплив маркетингової стратегії медіа-менеджера Джесси Дежардена на прибуття та дохід від туристів.

Ключові слова: дохід від туризму, маркетингова стратегія, просування, соціальна мережа.

Долгополова К., Сапрун И.Р. Необычная маркетинговая стратегия по продвижению Австралии как туристического направления. В работе рассматривается маркетинговая стратегия агентства "Tourism Australia" по продвижению Австралии на мировой туристический рынок, как одна из самых эффективных в мире. В ходе работы выявлены основные проблемы, мешающие стремительному развитию туристического сегмента экономики страны. В статье подробно рассмотрено влияние маркетинговой стратегии медиа-менеджера Джесси Дежардена прибытия и доход от туристов.

Ключевые слова: доход от туризма, маркетинговая стратегия, продвижение, социальная сеть.

Australia is a country that occupies the whole continent, with an enormous natural resources, relatively small population (about 19 million people), endemic species of flora and fauna, high standards and quality of life. In addition, it is never cold here, and the coastline is full of resorts and attractions that are

very conducive to tourism development [2]. Despite all these favourable factors Australia faced a big number of challenges.

Firstly, the country is long-haul destination, which greatly complicates the process of tourism development. Most travellers prefer to choose a more equal country for visiting. Secondly, Australia is full of the most dangerous animals in the world. The vast majority of Australians are accustomed to live in the neighborhood of poisonous snakes, spiders, crocodiles and other deadly creatures.

This type of advertising strongly influences on the tourist's choice of vacation, therefore, tourism in Australia is developing very slowly. In this regard, in July 2004, the Government of Australia established the agency "Tourism Australia", the main purpose of which is to increase the economic benefits to Australia of tourism. However, the work became effective only after 7 years. Nowadays a tourism promotion team in Australia has become the largest in the world [5].

Thus, the purpose of the article is to identify the achievements of the world's effective marketing strategy of "Tourism Australia" agency to promote Australia on world tourism market, to determine its effectiveness and prospects. The topicality lies in the understanding what strategies can be applied to develop and promote remote destinations worldwide. The item of the article are work directions of this strategy, its main goals and methods.

Some words about the background of the issue. Jesse Desjardins joined Tourism Australia five years ago as social media manager. He faced the not uncommon challenge of growing the organization's social platforms with a team of one: himself. His solution was to flip the traditional brand strategy upside down. He said that his department turned their social media profiles over to the fans and industry. They sent them their photos and agency published the best stuff [3].

"Tourism Australia" now receives hundreds of these photos daily. Because of this crowd-sourced content, "Tourism Australia" now has the largest social media presence of any tourism destination in the world – powered entirely by fans and industry [3]. Moreover, in order to attract an even greater number of participants in this project, Jesse launched a new application on its Facebook page that allows visitors to connect to the network their friends, for inspiration or planning travel to Australia. The app is the first of its kind in the world [3].

The way to success was very difficult. At the beginning Jesse's department had almost no budget for "branded content" to share through their social channels, which meant they had to look for ways to use what was already

being created, and in their case it was incredible user-generated content. So Jesse Desjardins decided to post photo where koala manages the shooting process. In a few days it quickly led marketing team to realize that they did not know as much about Australia as the 23 million people who live here and experience it every single day. It amazed everybody that this user-generated content was so good. The big opportunity came when they shifted their thinking to make an audience co-creator of their messages [6].

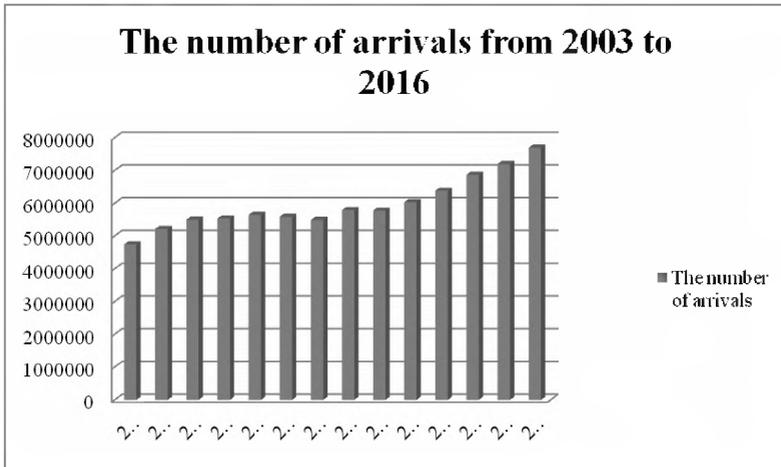
Nowadays company get over 1,500 photos and videos that help drive the content strategy. “Frankly, it would be impossible for us to get all of this content on our own... or if we tried, it would cost an insane amount of money. I’m blown away by the creativity that comes from the consumer today. Most of the time it’s far better than we could ever pull off”, – Jesse Desjardins said [6].

Today, “Tourism Australia” has a social media team of three, but that’s not how Desjardins sees it. He believes that manages the largest team of normal state and of 4.7 million followers on Facebook [3].

Desjardins main management strategy is that it is not necessary to complicate something; you just have to do everything qualitatively every day. So every day, the organization multiplies the number of readers in the pages of Facebook and Instagram (company reach from one to three million people on Facebook page and 100,000 people on Instagram per day) [3]. This systematic, business-as-usual approach has freed Desjardins and his team from the tyranny of jumping from one time-bound campaign to the next. They tend not to use the word “campaign”. Instead, they tend to think more about how other people can help them build a platform that can become bigger and bigger over time [3].

Desjardins is very clear about who is at the center of this strategy. “There’s a very famous scene in Star Wars where Luke Skywalker runs through the forest with Yoda on his back. In social media, most brands position themselves as Luke Skywalker. Instead, brands should position themselves as Yoda. He’s the wise one, the mentor. When our fans become the hero, they pick us up on their back and carry us to incredible places – much further than we could ever go on our own”, – Jesse said [3].

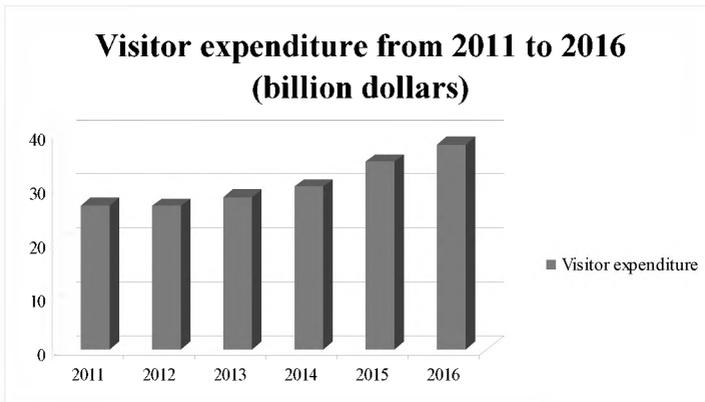
Jesse Desjardins marketing strategy to promote Australia to the world market has borne fruit in the first year of work.



Made by the author of the source: [1; 4]

The given bar chart “The number of arrivals from 2003 to 2016” depicts that after the founding of the organization “Tourism Australia” in 2004, the situation has changed positively. The number of tourist arrivals to Australia, crossed the mark of 5 million arrivals. However, from 2008 to 2009 the unstable development followed and resulted in a slight decrease in rates.

As the bar chart given below demonstrates, more rapid changes started after 2011. After the first year of Jesse Desjardins work in 2012 the number of arrivals reached a record high of 6 million. In 2015, this figure rose by 1 million and has a positive upward trend. With regard to the income from tourism, some positive changes can also be observed with the start of the new marketing strategy.



Made by the author of the source: [4]

As it can be seen in the bar chart “Visitor expenditure from 2011 to 2016” in 2013, there has been a strong growth in income from tourism. Namely, in 2016 it amounted to more than \$ 37 billion, which was 11 billion more than in 2011.

To sum up, it should be pointed out that nowadays Jesse Desjardin’s marketing strategy for promotion Australia on the world tourism market is considered to be one of the most progressive in the world. This is confirmed by the rapid growth of tourists and the income from them. A luring “workers” from the side is a good advertisement for regular travelers and for attracting potential tourists, as well as the development of domestic tourism and the promotion of Australia in other continents.

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THE PARTICIPATION OF NORTH AMERICAN STATES IN THE INTERNATIONAL TRADE SYSTEM: KEY ISSUES AND PROBLEMS

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Doroshenko Y.Y., Davydenko I.V. The participation of North American states in the international trade system: key issues and problems. The article deals with the main issues of the participation of North America’s states in the system of international trade. The research covers key indicators of international trade for the countries of the given region. The article also defines main problems in the sphere of international trade for North America states, such as uneven economic development, features of commodity structure of trade, problems of intraregional trade.

Key words: commodity structure of trade, international trade, intraregional trade, North America, uneven economic development.

Дорошенко Ю.Ю., Давиденко І. В. Участь країн Північної Америки у системі міжнародної торгівлі: ключові питання та проблеми. У статті розглядаються головні питання участі країн Північної Америки у системі міжнародної торгівлі. У роботі розглядаються ключові показники у сфері міжнародної торгівлі для країн названого регіону. У статті також названо головні проблеми у сфері міжнародної торгівлі для країн Північної Америки, такі як нерівномірний економічний розвиток, особливості товарної структури торгівлі, проблеми внутрішньорегіональної торгівлі.

Ключові слова: внутрішньорегіональна торгівля, міжнародна торгівля, нерівномірний економічний розвиток, Північна Америка, товарна структура торгівлі.

Дорошенко Ю.Ю., Давыденко И.В. Участие стран Северной Америки в системе международной торговли: ключевые вопросы и проблемы. В статье рассматриваются главные вопросы участия стран Северной Америки в системе международной торговли. В работе рассматриваются ключевые показатели в сфере международной торговли для стран названного региона. В статье также названы главные проблемы в сфере международной торговли для стран Северной Америки, такие как неравномерное экономическое развитие, особенности товарной структуры торговли, проблемы внутрирегиональной торговли.

Ключевые слова: внутрирегиональная торговля, международная торговля, неравномерное экономическое развитие, Северная Америка, товарная структура торговли.

The subject of the study is participation of countries of North America in the international trade. The purpose of the study is to analyze key issues and existing problems of the international trade sphere for the states of the given region. The relevance of the study is determined by the current changes in international trade and transformations of economies of North American region.

The region of North America is a very important on the international space because of several reasons. Firstly, from a geopolitical point of view it is the perfect place for political influence on the world processes. Secondly, the presence of huge amount of reserved and not yet explored resources provides states with great levers of influence. Thirdly, countries in North America have united into NAFTA organization, taken a serious niche in the global economy [1, p. 102].

Despite stated and other not mentioned benefits that exist in the region, there are a lot of problems in the economic life of the countries of North

America. North America is composed of 23 countries. But often only three of them are considered as North America: the USA, Canada and Mexico. This happens due to main problem of the region, that directly influences the participation in international trade – uneven economic development. In order to prove it, we can compare the GDP in the USA, Canada and Mexico and other countries of North America, such as Guatemala, Dominican Republic and Panama. Table 1 shows this comparison.

Table 1

**Comparison of GDP in selected countries
on North America in 2014–2015, USD billion**

Country	2014	2015
The USA	17348.08	17947.00
Canada	1783.78	1550.54
Mexico	1297.80	1144.33
Dominican Republic	63.97	67.10
Guatemala	58.72	63.79
Panama	49.17	52.13

Source: Trading Economics: GDP Statistics [5]

As we can see, the uneven economic development makes it impossible to compare all the countries of the region in terms of participation in the international trade. That’s why the focus of the research will be on the participation of the USA, Canada and Mexico in the international trade. These states are the biggest in the region, both in economies and in population. Due to many similar features, geographical proximity and common interests in economic development these countries established North American Free Trade Agreement (NAFTA).

NAFTA connects the US, Canada and Mexico. The agreement was established in 1994. The main goal was the creation of a free trade area in North America for 15 years since the signing of the agreement. However, it is not difficult to understand that NAFTA has very optimistic prospects due to its efficiency. A lot of analysts say that there are reasons to think that it is the organization that may eventually form common market of both American continents [2, p. 163].

Although NAFTA promotes mutual trade, but there are examples of trade wars when NAFTA members could not agree on the measures of trade regulation. Thus, in 1996-1997 there was “salmon war” “between Canada

and the USA, “apple war” of Mexico against US exporters, “tomato war” between the United States and Mexico etc. [2, p. 164].

In order to estimate the participation of the USA, Canada and Mexico in the international trade, it is reasonable to compare the key trade indicators, such as volumes of exports and imports in these countries and the percentage of total world. Table 2 and Table 3 demonstrate the dynamics of such trade indicators.

Table 2

Dynamics of exports and imports, total trade turnover of NAFTA states in 2010-2015, USD million

	2010	2011	2012	2013	2014	2015
The USA	3 247 679	3 748 532	3 882 227	3 908 653	4 033 079	3 812 60
<i>exports</i>	<i>1 278 495</i>	<i>1 482 508</i>	<i>1 545 703</i>	<i>1 579 593</i>	<i>1 620 532</i>	<i>1 504 914</i>
<i>imports</i>	<i>1 969 184</i>	<i>2 266 024</i>	<i>2 336 524</i>	<i>2 329 060</i>	<i>2 412 547</i>	<i>2 307 946</i>
Canada	790 171	914 975	931 888	934 096	954 710	844 847
<i>exports</i>	<i>387 481</i>	<i>451 335</i>	<i>455 592</i>	<i>458 318</i>	<i>474 725</i>	<i>408 475</i>
<i>imports</i>	<i>402 690</i>	<i>463 640</i>	<i>476 296</i>	<i>475 778</i>	<i>479 985</i>	<i>36 372</i>
Mexico	608 510	710 637	751 247	770 980	808 710	786 052
<i>exports</i>	<i>298 305</i>	<i>349 569</i>	<i>370 770</i>	<i>380 015</i>	<i>397 129</i>	<i>380 772</i>
<i>imports</i>	<i>310 205</i>	<i>361 068</i>	<i>380 477</i>	<i>390 965</i>	<i>411 581</i>	<i>405 280</i>

Source United Nations Conference on Trade and Development [6]

As we can see, the USA is the leader in international trade in absolute measurement. The volumes of exports and imports of the USA are far above the same figures for Canada and Mexico. It is possible to compare the percentage of total world trade for each of these countries.

Table 3

Dynamics of exports and import of NAFTA states in 2010–2015, % of world total

	2010	2011	2012	2013	2014	2015
The USA	–	–	–	–	–	–
<i>exports</i>	<i>8,355</i>	<i>8,084</i>	<i>8,356</i>	<i>8,340</i>	<i>8,531</i>	<i>9,092</i>
<i>imports</i>	<i>12,770</i>	<i>12,305</i>	<i>12,545</i>	<i>12,317</i>	<i>12,700</i>	<i>13,897</i>
Canada	–	–	–	–	–	–
<i>exports</i>	<i>2,532</i>	<i>2,461</i>	<i>2,463</i>	<i>2,420</i>	<i>2,499</i>	<i>2,468</i>
<i>imports</i>	<i>2,611</i>	<i>2,518</i>	<i>2,557</i>	<i>2,516</i>	<i>2,527</i>	<i>2,628</i>
Mexico	–	–	–	–	–	–
<i>exports</i>	<i>1,949</i>	<i>1,906</i>	<i>2,004</i>	<i>2,006</i>	<i>2,091</i>	<i>2,301</i>
<i>imports</i>	<i>2,012</i>	<i>1,961</i>	<i>2,043</i>	<i>2,068</i>	<i>2,167</i>	<i>2,440</i>

Source United Nations Conference on Trade and Development [6]

There are some significant features of commodity structure of exports and imports for each state.

Canada's main export commodity groups are mineral fuels, vehicles and machinery. The main commodities in imports are also vehicles, machinery and electrical equipment. We can see, that Canadian imports and exports are made of almost similar commodity groups, so the structure is rather balanced [4].

The main groups in the USA exports are machinery and equipment, electronics, aircraft. The main import groups are electrical machinery, machinery and equipment and vehicles. The commodity structure is also based on manufactured goods and is rather balanced [4].

In Mexico the main groups of exports are vehicles, machinery and electrical equipment and mineral fuels. The main import groups are just the same as export. So we see that all NAFTA countries in the international trade rely on the same commodity groups both in exports and in imports [4].

North America region is an important participant of international trade. The key countries – NAFTA member-states – are very powerful and complex economies. They rely on best technologies, qualified workforce, reserves of various resources and political power. The USA, Canada and Mexico have strong connections inside NAFTA, they operate as huge and complex structure. Intraregional trade was one of the basic premises to become important in international trade.

In 2014 there were the following changes in intraregional trade between NAFTA countries. Total Canadian exports to NAFTA increased by 5%, imports increased by 4%. Total exports from Mexico increased by 6% and imports increased by 5%. The US both exports and imports to NAFTA countries rose by 5% [3, p. 54].

Conclusion. After conducting this research, we can make the following conclusion. North America in terms of international trade is represented mainly by three countries. These countries are members of NAFTA – the organization that has prospects for further integration and has strong connections between member-states. Well-developed intraregional trade and trade connections between countries of North America help them to be one of the most important participants of international trade system. The shares of world exports and imports for the USA, Canada and Mexico are increasing. Countries of North America will probably remain one of the most involved into the international trade. Future changes, trends and prospects of these issues should be covered in further researches.

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KEY PRINCIPLES OF NAMING IN TOURISM

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Dydiuk Y.Y., Manzhos Y.Y. Key principles of naming in tourism. The article focuses on the key principles of choosing a name for a tour agency or tour operator and characteristics of a good name in tourism. The stages of selecting a name have been analyzed, the results of the research of name perception by potential customers have been given.

Keywords: name, perception, potential client, research, tour agency, tour operator.

Дидюк Ю.Ю., Манжос Я.Ю. Ключові принципи обрання назви у туризмі. У статті розглянуті ключові принципи обрання назви для туристичного агентства або туристичного оператора та характеристики гарної назви у туризмі. Проаналізовані етапи обрання назви, наведені результати дослідження сприйняття назв потенційними клієнтами.

Ключові слова: дослідження, назва, потенційний клієнт, сприйняття, туристичне агентство, туристичний оператор.

Дидюк Ю.Ю., Манжос Я.Ю. Ключевые принципы выбора названия в туризме. В статье рассмотрены ключевые принципы выбора названия для туристического агентства или туристического оператора, а также характеристики

хорошего названия в туризме. Проанализированы этапы выбора названия, приведены результаты исследования восприятия названий потенциальными клиентами.

Ключевые слова: восприятие, исследование, название, потенциальный клиент, туристическое агентство, туристический оператор.

Tourism business is a specific industry because the object of relations is a service that is intangible, invisible and the quality can not be assessed while buying. Therefore, the only one way of successful selling a service is to convince a potential buyer that the offered service precisely satisfies their presented needs and desires. What does a tourist consider while buying a tourist product or service? Apart from the relations with a travel company in the future and compliance of tourist product with their requirements, an important factor in making a purchase is the impression about the travel agency. This impression is formed by the quality of service, professionalism of staff, the agency itself, its office, appearance and of course its name.

The aim of the research is to confirm the statement that the name of a travel company, the subject of this article, affects the willingness of tourists to use its services.

The process of creating names for companies and products is simultaneously an analytical and creative activity. Naming is an art to describe the object just in one word and make it particularly attractive. At the same time, naming is one of the disciplines of marketing connected with the development of names. As one of the elements of the marketing mix of the brand a name plays a huge communication role in the perception of the brand by the end user, proper names facilitate the promotion of a product.

Initially, the ancient business owners just gave their own names to their companies (the examples include the Japanese construction company «Kongo Gumi», founded by Congo from Korea, German companies «Bosch» and «Siemens»). However, the 19th century came and the market was flooded with a huge number of faceless products that were identical from the point of view of the consumer. That was the beginning of a real «battle for customers» and the time of naming was coming [4].

The late 19th, early 20th centuries were marked by the rapid development of economics, marketing in particular. The promotion of the product began to play an increasingly important role in the competition. The world's first brand consulting agency "Landor", founded in 1941 in San Francisco, gave rise to the beginning of the whole industry – branding, which largely relies on the

name. Naming has become a service having worked out its research unit and found the target audience [4].

Today, there are a lot of companies and agencies that specialize in naming and branding, for example, “Landor” – (the USA) and “Interbrand” – (the UK) [3]. In general, naming is a name creation that consists of choosing or inventing words. But this process is not as simple as it might seem at first sight. Several stages should be followed in order to create the name:

1. Positioning. Before preparing the title, the following marketing information must be obtained: detailed description of products (scope of use, purpose, quality, benefit to the consumer, price category, etc.), analysis of competitors (main competitors, their advantages and disadvantages, positioning, channels and methods of promotion, etc.), analysis of customers (the main customer segments, target segment and its characteristics, the characteristics of their consumer behavior, value orientations and social norms) [1].

2. Choosing one of two strategies in accordance with the positioning: adapting to the competitors’ brands or building up from them. In most cases, it should be done before seeking break away from competitors (for example, Macintosh computers: when its computers appeared on the market, most professional machines were with scientific names: IBM, NEC. In contrast, the company chose a simple word Apple) [2].

3. Choosing the type of names (traditional or modernist) basing on the analysis and specific product groups [2].

4. Generating a name or proceeding to the selection of words, having defined the type of a name. The words should be looked for, using not only personal vocabulary, but, first and foremost, using dictionaries. If the native language is not sufficient or positioning requires foreign words, then the dictionaries of other languages should be used [2].

If there are no suitable existing words, a new one (neologism) can be created. In the case of the creation of neologisms, the phonetic analysis is carried out on the first stage, because phonetics of individual sounds creates an emotional background of the word. Stereotyped words and expressions can also be chosen as titles, they can be derived from literature («Prostokvashyno») or directly from life («Cottage») [5]. The hallmark of a true professional in naming is the use of archetypes in creating a brand name, the ability to pull the subconscious image.

The key aim in naming is to make the name different:

- by brevity – the optimal word length should be no more than 10 symbols, but ideally 6-8 letters;

- by easy pronunciation – confusion in the name may cause the loss of customers;
- by otherness from existing brands which will ensure the recognition, exclude the appearance of negative reactions from the side of competitors or customers;
- by versatility – the euphony in all languages is quite important, especially if the company plans to enter international markets;
- by associativity – the name of the firm must have a connection with the manufactured products and thereby facilitate memorability;
- by semantic load – according to statistics, consumers are worse at remembering names, which consist of a set of letters or numbers;
- by originality – a creative name will attract attention of the audience and increase the popularity [5].

The process of naming is not finished after generating a name and includes four stages. First of all it is the analysis of created names, when all the words are analyzed for meeting the various criteria and demands of the customer and the situation on the market. After this the evaluation by the customer should be carried out, when the words selected at previous stages are presented for assessing by the customer [2]. The evaluation is followed by testing, when selected names are tested on focus groups and there is a check of the legal aspects of the established name for subsequent registration. Availability check includes a check for overlap with already registered trademarks for searching a possibility of registration [2]. On the final stage the customer is provided with a report containing names having passed all the stages. The report includes the results of tests, as well as legal references, thus, basing on the data the customer chooses the name [2].

The process of name creating is very difficult due to its being multistaged, but it's worth noting that a good job will attract buyers to the established trademark. It also applies to the tourism industry: sometimes the name of the hotel, tour operator or travel agency is a major factor in the decision of tourists about using their services.

In order to prove this fact, the study of names perception of tourist companies by potential customers was held. For this research, the names of two types have been selected. The first type of names includes those, for the development of which rules of naming have been applied («Join up!», «Come with us!»). The second one includes those, which have not been thought out at the stage of their development («Natalie», «Limpopo», «Solana»). A group of 10 people, including representatives of different ages (19-25, 26-50, 50 and

older) was selected, each member of the group was asked questions and as a result of this survey the following results were received:

1) Giving an answer to the question: «In your opinion, what services are provided by such companies as “Natalie”, “Limpopo”, “Solana», the respondents associated the names with the companies of completely different industries.

2) The focus group also noted the acute unwillingness to use the services of these companies, as non-associative tourism name made them distrust.

3) Answering the question about knowing the above-mentioned companies, the group was aware of “Join up” and “Come with us!”, linking it with the fact that both of the firms are famous tour operators.

Summing up, this study proves that the name of a company, product or service, does play a big role. This role is especially important in industries such as tourism where the product obtained by the buyer is intangible.

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MODERN TECHNOLOGIES IN TOURISM

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Fomenko A.S., Manzhos Y.Y. Modern technologies in tourism. The article focuses on modern technologies which have a significant influence on tourism and can help to improve the revenue of hotels, tourist agencies, tour operators, museums. Internet technologies have been analyzed including virtual reality technology, interactive walls and others, the examples of their application in the hotels and museums have been given.

Keywords: hotel, interactive wall, revenue, technology, virtual reality.

Фоменко А.С., Манжос Я.Ю. Сучасні технології в туризмі. У статті проаналізовані сучасні технології, що мають значний вплив на туризм, та можуть бути використані аби покращити прибутки готелів, туристичних агенств, операторів, музеїв. Були проаналізовані інтернет технології, включаючи віртуальну реальність, інтерактивні стіни та інші, наведені приклади їх використання у готелях та музеях.

Ключові слова: віртуальна реальність, готель, інтерактивна стіна, прибуток, технології.

Фоменко А.С., Манжос Я.Ю. Современные технологии в туризме. В статью проанализированы современные технологии, которые имеют значительное влияние на туризм, и могут быть использованы, чтобы улучшить прибыли гостиниц, туристических агентств, операторов, музеев. Были проанализированы интернет технологии, включая виртуальную реальность, интерактивные стены и другие, приведенные примеры их использования в гостиницах и музеях.

Ключевые слова: виртуальная реальность, гостиница, интерактивная стена, прибыль, технологии.

The subject of the article is the use of modern technology in tourism industry. This issue is very topical because technology has had great impact on the tourism as well as other sectors affiliated to it. Over the years, the use of technology in tourism has been enhanced uniquely to provide very exclusive services all across the globe. In the recent past when technology was rarely used in the tourism sector, services were of very poor quality and equally unreliable. However, with time technology has gone a long way in improving the quality of service delivery in the tourism sector. It is important to mention that both customers and businesses can benefit from advances in communication, reservations and guests' services systems. Technology allows continuous communication and helps to analyse the guests' experience, from reservation to checkout [5].

Now there are such technologies as Internet, different reservation systems, new kinds of transport, entertainment technologies, which make leisure more comfortable and pleasant. For example Internet has a powerful impact on hospitality and tourism and can improve revenue. For many businesses and locations, the experience starts long before a traveler arrives – it begins with the first visit to the website, when a person sees photos of the location and gets a sense of what to expect. Websites, blogs, online advertising, social media, online ordering and information repositories all help convince customers to choose a location or business [1].

Marketing products on the Internet is also possible. This is done through the page of the company's Internet site. Once the company gets access to

the Internet, it gets various opportunities. For example, electronic-mail (e-mail) which makes it possible to communicate with the person through his / her e-mail address wherever the client is. Unlike telephone communication, there is no need for the presence of the receiver of the message during message transmission. It also gives a typed copy of the message. E-mail communication is very cheap yet efficient and effective. On the other hand, marketing on the Internet has an advantage of being used by all companies of all size as long as they can establish their Web Site on the Internet [3].

Another way of using Internet technologies includes booking engines which allow easy access by consumers and travel professionals. The systems enable individuals to make reservations and compare prices and are available through online interfaces. Booking engines cut costs for travel businesses by reducing call volume and give the traveler more control over their purchasing process.

Taking into account that many tourism businesses are large and dispersed, they use computer systems to stay connected. Computer systems allow communication between branches and locations which makes it easier to streamline reservations and cross-company policies. They are also used internally to keep all of the staff on the same page and make it easier to access information that can improve the guests' experience: guests' preferences, housekeeping information and reservation details can all be kept on a single system [4].

Websites, booking platforms, apps and using social media all provide the opportunity to engage and connect with customers on a variety of levels to allow an enhanced travel experience. Now that this information for customers is easily accessible, it inevitably means that it's important for companies to get smarter and adapt to remain competitive.

Hotels can also use new technologies and innovations in the hospitality industry. And now we can see that they can increase their attractiveness with the help of virtual reality technology. A virtual concierge service could allow guests to tour neighborhoods and attractions near the hotel from their rooms. A hotel with virtual reality equipped conference rooms could allow meeting planners to use virtual reality presentations as part of their events. It also enables travelers in the trip-planning stage to see themselves inside the destination. The experience allows potential guests or event planners to walk through the hotel's suites, spa, pool, meeting spaces, restaurants, and other key spaces. Such things give potential customers first-hand experience with a hotel, making it easier for them to book a room or an event [1].

Virtual reality also can be a direct marketing tool. Low-cost cardboard headsets, like Google's Cardboard, turn any smartphone into a virtual reality headset. The cardboard headsets can be branded with a company logo and sent directly to potential customers with instructions on how to take a virtual tour of the facilities.

The widespread use of virtual technologies prompted the research of this issue. For example, Marriott piloted a virtual reality headsets program at two properties that enabled guests to take virtual trips to exotic locations. Hotel Technology Next Generation (non-for-profit trade association that fosters partnership and cooperation among hoteliers and technology providers) envisions using virtual reality glasses and apps to enable prospective guests to tour conference spaces and guest rooms. In their study, 14% of hoteliers said they think personal holograms have real-world potential as property concierges or guides [4].

Apart from virtual reality headsets program many hotels started using gesture-controlled, interactive walls, that received 36% of respondents' votes for futuristic technology most likely to take hold. The Renaissance New York Midtown Hotel, which opened in the spring of 2016, features interactive digital displays created by Montreal-based digital design firm Réalisations Inc. in public spaces. Using a variety of technology including motion detectors, projectors and 3D cameras, the firm created a "living" wall that will interact with guests and respond to their movement [2].

Not only hotels try to be modern and keep up with the times, but museums also implement technology and innovations. From virtual reality to wearables, museums are trying to bridge the gap between digital and physical. Most museums have taken the plunge into mobile provision, implementing responsive design and developing customized mobile apps. But apps are expensive to develop, increasingly expensive to market and often begin and end at the museum's front door. Incorporating technology driven processes into historical and culturally significant institutions is similar to creating remakes of popular classic films. Such projects must take into account contemporary audiences as well as long-term dedicated fans [2].

Such most successful innovative projects include the Cleveland Museum of Art which has incorporated touch technology and software applications for interacting with exhibits, the museum has been able to update their exhibits for current and future generations, without alienating core attendees. One of the leaders in the space of digital and mobile tech in museums is the Smithsonian. Its initiatives run from more "traditional" cell phone tours to

mobile apps to crowdsourcing to interactive gaming and even augmented reality [2].

The Smithsonian has an array of mobile apps and websites that allow museum visitors to interact as they go through an exhibit or to experience the exhibit remotely. Apps include Infinity of Nations for the National Museum of American Indian, which provides an English and Spanish mobile tour, and includes slideshows and video in versions for both children and adults. Another is produced using the Toura apps platform that provides an overview and insights into selected art pieces with hi-res images, video, audio and quotes directly from the artist. This app traveled with the exhibition to the Walker Art Center, and they were able to add more content to the app specific to their own installation of the show. The app Artists in Dialogue 2 for the National Museum of African Art provides a mobile tour in English and Brazilian Portuguese, led by curator Karen Milbourne and the artists – Sandile Zulu and Henrique Oliveira. A user can also join the related conversation via Twitter, test their knowledge of South Africa and Brazil, and even experiment virtually with the artists' technique in a built-in game [2].

All the mentioned factors make us draw the conclusion that new technologies have gone a long way in influencing the growth and development in the tourism sector in very many ways. This is supported by the fact that the expectations of tourists have grown as they expect to get better and well based services. It is expected that in the coming years, this growth will be enhanced further thereby making it quite important for the tourism industry to be able to keep up to the changes. Tourists can be sure to get better services that will go a long way in enhancing their satisfaction. The main goal of the introduction of technology in tourism is to improve service delivery and consequently be able to provide tourists with value for their money.

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ETHICAL ASPECTS OF ADVERTISING AS EFFECTIVE WAY TO INFLUENCE CONSUMER BEHAVIOR

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Galavtina A.V., Izotova L.I. Ethical aspects of advertising as effective way to influence consumer behavior. This article discusses the issues associated with the ethical aspects of the advertising activities of the enterprise and consumer perception. The significance of this study is due primarily to the fact that in today's world, the realization of any products (goods) is impossible without advertising support. The consumer has the right to receive the necessary, affordable, reliable and timely information about the product, which allows its conscious and informed choices. The purpose of this article is to reveal the problematic issues of ethics and truthfulness in advertising and to show their influence on consumer choice.

Results of the study have showed that consumers tend to choose the product, which he/she is informed better, even knowing about the shortcomings of this product. Companies that are open to consumers increasingly come into market leaders.

Keywords: advertising, advertising credibility, consumer, honest advertising, unfair competition.

Галавтіна А.В., Ізотова Л.І. Етичні аспекти реклами як ефективний спосіб впливу на поведінку споживачів. У даній статті розглядаються питання, пов'язані з етичними аспектами рекламної діяльності підприємства та їх сприйняття споживачем. Значимість цього дослідження обумовлена, перш за все, тим, що в сучасному світі реалізація будь-якої продукції (товару) неможлива без рекламної підтримки. Споживач має право на одержання необхідної, доступної, достовірної та своєчасної інформації про продукцію, що забезпечує можливість її свідомого і компетентного вибору. Метою даної статті є розкриття проблемних питань етики та правдивості в рекламі і показати їх вплив на вибір споживача.

Результати дослідження показали, що споживач схильний вибирати продукт, про який він більше обізнаний, навіть знаючи про недоліки даного товару. Компанії, які відкриті для споживача, все частіше виходять у лідери ринку.

Ключові слова: довіра до реклами, недобрросвісна конкуренція, реклама, споживач, чесна реклама.

Галавтина А.В., Изотова Л.И. Этические аспекты рекламы как эффективный способ влияния на поведение потребителей. В данной статье рассматриваются вопросы, связанные с этическими аспектами рекламной деятельности предприятия и их восприятие потребителем. Значимость этого исследования обусловлена, прежде всего, тем, что в современном мире реализация любой продукции (товара) невозможна без рекламной поддержки. Потребитель имеет право на получение необходимой, доступной, достоверной и своевременной информации о продукции, которая обеспечивает возможность ее сознательного и компетентного выбора. Целью данной статьи является раскрытие проблемных вопросов этики и правдивости в рекламе и показать их влияние на выбор потребителя.

Результаты исследования показали, что потребитель склонен выбирать продукт, о котором он больше осведомлен, даже зная о недостатках данного товара. Компании, которые открыты для потребителя, все чаще выходят в лидеры рынка.

Ключевые слова: доверие к рекламе, недобросовестная конкуренция, потребитель, реклама, честная реклама.

Less people trust advertising. According to COMCON and ROMIR Monitoring researches, in 2000 almost half of the people did not doubt its veracity. Polls in 2006 showed that such “trust” remains no more than a quarter. Now even less. US Consumers Union polls found that only 30% of US residents trust advertising “at least to some extent”.

What does authors of commercials mean, for example, as for mascara, which guarantees “the lashes volume increase by 58%”? It is doubtful that the thickening of the hair by 58% will make a woman irresistible, because to see the difference, you will need a microscope. So, we are talking about something else, but what is it? Or such ads as: “Duracell batteries run up to 10 times longer than normal”. That is, maybe 9 times longer, or maybe only twice.

For unfair advertising company can be fined, but the most advertising texts don’t have any word of a lie. They just do not tell the whole truth, even when it is vitally important for the consumer. For example, according to the Consumer Reports publication, only 40% of medicines advertisements contain the information about side effects [1].

So now the state and the consumers themselves are fighting for advertising honesty. In addition to the laws “On Advertising” and “On Protection of Consumer Rights”, there is also the art. 151 of the Law “On Protection from unfair competition”, which prohibits the dissemination of information, deceptive buyers astray (unfair advertising).

The Antimonopoly Committee of Ukraine provides monitoring compliance with the prohibition of unfair competition.. The purpose of the ban is to prevent the increase in sales by placing false information on this product which affects not only consumers, but also the mechanism to ensure efficiency and the development of a competitive market. A system of fines is introduced to control this process. The maximum penalty for such a violation can be up to 5% of income (revenue) of an economic entity for the previous fiscal year.

Some slogans have become “classics” of false advertising. For example, the phrase “the best”, “number 1”, “unique”, “first”, “no equal”, as a rule, almost automatically are recognized by the Committee as illegal, because in most cases their authenticity cannot be proved.

Special care is required to use the word “unique”, occurring in various combinations, “unique technology”, “unique effect” – especially in the pharmaceutical and cosmetic fields. For the consumer, such phrases are perceived as a signal that the advertised product has no alternatives. Therefore, if you want to say about the uniqueness of its product, the company must be prepared to confirm this uniqueness – in particular, ensure that there are no products on the market with similar properties or ingredients, which exclude the stated uniqueness.

A number of disorders is associated with an incorrect description or composition of the ingredients on the packaging of the goods, especially when the declared ingredient is absent or the flavor is used instead. For example, the name “Sandwich-Cheese Parmesan” costs for the cheese company 1 million hryvnas fine, because instead of parmesan the aromatic additive is used [2].

In addition to text, the AMC also carefully “scan” images of products and ingredients on the labels of products, the lack of which in the composition of the goods can also be regarded as misleading.

Special attention is given to the theme of the correctness of the placement of information about the stock. In April 2013, the AMC has imposed a fine of half a million because of the information on the coffee-sticks about the campaign “Find A Common Language With The World”, which lasted for two months, without specifying the period of its implementation. As a result, after the stock buyers could give preference to those products in the hope, in addition to coffee, get even and a ticket to one of the language schools in Europe.

Also we know several cases of fines for posting information about terms and conditions of the stock on the back side of the bottle label that can be read only when tearing the label. Posting the information about “warranty” prizes can be a great problem in those cases when the amount of the prizes is

limited or announced by the scale of the action does not correspond to the number of promotional goods.

But to solve the problem of fairness only with administrative methods obviously will never be possible. Unless companies want to act so themselves, without any coercion honestly tell consumers the shortcomings of their products. Many companies are afraid that if you tell the truth, their sales will fall. But it is not so, as evidenced by a number of examples. There is no convincing evidence that the negative but honest product information will scare consumers (meaning, of course that the manufacturer tells the truth itself).

For example, to tell people that every day from lack of clean drinking water 5,000 children die in the world, the agency Droga5 decided to sell to restaurants in New York City ordinary water from the tap. The essence of the action was limited to “Yes, it is tap water. Yes, we do not give it to you just like that. Buy it from us for a dollar, and we will send that dollar to UNICEF, and at this dollar a child in Africa will drink clean water for 40 days”. The campaign had a huge success. In one day, the inhabitants of the metropolis could provide children in need with drinking water for several years. UNICEF declared Tap Project as the most successful campaign of the 56-years organization history.

Consumer Reports experts described such a phenomenon a few years ago. It turns out that the majority of fans of a particular brand of cars are very well aware of the technical shortcomings of their favorites. But they know almost nothing about the problems of the competition cars. That is, they suspect that other brands are worse in something, but what exactly, they cannot tell. «Consumers tend to choose the machine thoroughly known, even if they are far from perfect. Moreover, the latest level of loyalty is often higher», – the researchers were surprised. Logic of motorists was so. Ideal machines do not exist. When you know exactly the weakness of the car, and it’s safer to drive it and easier to repair. Plus psychological comfort: you have to weigh the «pros» and «cons» before handing the money. As a seller won’t tell the truth it’s still more reliable to buy a cat which has already been taken out of the bag.

In today’s world, the usual methods of marketing and advertising are nothing new, but their effectiveness is reduced. The consumer becomes demanding, he/she is no longer interested in just a commodity, philosophy of the brand is of great importance. A consumer votes for the brand integrity and responsibility. Socially responsible (and accordingly, honest) marketing is becoming more significant and effective in competition compared with other concepts of marketing and that is why companies more often give their preference to it.

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THE CONCEPT OF HOTEL CHAINS AND THEIR PART IN HOTEL INDUSTRY. THE LARGEST HOTEL CHAINS IN THE WORLD

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Galkina K.V., Saprun I.R. The concept of hotel chains and their part in hotel industry. The largest hotel chains in the world. The article is devoted to the determination of the place of hotel chains in hospitality and their influence on the hotel industry as a whole. The author aims to clarify the concept of «hotel chain», to highlight the advantages of the largest international hotel chains, to identify their outstanding characteristic features and to trace down the actual trends in the development of international hotel chains.

Keywords: budget, guest, hotel, hotel chain, hotel class, hotel industry, property.

Галкіна К.В., Сапрун І.Р. Поняття готельних мереж і їх роль в готельній індустрії. Найбільші готельні ланцюги світу. Стаття присвячена визначенню місця готельних мереж в сфері гостинності і їх впливу на готельну індустрію в цілому. Автор статті ставить за мету уточнити поняття «готельна мережа», висвітлити переваги найбільших міжнародних готельних мереж, виявити притаманні їм характерні особливості, простежити актуальні тенденції розвитку міжнародних готельних мереж.

Ключові слова: бюджет, власність, готель, готельна індустрія, готельний ланцюг, клас готелю, постоялець.

Галкина К.В., Сапрун И.Р. Понятие гостиничных цепей и их роль в гостиничной индустрии. Самые крупные гостиничные цепи мира. Статья посвящена определению места гостиничных сетей в сфере гостеприимства и их влияния на гостиничную индустрию в целом. Автор статьи ставит своей целью уточнить понятие «гостиничная сеть», осветить преимущества наиболее крупных международных гостиничных сетей, выявить присущие им характерные особенности, проследить актуальные тенденции развития международных гостиничных сетей.

Ключевые слова: бюджет, гостиничная цепь, класс отеля, отель, отельная индустрия, постоялец, собственность.

Hotel chain is an enterprise that administrates through a unique management a number of hotels located in different areas. There can be total or partial owners of hotels and they manage their administration, marketing and promotion. The global hotel industry is dominated by hotel chains [5].

The object of the research is the concept of hotel chains. Chain Hotel is a hotel that is a part of a series or of a group of hotels operated by the same company or owner. A Hotel Chain therefore is an administration company that manages a number of hotels having the same name but being located in different areas. They can be total or partial owners of the hotel and they manage their administration, marketing and promotion [1]. The subject of the research is the part of hotel chains in hotel industry. Hotel Chains provide reservations support, extensive marketing and advertising campaigns, guest loyalty programs, brand standards (i.e. quality assurance), consulting support and lender comfort [1].

The aim of the research is to carry out an analysis of the development of modern international hotel chains and to identify the main trends and prospects of their development in the world. The practical significance of the study is to analyze the development of the global hotel chains on specific examples.

Many commentators are of the view that the main advantage of the international hotel chains is their low prices compared to independent hotels. They also provide higher and versatile standard of customer service and, as a result, can suit different categories of customers: both luxury, midscale and economy.

The outstanding characteristics of hotel chains are recognizable brands which are perceived as quality assurance and help to avoid the high costs of development and promotion of the new chain without much difficulty to attract new customers and retain regular ones. Chain hotels have common service

rules and principles for each brand. This enables them to provide customers with the same level of service and comfort everywhere in the world.

These days there is a tendency for international hotel chains to move from the mono-national capitals to the policy of cooperation and implementation of joint programs. This trend is manifested in the formation of global alliances of corporations. It reveals some contradiction in the process of increasing importance in the global hotel chains in hotel management: on the one hand, international hotel chains are expanding, on the other – small national hotel chains are being created and are successfully competing with international monopolies.

These following examples of hotel chains are supposed to show off the presented ideas and tendencies.

1. Starwood Hotels and Resorts – With a renowned legacy Four Points, Le Méridien, Westin, The Luxury Collection, Sheraton, Aloft, St. Regis, W hotel, Element and more, this group of hotels is a class apart. Founded in the year 1980 with headquarters in Stamford, it has grown to build an empire with revenue earning of about 5.62 billion US dollars out of its 1207 hotels, each with over 300 rooms. Addition to that they also have several amazing programs, one of which is Starwood Preferred Guest (SPG) which allows its customers (and members) to earn and redeem credits for their stays and much more.

2. Four Seasons Hotels and Resorts– As luxury is not quantity but quality based, this relatively less expanded group, with over 100 properties in 40 nations, provides what no one does – indulgence in its purest state. Spaced out in the most exotic locations, the group was founded in 1960 by Isadore Sharp, with the first luxury hotel Four Season London (1970). Although mostly based in Toronto, Canada, the Four Seasons made its grand debut in French Polynesia, with Four Seasons Bora, which immediately shot up to be one of the top 10 best resorts in the world.

3. Accor – From the Novotels and Sofitels, to the ibis and the Mercure, this group of Hotels owns it all. This elaborate chain containing 3717 hotels, however differs slightly from the rest in the list. They redefine the very idea of luxury by making it synonymous to simplicity and comfort, which they guarantee. Having originated in France in 1967, and headquartered in Paris, it is one of the most popular chains for Corporate employees and business class. The other popular brands under it are, Accor, Formula 1, Novotel, Suite Hotel, All Seasons, Ibis, Etap, Motel 6, Pullman, Sofitel and Mercure.

4. Best Western International – Undoubtedly the fastest growing hotel chains in Middle East and Asia, it adorns itself with the tag of being ‘World’s

Largest Hotel family'. Founded in 1946, it proudly completes its 68 years of establishment in US while in Europe it has been for almost 37 years. Now headquartered in Phoenix, Arizona, U.S, its first five star marvel was opened in Prague, Czech, in 2008. With a revenue earning of 206 million US dollars per year, out of its 3900 properties, Best Western has secured its promising position of supremacy [4].

5. Jing Jiang International – This company has emerged to be the largest in China and one of the largest in the world. Jin Jiang Hotels has been licensed to use the reputable «Jin Jiang» and «Jin Jiang Inn» trademarks and operates in aggregate 795 hotels including landmark hotels, luxury hotels, commercial hotels and budget hotels, providing over 116,000 rooms in aggregate. Jin Jiang Hotels caters to the needs of different customers by its horizontally integrated hospitality platform ranging from the classic Jin Jiang Hotel and Peace Hotel to the economic Jin Jiang Inn Budget Hotels [3]. With a profound history of 80 years, the group has its star hotel Shanghai Jungian Hotel adorned with lush gardens and European-style architectural marvels [4].

6. Hilton Worldwide is one of the largest hospitality companies in the world. Their 96-year history as pioneers in the industry makes them the preferred venue for travelers, developers, partners, and team members alike [2]. From the 40-room hotel established in 1919 in Texas, and first hotel named Hilton in 1925, the hotel has emerged to a huge empire of 4278 hotels with over 650,000 rooms spread across 90 countries. With the legacy of hotels like Waldorf Astoria, Doubletree, Hilton Hotels, Embassy, Curio, Conrad, Canopy, Garden Inn, Hampton and Homewood Suites, its name has soared to become one of the world's largest brands in style, opulence and innovation.

7. Intercontinental Hotels Group– Spread across 100 countries all over the world, the company presently holds almost 4840 properties of hotels and resorts and clearly marks its dominion in the hotel industry. It adorns itself with an interesting history of origin that dates back to 1777, when its first hotel Bass Brewery was established. And, now with mounting expansion, it envelops the largest brands of hotels, such as Crowne Plaza, Holiday Inn, Hotel Indigo, InterContinental, Hualuxe, Candlewood Suites, Holiday Inn Express, Stay bridge Suites and Kempton Hotels and Resorts.

8. Marriott International – Having made their presence felt in more than 72 countries, the Marriott International group has crowned itself the top slot with its classic poise. Founded by J. Willard Marriott and now maneuvered by son, Bill Marriott, the company basks in the glory of owning almost 4117 lodging properties with over 653719 rooms, all across the globe. Under its humongous

shade, the group includes the world's most luxurious hotel brands, like JW Marriott, Bulgari, Residence Inn, The Ritz-Carlton, Courtyard, Autograph Collection, Fairfield Inn and many more. The company which has its headquarters in Washington, DC, bears an interesting tagline – “Your home away from home”, and their hotels, luckily, seem to serve almost all levels of budget. It is also popular for its exquisite resorts and apartments, focused on providing a healthy and ‘wealthy’ stay, with its plethora of on-property spas and healthy dining options. Some of the most loved places are, Marriott Executive Apartments, resorts like Horizons, Marriott Grand Residence Club, The Ritz-Carlton Club etc. However, something which separates this chain from the rest is its reach in parts of South America, which provides several cultivated and sophisticated travelers an opportunity to stay in properties in Colombia, Peru, Venezuela, Ecuador and Brazil. Furthermore, going beyond this glitzy luxury, it concentrates on social issues like global diversity, child-care, poverty eradication, environment, and development of community workforce.

9. Choice Hotels International, Inc. – Claimed to be Innovators in the Hotel industry, they take pride for being the first to introduce services like telephones in every room, 24-hours desk service, guaranteed reservations etc. These things now have become basic and imperative facilities provided in all hotels across the globe. It was founded 76 years ago under the name of Quality Courts United, with headquarters in Silver Spring, Maryland, U.S., and soon rose to fame. Presently, it is one of the world's largest hotels with 6379 properties under its hood which includes over 500,000 rooms across 30 countries and territories contributing to a revenue earning of almost 642 million US dollars. The company owns the hotel and motel brands such as Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion, Cambria Hotel & Suites, Mainstay Suites, Suburban Extended Stay, Econo Lodge, Rodeway Inn, and Ascend Hotel Collection [4].

As it can be seen from the examples, today no less than 70% of US hotels are included in a particular hotel chain. 71 of 150 largest hotel chains of the world are American. US Hotel Chains are very diverse, there are chains consisting of small hotels and there are the world's giants which are characterized by high quality and high cost of the services. North America is considered to be the leader in the development of hotel chains. The largest of them are Marriott International, Choice Hotels International, Hilton Worldwide, Best Western International, Starwood Hotels & Resorts Worldwide.

Europe is the second most attractive market for the majority of hotel companies. InterContinental Hotels Group and Accor are in the greatest

request in Europe, however, the number of hotels and rooms in the chains are very different. The existing European chains are not very large, only 14 of them have on their lists more than 100 hotels. Global hotel chains have covered almost all European countries; the most developed areas are Spain, UK, Germany and France.

To conclude, a hotel is an establishment providing accommodation, meals, and other services for travelers and tourists while a hotel chain is a group of hotels owned by the same person or organization. Hotel chains have developed all over the world with their major concentration in Europe, Northern America and Asia. Modern international hotel chains are one of the most profitable elements of the tourism and hospitality industry. Undoubtedly, the future of the hospitality industry is for the international hotel chains.

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HOW CHANGING MEDIA CHANGES TERRORISM

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Golodnov G.A., Davydenko I. V. How the changing media changes terrorism. The article considers how informational technology influences the terrorist activities, analyzes how, particularly, terrorists use the media to meet their goals. The research defines The Internet as a tool which facilitates the terrorist organization to meet objectives. The article sums up the possible transformation of terrorism in the future.

Key words: information terrorism, information tools, media, terrorism.

Голоднов Г.А., Давиденко І.В. Як змінні медіа змінюють тероризм. У статті розглянуто проблему впливу становлення інформаційних технологій на діяльність терористичних організацій, проаналізовано, як саме терористи використовують

медіа у своїх цілях. Розглянуто, як Інтернет сприяє досягненню цілей терористичних організацій. Проаналізовано можливість трансформації тероризму у майбутньому.

Ключові слова: інформаційні інструменти, інформаційний тероризм, медіа, тероризм.

Голоднов Г.А., Давыденко И. В. Как изменяющиеся медиа меняют терроризм. В статье рассмотрена проблема влияния становления информационных технологий на деятельность террористических организаций, проанализировано, как именно террористы используют медиа в своих целях; Интернет, как инструмент, способствующий достижению целей террористических организаций. Рассмотрена, возможность трансформации терроризма в будущем.

Ключевые слова: информационные инструменты, информационный терроризм, медиа, терроризм.

Originally, created as a top secret data transmission system by US and today it serves more than 2.5 billion people it is more than a third of the world's population. The Internet has literally become a satellite of humanity, providing customers with a great opportunity, such as always being in touch, ignoring the distance and time. Moreover, the Internet also fundamentally changed the business, trade, services, banking etc., but it also has transformed human life and it will not be the same as it was a century ago. Every day you are scrolling your newsfeed in one of your social networks via a smartphone or laptop or on all devices at once and find the posts about the global issues such as equality, democracy, Mars colonization as well as articles about the terrorist threats and their extreme danger. Since, we are all human beings on earth and we are all equal, and the people who pursue their goals differently from the norm, first of all, they are people too and they can have pages in social networks watch videos on YouTube and shop online.

Unfortunately, the phenomenon of terrorism exists and is relevant today as never before, as it is gaining momentum. Not everybody in particular understands what terrorism is. The concept is quite ambiguous and hard to interpret in such a way so it would not intersect the definition of legitimate libertarians. Terrorism comes from *terror*, a noun derived from the Latin verb *terrere*, which means *to frighten* [6]; and we can assume that terrorism is an intimidation of the civilian population, expressed in cruel violence, leading to destruction in order to pursue the organizer's particular purpose.

Many people are surprised that terrorist methods are up-to-dated in the use of new media. In the majority's perception, terrorism is often associated with bearded mountaineers in turbans, stuck in the middle ages. But the reality

is completely different: the successors of al-Qaeda use social media for propaganda and recruitment [5], and the artistic language they borrowed from video games and Hollywood blockbusters. Terrorism has always used the most modern methods available to it, whether it is dynamite or digital media. Terrorism has always been associated with the media. The final goal of any terror is to cause terror among a large number of people and make them influence the authorities as terrorists want.

Terrorists are increasingly using the Internet as a means of communication both with each other and the rest of the world. By now, nearly everyone has seen at least some images from propaganda videos published on terrorist sites and rebroadcast on the world's news networks. Western governments have intensified surveillance of such sites but their prosecution of site operators is hampered by concerns over civil liberties, anonymity is inherent to Internet, etc [5].

The Internet is a powerful tool for terrorists, who use online message boards and chat rooms to share information, coordinate attacks, spread propaganda, raise funds, and recruit, experts say. Terrorist websites can serve as virtual training grounds, offering tutorials on building bombs, firing surface-to-air missiles, shooting at U.S. soldiers, and sneaking into Iraq from abroad [2]. Terrorist sites also host messages and propaganda videos which help to raise morale and further the expansion of recruitment and fundraising networks. Al-Qaeda's media arm, As-Sahab, is among the most visible [4].

Defining a terrorist website is as contentious as defining terrorism. Pentagon analysts testifying before Congress have said that they monitor some five thousand jihadi websites, though they closely watch a small number of these – less than one hundred – that are deemed the most hostile[4]. Terrorist sites include the official sites of designated terrorist organizations, as well as the sites of supporters, sympathizers, and fans. But when websites with no formal terrorist affiliation contain sympathetic sentiments to the political aims of a terrorist group, the definition becomes murky. Hoax sites can also prove a troublesome red herring for monitors of terrorist sites. For instance, in recent years a number of sites sympathetic to the Taliban have proliferated on the web. Frequent site outages, however, make it difficult to track their content and sentiment. Terrorists can also use information technology to communicate frightening messages without any specific linkage to a physical act of destruction. Even if such messages do not create widespread panic, they can result in significant economic costs to Internet users and providers. One example is the use of e-mail hoaxes to spread disinformation, in an attempt to create

widespread panic. The virtue of e-mail hoaxes can be targeted precisely at specific organizations. The U.S. Department of Energy, on its Computer Incident Advisory Capability Web site, lists a variety of e-mail hoaxes targeted against such disparate organizations as the U.S. government, commercial fast-food chains, discount store chains, and other entities. Although the likelihood of widespread panic resulting from an e-mail hoax is probably not high, the costs in lost time and bandwidth can range in millions of dollars [2].

The greatest advantage of the Internet is stealth. Terrorists swim in an ocean of bits and bytes. Terrorists have developed sophisticated encryption tools and creative techniques that make the Internet an efficient and relatively secure means of correspondence. The Internet also provides a global pool of potential recruits and donors. Online terrorist fundraising has become so commonplace that some organizations are able to accept donations via the popular online payment service PayPal [4]. The head of Government Communications Headquarters has claimed that Isis terrorists in Syria and Iraq have «Embraced The Web» [7]. Terrorists are now able to hide their identities using encryption tools which were once only available to government agencies. Terrorists are also very active at doing on popular social media platforms [5].

Isis has proved fluent in YouTube, Twitter, Instagram, Tumblr, internet memes and other social media. Its posting activity has ramped up during a recent offensive, reaching an all-time high of almost 40,000 tweets in one day as they marched into the northern Iraqi city of Mosul. Twitter has tried to counter Isis, suspending more than 1,000 accounts it suspected of terrorist links [7]. Amateur videos and images are being uploaded daily by its footsoldiers, which are then globally shared both by ordinary users and mainstream news organisations. Isis usage of hashtags is interesting, as they focus them on group messaging and branding concepts. Social-media monitor Recorded Future found that Isis had succeeded in creating hype with a total of 700,000 accounts discussing the terrorist group [7]. Isis has taken a direct approach especially when uploading videos of them attacking towns and firing weapons. Al-Qaeda has an Internet presence spanning nearly two decades [7]. The Taliban has been active on Twitter since May 2011, and has many thousands of followers [7]. The Czech Military Intelligence Service commented that Al-Qaeda are spreading its ideology among the Muslim community in Europe, mainly through the means of social media. Al-Qaeda terrorists use the internet to distribute material anonymously or “meet in dark spaces” [4].

Terrorist organizations can use the Internet and related information technology in a variety of ways to achieve their purposes. They can exercise

command, control and communications over global distances, in real time, and often with considerable security. They can effectively coordinate among individual cells, taking full advantage of the strengths of a network organization. They can even coordinate with other groups, such as rogue states, like-minded terrorist organizations, and sympathetic nongovernmental organizations, to achieve enhanced synergy in their operations. All of these capabilities transcend international boundaries, and are frequently difficult to fight directly, particularly in nations with freedom of speech laws [2].

Conclusion. Taking everything into account, it can be stated that the paradigm of conflict has shifted away from confrontation between monolithic nation-states, and towards smaller, nastier wars between a variety of regional, national and sub-national participants. Network centric warfare blurs the distinction between military and law enforcement actions, leading some to believe that it is not possible to resolve conflicts by defeating the «criminal element,» terrorist or otherwise, in global society; rather, the only reasonable objective is to «control the level of violence and destruction to some level of international social tolerance» [5].

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**THE PERSPECTIVES
OF THE PEOPLE'S REPUBLIC OF CHINA
IN IMPLEMENTATION
OF THE FOURTH INDUSTRIAL REVOLUTION**

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Gulak A.O., Davydenko I.V. The perspectives of The People's Republic of China in implementation of the Fourth industrial revolution. The article explores the demonstration of innovative activity in China, the governmental initiatives in the scope of progressive innovations and recent achievements in this area. The article also defines the prospects of the Fourth industrial revolution in the People's Republic of China.

Key words: advanced countries, China, implementation, Industry 4.0, innovations, MNCs, R&D.

Гулак А.О., Давиденко І.В. Перспективи Китайської Народної Республіки у здійсненні четвертої промислової революції. У статті розглядається прояв інноваційної діяльності у Китаї, урядові ініціативи у галузі прогресивних інновацій та останні досягнення у цій області. У статті також визначаються перспективи четвертої промислової революції у Китайській Народній Республіці.

Ключові слова: впровадження, інновації, Китай, МНК, НДДКР, передові країни, Промисловість 4.0.

Гулак А.О., Давиденко И.В. Перспективы Китайской Народной Республики в осуществлении четвертой промышленной революции. В статье рассматривается проявление инновационной деятельности в Китае, правительственные инициативы в области прогрессивных инноваций и последние достижения в этой области. В статье также определяются перспективы четвертой промышленной революции в Китайской Народной Республике.

Ключевые слова: внедрение, инновации, Китай, МНК, НИОКР, передовые страны, Промышленность 4.0.

The object of the article is the People's Republic of China. The subject of the article is implementation of the Fourth industrial revolution elements in the economy of China. The purpose of the research is to define the implementation prospects of progressive innovations into the Chinese economy. The main information sources are the China Statistical Yearbook, Internet statistical sources and thematic Internet articles.

Today our world is not a thing which remains steady. It changes constantly and those changes are represented by different innovations which alter different areas of human activity. Throughout the history of mankind, certain technologies changed the whole life, and these global changes were called the industrial revolutions. The history of industrial development was marked by three industrial revolutions. Those were the invention of steam engine (1st), the invention of electricity and assembly line (2nd) and the invention of computers which is the 3rd revolution, respectively. However, the invention of computer hasn't been marked as the most advanced accomplishment of human being. The processes and innovations in today's science allow us to speak about the next global industrial shift which is called 'Industry 4.0'. This shift is incarnated in the implementation of nanotechnologies, smart factories which use cyber-physical systems and the Internet of things. The USA, Germany, the United Kingdom and Japan are the leading countries in the research work in this area. However, there are countries which are not as economically developed as the ones mentioned above but they can compete with them in certain areas, and one of them is China. This is the actual subject of research, considering the economic role of China in the world economy.

The People's Republic of China is one of the leading economies in the world. It is the world's largest trading power and the biggest exporter. Its export of goods is 2,275 trillion US dollars as of 2015. According to International Monetary Fund, China is the world's largest economy (GDP) by purchasing power parity and takes 2nd place by nominal GDP. The PRC is a member of G20 and it is considered as one of great powers [8].

However, the People's Republic of China can hardly be called an innovation center. It has some accomplishments in hi-tech area (for instance, China is one of the leaders in the smartphone market), but they are relatively small in terms of GDP share. This can be seen in *fig. 1*.

As can be seen, the turnover in the area of computers and office equipment has decreased to 6 trillion of yuans in 2013, when the turnover of electronic communication equipment has reached 12 trillion of yuans in the same year. This chart shows that the high-tech industry of People's Republic of China is not very dynamic and developed as in the Western countries.

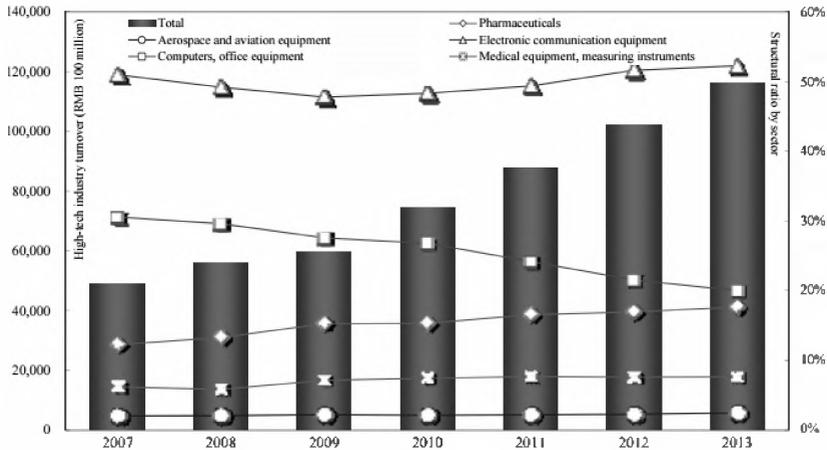


Fig. 1. Turnover in China's high-tech industry. Source: [5]

But there are some points that indicate the development in the innovation area in China. As can be seen in *figure 2*, the R&D expenditure of China in 2014 has reached about 2,7% of GDP, which is a significant number, given the size of Chinese GDP.

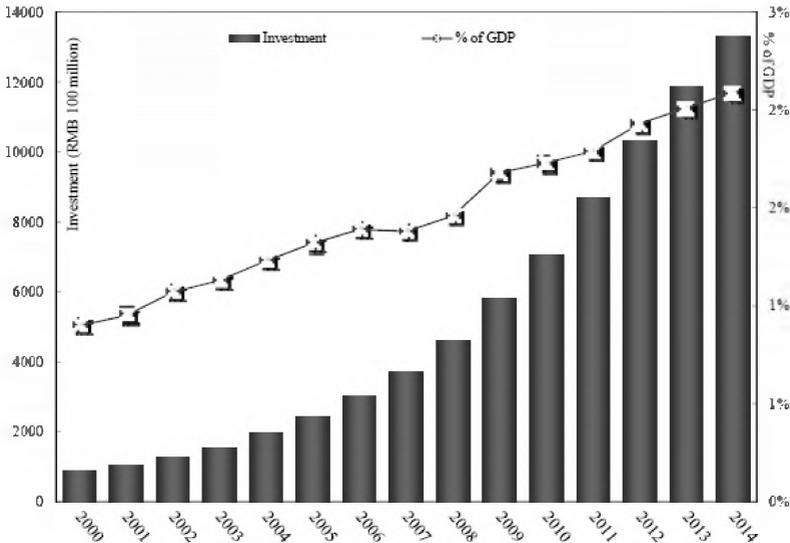


Fig. 2. China's R&D expenditure. Source: [5]

The Chinese government has declared an action plan in the area of progressive innovations that is called “Made in China 2025”. It displays the understanding of the innovative processes’ importance in modern world. Its guiding principles are to create innovation-driven manufacturing, emphasize quality over quantity, achieve green development, optimize the structure of Chinese industry, and nurture human talent. Its strategic tasks are further promotion of the structural adjustment of the manufacturing industry, promotion of coordinated development of service-oriented and productive manufacturing and raising the level of manufacturing development in line with international standards [6; 7].

The goal of the strategy is to comprehensively upgrade Chinese industry, making it more efficient and integrated so that it can occupy the highest parts of global production chains. The plan identifies the goal of raising domestic content of core components and materials to 40% by 2020 and 70% by 2025.

Although there is a significant role for the state in providing an overall framework, utilizing financial and fiscal tools, and supporting the creation of manufacturing innovation centers (15 by 2020 and 40 by 2025), the plan also relies on market institutions, strengthening intellectual property rights protection for small and medium-sized enterprises and the more effective use of intellectual property in business strategy, and allowing firms to self-declare their own technology standards and help them better participate in international standards setting [7].

The difference between current innovational initiatives (for instance, Industrie 4.0 in Germany) and the Made in China 2025 strategy is that:

- 1) It focuses on the entire manufacturing process and not just innovation;
- 2) It promotes the development of not only advanced industries, but traditional industries and modern services;
- 3) There is still a focus on state involvement, but market mechanisms will also be prominent.

The strategy sets up the following priority sectors:

- 1) New advanced information technology;
- 2) Automated machine tools & robotics;
- 3) Aerospace and aeronautical equipment;
- 4) Maritime equipment and high-tech shipping;
- 5) Modern rail transport equipment;
- 6) New-energy vehicles and equipment;
- 7) Power equipment;
- 8) Agricultural equipment;

9) New materials;

10) Biopharmaceutics and advanced medical products [2].

There are some recent inventions which allow us to say that the development of these sectors has already started.

Aerospace and aeronautical equipment. The new generation satellite which is a part of BeiDou satellite system has been launched on the March 30, 2016. The BeiDou is a global navigation system that maintains transports, hydrological monitoring, weather forecasting, GPS-tracking, etc. This satellite uses a new system of navigation signal and inter-satellite connection and its launch is the beginning of expansion plan that implies this system will act all over the world by 2020 [2; 3].

New advanced information technology. The Chinese government is planning to carry out an Internet+ plan that includes cloud calculations, promotion of e-commerce and financial services, Internet of things which will act in the modern manufacturing areas and further development of mobile Internet. Non-government actors are also present in this area. For instance, China Mobile Communications Corporation in planning to launch 5G Internet technologies in 100 Chinese cities by 2020. One should mention that the PRC is the biggest 4G Internet user in the world – the 4G Internet is used by approximately 400 million people [3; 4].

Biopharmaceutics and advanced medical products. Scientists say that the patents for more than six hundred Chinese medical products expire in the period from 2012 to 2020 and this situation created perfect conditions for development of Chinese medicine industry. Those are generic bioproducts with a market value which is approximately 260 billion US\$, so the manufacturing of these products will be highly profitable for China [3].

However, there are certain problems with the implementation of Industry 4.0 in China. In 2016, only 10% companies started the transition to full-scale Internet of things which is integral part of the Fourth industrial revolution. Another source of problems is the activity of developed countries and multinational corporations (MNCs). The development of new materials such as DMLFP (lithium cell anode material) has faced with problems of patents for this material in the USA and Canada which are threatening China with multimillion patent fees. Besides that, the biopharmaceutics industry is relatively undeveloped in the People's Republic of China. This factor, alongside with domination of MNCs on the market, prevents China from efficient entry in the medicine market [1; 3; 9].

In conclusion, we can say that the PRC is facing serious problems concerning its implementation of the Industry 4.0. But the huge economic potential of China, its increasing R&D expenditures and a powerful scientific

base can become a foundation of successful innovational development, which can be demonstrated by recent achievements of China in aeronautics, information technology and biomedicine.

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LOBBYING IN THE UNITED STATES

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Gusarova M.A., Lobbying in the USA. This article suggests a survey of lobbying in the United States, namely, a brief description of changes which occurred in lobbying policy since the 18th century. It is important to question the legitimacy of lobbying techniques and funding provided by politicians.

Keywords: legitimacy, lobbying, politics, USA.

Гусарова М.О., Лобізм у США. У статті подано огляд лобізму у США, а саме коротка характеристика, того, яких змін зазнала політика лобізму з 18 століття. Важливим є питання, щодо легітимності технік лобізму та фінансування з боку політиків.

Ключові слова: легітимність, лобізм, політика, США.

Гусарова М.А., Лоббизм в США. В статье представлен обзор лоббизма в США, а именно краткая характеристика, того, какие изменения произошли в политике лоббизма с 18 века. Важным является вопрос, относительно легитимности техник лоббизма и финансирования со стороны политиков.

Ключевые слова: легитимность, лоббизм, политика, США.

The article focuses on the meaning and purposes of lobbying in the USA. The object of the article is lobbying. The subject is sphere and techniques of lobbying influence. The aim of the research is to understand how to use lobbying and why this practice is legal in the USA. This topic is relevant because more and more organizations are using lobbying techniques and greatly influence the legislative process in the current political situation. The research perspectives are to distinguish between legal and illegal methods of lobbying.

One must go back to the end of the 18th century to trace the history of lobbying and understand the origin of its influence. On 22nd November 1787, James Madison – one of the Founding Fathers and 4th President of the United States to-be published an essay called Federalist No 10. This text is part of a series of writings arguing for the ratification of the future Constitution and refers to the management of factions, i.e. groups of individuals who share a common purpose in various interests: social, economic or intellectual [8].

Two options are presented by Madison: either banning the influence of factions on politics or allowing it and enabling private interests to influence the political game. He justifies the second option by explaining that “the quest for the satisfaction of personal interest is rooted within human nature.”

The goal is to reconcile the personal interest of citizens, federalism and democracy by allowing the actions of private organizations because the influences will offset the generation of laws portraying a social compromise. This would also enable the population to express themselves more often than only during the presidential election organized every four years.

One has to go back to the Gilded Age to find business in such a dominant political position in American politics. While it is true that even in the more pluralist 1950s and 1960s, political representation tilted towards the well-off, lobbying was almost balanced by today’s standards. Labor unions were much more important, and the public-interest groups of the 1960s were much more significant actors. And very few companies had their own Washington lobbyists prior to the 1970s. To the extent that businesses did lobby in the

1950s and 1960s (typically through associations), they were clumsy and ineffective [5].

Corporations now spend about \$2.6 billion a year on reported lobbying expenditures – more than the \$2 billion Americans spend to fund the House (\$1.18 billion) and Senate (\$860 million). It’s a gap that has been widening since corporate lobbying began to regularly exceed the combined House-Senate budget in the early 2000s [10].

Today, the biggest companies have upwards of 100 lobbyists representing them, allowing them to be everywhere, all the time. For every dollar spent on lobbying by labor unions and public-interest groups together, large corporations and their associations now spend \$34. Of the 100 organizations that spend the most on lobbying, 95 consistently represent business.

The evolution of business lobbying from a sparse reactive force into a ubiquitous and increasingly proactive one is among the most important transformations in American politics over the last 40 years. Probing the history of this transformation reveals that there is no “normal” level of business lobbying in American democracy. Rather, business lobbying has built itself up over time, and the self-reinforcing quality of corporate lobbying has increasingly come to overwhelm every other potentially countervailing force. It has also fundamentally changed how corporations interact with government rather than trying to keep government out of its business (as they did for a long time), companies are now increasingly bringing government in as a partner, looking to see what the country can do for them [5].

Lobbying is often misinterpreted or criticized as bribery, which it is not. Lobbying is a practice performed by either individuals or organizations whereby public campaigns (which are legally registered with the government) are undertaken to pressure governments into specific public policy actions. The legality of lobbying comes from the Constitution and from the participatory democracy [10].

By rule of law, the Lobbying Disclosure Act also provides for the legality of political lobbying. Concerning both the legislative and executive branches of the government, this act defines what constitutes a lobbyist and her required government registration, what lobbyist actions consist of, and how lobbyists must comply in order to avoid penalties. The Lobbying Disclosure Act was enacted to ensure that lobbying is publicly registered. While acknowledging the importance of lobbying, the act allows the public to evaluate any undue influences that may be affecting decision making in the government.

Lobbying provides access to government legislatures that no single individual could possibly hope to achieve. By grouping individual goals together into a lobbying aim, lobbyists represent the interests of many and are more likely to be heard by legislatures than if they came bearing the concerns of one voter. With the number of tasks and matters required of a legislature ever growing, populaces need lobbying to bring issues front and center, otherwise government can fall into an “out of sight, out of mind” trap [9].

Not only does lobbying bring access to issues, any issue brought to a legislature’s attention will be a focal point of a legislature’s constituents. Recognizing this, governments will be more likely to address a lobby’s interests knowing there is a large swell of support backing this interest.

In addition to providing introductory access to government, lobbyists apply continued pressure on issues. Once an issue has been brought to the attention of government legislature, it can easily be superseded by any other issue that comes to light without lobbyist pressure. The presence of lobbyists in Washington allows for constant communication, and continued support of specific interests [10].

Lobbying remains intimately linked with financing. The main objective of a lobbyist is to make his worries known to the political agenda, to influence the decision making, whether at an executive, legislative, federal or State level. Their influence can also be applied to block the decision-making process. Therefore, influence is created on the long-term by forming strong contacts with politicians and often accompanied by financial benefit relating to electoral campaigns [8].

The influence of a lobbying organization is not proportional to its size but rather to the financial resources of the organization. This phenomenon, which called the logic of collective action, highlights particularly strong and resilient lobbying organizations. For instance, the National Rifle Association is extremely active, despite a minority position regarding the free circulation of firearms. Further, what critics most object to is the way that money buys access, and here there is ample evidence of new, troubling changes in the U.S. system: In a single decade, between 2000 and 2010, the amount spent on lobbying Congress and the federal agencies more than doubled, according to the Center for Responsive Politics, which curates useful data on the issue. Although the aggregate amount spent on lobbying has technically declined slightly, many believe that the practice of “soft lobbying” has meant that some lobbying money is now going “dark” – and is not being formally reported [7].

While reversing history is obviously impossible, there is value in appreciating how much things have changed. And there are ways to bring back some balance: Investing more in the government, especially Congress, would give leading policymakers resources to hire and retain the most experienced and expert staff, and reduce their reliance on lobbyists. Also, organizations that advocate for less well-resourced positions could use more support. If history teaches anything, it's that the world does not need to look as it does today.

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THE ROLE OF FREE ECONOMIC ZONES FOR NATIONAL ECONOMIC DEVELOPMENT

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Harus A.H., Kulinich I.I. The role of free economic zones for national economic development. The article represents the attempt to define the role of free economic zones for the development of national economy and in modern world economy processes. The paper gives an overview of the prospects to improve their activity on the basis of analysis of international experience, in particular in Ukraine.

Keywords: development, exports, free economic zones, foreign investment, national economy, preferences.

Гарус А.Г., Кулініч Я.Ю. Роль вільних економічних зон для розвитку національної економіки. Ця стаття є спробою визначити роль вільних економічних зон для розвитку національної економіки та у сучасних світових економічних процессах. На основі аналізу міжнародного досвіду розкриваються перспективи покращення їхнього функціонування, зокрема в Україні.

Ключові слова: вільні економічні зони, експорт, переваги, іноземні інвестиції, національна економіка, розвиток.

Гарус А.Г., Кулініч Я.Ю. Роль свободных экономических зон для развития национальной экономики. Статья представляет собой попытку определить роль свободных экономических зон для развития национальной экономики и в современных мировых экономических процессах. На основе анализа международного опыта раскрываются перспективы улучшения их функционирования, в частности в Украине.

Ключевые слова: иностранные инвестиции, национальная экономика, предпочтения, развитие, свободные экономические зоны, экспорт.

The relevance of the subject upon research is caused by the necessity to maintain sustainable socio-economic development of Ukraine and discover the ways to increase its competitiveness in an international setting with the help of free economic zones, which can be seen as a tool for this. The material of the study is based upon the theoretical research of such domestic and foreign scientists as Xiangquan Zeng [2], R.I. Zimenkov [11], I.Yu. Sivachenko [6] and many others as well as on the reports of international organizations and research institutes [1; 3; 4; 7–10]. The purpose of this research is to identify the current role of free economic zones for the development of national economy, the problems and perspectives of their functioning.

Free economic zone (FEZ) is a designated area in a country, where a special legal framework and a system of trade, tax, financial and administrative preferences are established [5]. This creates a favorable investment environment.

There are two bases of the activity of free economic zones, which are *territorial* (FEZ is a designated territory, where all residents use economic preferences in their activity) and *functional* (preferences are applied to a particular business activity, so FEZ are localized “points” throughout a country). There is also a wide variety of different types of economic zones, which are numerous and difficult to classify. We suggest systemizing them in the following groups: free trade zones, industrial and processing zones, research & development zones, services zones, cross-border zones, complex zones. Such type of services zones as offshore zones deserve special examination. Favorable financial and fiscal regimes as well as often the absence of any reporting requirement or state control allow companies-residents to concentrate laundered money from their home countries in an offshore center. “Global Financial Integrity” organization estimates the losses of developing countries from capital outflows to offshore zones at \$5,9 trillion from 2002 to 2011; moreover, it is increasing by 10 % annually [3, p. 224].

In a modern world economy the following *development trends* of free (special) economic zones can be highlighted:

- the number of free economic zones and their role in the world economy are constantly growing: in 1989 there were 200 FEZ in the world, 935 in 2000, 2000 in 2003 and today more than 4000 FEZ exist in over 130 countries all over the world [7];

- the leading region with the biggest number of FEZ is Asia with 950 zones, whereas in 2003 Northern America took this place (366 zones). If we look at the countries’ ranking, the first three leaders are the USA (266 special economic zones), China (190) and Indonesia (115) [3];

- a lot of modern free economic zones made the way of some kind of revolution, transforming from free trade zones to export-processing at first and to science-technical or complex later on [8, p. 11];

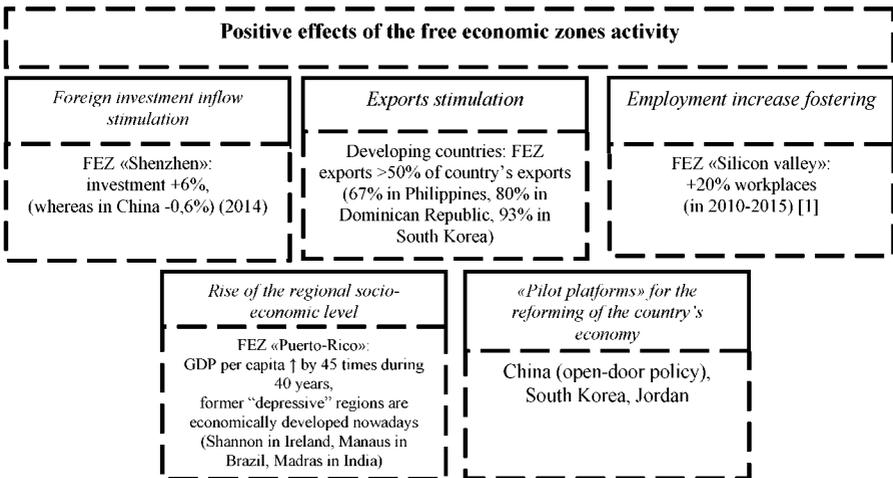
- gross exports of the world’s FEZ during their existence made up over \$180 billion, whereas in 1970s it was only \$6 billion [4];

- free economic zones have 50 mln employees and new workplaces are constantly being created, their number exceeds those already existing in FEZ by 1,5–2 times [10];

- for developed countries FEZ is an economic tool to overcome the

underdevelopment of “depressive” regions (national investment and government credits are drivers for it); for developing countries they usually serve as a special “locomotive” mechanism to integrate the national economy into the global economic space through achieving a high level of its openness on the basis of foreign investment attraction and exports increase (pic. 1);

- the operation of free economic zones is inevitably determined by such shifts in world economic development, as the emergence of global logistics networks, the extension of the services and outsourcing sphere, deepening of regional integration, harmonization of tax, investment and trade regulations, harsh regulation of the performance of offshore centers [7].



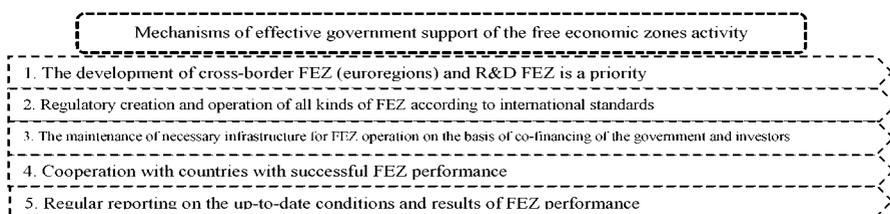
Pic. 1. Positive effects of the free economic zones activity [designed by the author – Harus A.H.]

International practices of FEZ performance also includes *failures*. The most common examples of unsuccessful performance of free economic zones are Dakar exports and processing zone in Senegal, special economic zones in Namibia, Liberia, Kenya, Yemen, India, Philippines, Guatemala, Costa-Rica, Honduras, Columbia, Côte d’Ivoire, Pakistan, Moldova and Ukraine [5]. The analysis of their activity brings us to the conclusion about the common *reasons of failure* in their performance, which can be divided in four groups: administrative (setting of wrong goals of their performance, in particular the limitation to exports increase and FDI attraction as exclusionary priorities; government monopoly on the administration within FEZ; ineffective monitoring of economic efficiency; administrative barriers); legal (the lack of stable and

transparent legislative framework to determine their functioning); economic and geographical (undeveloped initial infrastructure; location in remote “enclave” territories or far from raw materials and other sources); macroeconomic (undeveloped regional market conditions, small market volume, currency weakness, political instability).

In Ukraine 12 special economic zones in 8 regions existed from 1995 to 2000. Their performance is measured with gross revenue of \$9 billion, 137600 new workplaces, \$2,5 billion FDI attracted. Most Ukrainian special economic zones are also regarded to have been “tax havens” for money laundering due to weak government control and mass violations of tax and customs law [9].

Taking into consideration world and former Ukrainian experience of FEZ operation, we mark out the following perspective ways of their functioning in Ukraine (pic. 2).



Pic. 2. Mechanisms of effective government support of the free economic zones activity
[designed by the author – Harus A.H.]

Conclusion. To recapitulate, the issue of returning to the practices of free economic zones is extremely topical for Ukraine. However, the key aspect of effective government regulation used to be and stays the biggest challenge in the activity of Ukrainian free economic zones. The perspectives of further research upon this subject are in discovering the exact mechanisms to overcome this challenge and to reach the maximum efficiency in Ukrainian FEZ's performance, which has been achieved in world practices.

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THE INTERNATIONAL PROTECTION OF PRISONERS' RIGHTS

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Hava A.G., Karpusenko M.V. The international protection of prisoners' rights. This article suggests an overview of international legal regulatory acts relating to the protection of prisoners' rights, the peculiarities of international cooperation in the area of the prison and examined the classification of international penal norms and standards.

Keywords: imprisonment, institutional mechanisms to protect the prisoners' rights, international criminal law, international intergovernmental and non-governmental organizations, international penal norms and standards, prisoners.

Гава А.Г., Карпусенко М.В. Міжнародний захист прав в'язнів. У статті подано огляд міжнародних нормативно-правових актів, що стосуються захисту прав ув'язнених, проаналізовано особливості міжнародного співробітництва в пенітенціарній сфері та розглянуто класифікацію міжнародних пенітенціарних норм і стандартів.

Ключові слова: в'язні, інституційні механізми захисту прав в'язнів, міжнародне кримінальне право, міжнародні міжурядові та неурядові організації, міжнародні пенітенціарні норми та стандарти, тюремне ув'язнення.

Гава А. Г., Карпусенко М. В. Международная защита прав заключенных. В статье представлен обзор международных нормативно-правовых актов, касающихся защиты прав заключенных, проанализировано особенности международного сотрудничества в пенитенциарной сфере и рассмотрена классификация международных пенитенциарных норм и стандартов.

Ключевые слова: заключенные, институциональные механизмы защиты прав заключенных, международные межправительственные и неправительственные организации, международные пенитенциарные нормы и стандарты, международное уголовное право, тюремное заключение.

The intense development of the principles and norms of international law relating to the protection of human rights is an essential part of the process of progressive changes in international law and globalization in general, which contributes to the relevance of this article.

Respect for human rights and institutional mechanisms for the protection of its rights is a relatively new branch of international law, which formed in the middle of the twentieth century. The most significant changes in the international protection of human rights took place after the Second World War. The issue is certainly relevant, because the problem of human rights has always been the focus of the international community, and the principle of respect of human rights is one of the basic principles of international law.

The study of international protection of prisoners' rights is important because, in our opinion, prisoners are the most unprotected category of people because of their limited subjective rights. The international community cannot ignore such area of public relations, as the enforcement of criminal penalties. The subjects of international relations are constantly exploring and studying this problem, take appropriate regulations as mandatory and recommendatory. Protection of human rights in the national penitentiary system has been the subject of many international intergovernmental organizations, showing the growing social and international significance of the problem that must be solved by joining the efforts of the international community. In addition, the protection of prisoners' rights is the foundation of the democratic criminal policy.

The international cooperation in the penal field is international relations arising between subjects of international law who protect the rights of people sentenced to criminal punishment, and those detained in prisons at any stage of the criminal proceedings. For many years, the United Nations (hereinafter – UN) and many NGOs are working to change the situation with implementation of prisoners' rights through a number of legislative instruments.

The aim of our work is to study the institutional mechanisms for protecting the prisoners' rights.

International law plays an important role not only at the international level, but also has a direct impact on domestic law.

All the norms and standards of the studied area can be classified into two groups according to the scale of action: universal and regional. The universal standards are adopted by the UN while regional standards are adopted by the Council of Europe or other regional groupings of States.

There are two types of universal international acts on the treatment of prisoners:

1) acts of a general nature, are not designed specifically to regulate the treatment of prisoners, but some contain penal standards;

2) acts of a specialized nature that govern the same standards of treatment of prisoners.

According to these classifications general acts include the Universal Declaration of Human Rights (1948); Declaration of the Rights of the Child (1959); Declaration on the Elimination of All Forms of Racial Discrimination (1963); International Covenant on Civil and Political Rights (1966); International Covenant on Economic, Social and Cultural Rights (1966) and others [3].

Specialized acts include: the Standard Minimum Rules for the Treatment of Prisoners (1955) [2]; Declaration on the Protection of All Persons from Being Subjected to Torture and Other Cruel, Inhuman or Degrading Treatment or Punishment (1975); Code of Conduct for Officials Law Enforcement (1979); Principles of Medical Ethics concerning the role of health personnel, particularly physicians, in the protection of prisoners or detainees from torture and other cruel, inhuman or degrading treatment or punishment (1982); Convention against torture and other cruel, inhuman or degrading treatment or punishment (1984); UN Standard Minimum Rules concerning the Administration of Juvenile Justice (Beijing Rules) (1985); Body of Principles for the Protection of All Persons under detention or imprisonment in any form (1989); UN Rules for the Protection of Juveniles Deprived of their Liberty (1990), Kampala

Declaration on Prison Conditions in Africa (1996), Arusha Declaration on Good Prison Practices (1999), UN Rules for the Treatment of Female Inmates and Penalties for Women Offenders (Bangkok rules) (2010) [6, c. 466–469].

People sentenced to imprisonment, despite the gravity of their crimes, remain citizens of their country. It must be emphasized that people serving sentences, retain all their subjective rights other than those in which their freedom is restricted. This means that prisoners have the right to: life and security of person; health; labor; vacation; non-use of torture or other ill-treatment; respect for human dignity; appropriate legal procedures; freedom from discrimination of any kind; freedom from slavery; freedom of conscience and opinion; freedom of religion; security of family life [4].

The development of international penal norms and standards involves both international intergovernmental and non-governmental organizations. International non-governmental organization is a national association of NGOs, unions, groups and individuals from different countries, established to promote international cooperation in different spheres, including the penitentiary.

Non-governmental organizations include the International Criminal and Penitentiary Foundation, the Howard League for Penal Reform, Assistance Association for Political Prisoners, the International Society of Crime Prevention, the International Social Security Association, the International Research Center for Human Rights Amnesty International, the International Penal Reform and others [5, p. 64].

According to the subjects covered by penal norms and standards: (1) standards concerning minors (Convention on the Rights of the Child (1989)), the UN Standard Minimum Rules concerning the Administration of Juvenile Justice (Beijing Rules, 1985), UN Rules for the Protection of Juveniles Deprived of their Liberty («Havana Rules») (1990); (2) the standards relating to medical personnel (Code of Conduct for officials of Law Enforcement, Principles of Medical Ethics (1982), the European Convention for the Prevention of Torture and Inhuman or Degrading Treatment or Punishment (1989); (3) standards relating to penalties unrelated to imprisonment (United Nations Standard Minimum rules in respect of activities not related to imprisonment (the rules of the Tokyo 1990)) [1, c. 52].

The problem of crime and combatting it has existed throughout the world since ancient times and is still relevant, because the exchange of international experience is extremely important for the dynamic development of prison systems around the world.

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PROBLEMS OF COMPETITIVENESS OF UKRAINIAN GOODS ON WORLD MARKETS

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Honcharova Y.Y., Karpusenko M.V. Problems of competitiveness of Ukrainian goods on world markets. The article analyses the competitiveness of Ukrainian goods on world markets, in particular on EU market. Consider the structure of Ukrainian export of goods to EU countries. It also provides ways which can improve the competitiveness of Ukrainian goods.

Keywords: EU market, the competitiveness of Ukrainian goods, Ukrainian export, world markets.

Гончарова Ю.Ю., Карпусенко М.В. Проблеми конкурентоспроможності українських товарів на світових ринках. У статті подано аналіз конкурентоспроможності українських товарів на світовому ринку, зокрема на

ринку ЄС. Проаналізована структура українського експорту товарів до країн ЄС. Наведено шляхи підвищення конкурентоспроможності українських товарів.

Ключові слова: конкурентоспроможність українських товарів, ринок ЄС, світовий ринок, український експорт.

Гончарова Ю.Ю., Карпусенко М.В. Проблемы конкурентоспособности украинских товаров на мировых рынках. В статье дан анализ конкурентоспособности украинских товаров на мировом рынке, в частности на рынке ЕС. Проанализирована структура украинского экспорта товаров в страны ЕС. Приведены пути повышения конкурентоспособности украинских товаров.

Ключевые слова: конкурентоспособность украинских товаров, мировой рынок, рынок ЕС, украинский экспорт.

The relevance. Since the time Ukraine became an independent state, one of the most important problems has been the problem of competitiveness of domestic goods on the world market. The efficient and stable development of the economy depends on the competitiveness of its products. Nowadays competitiveness of Ukrainian goods remains low, despite the huge export potential in many sectors of the economy. Therefore, the solution to problems of competitiveness of Ukrainian goods on world markets is relevant at present.

The purpose of this article is to study the current state and competitiveness of Ukrainian goods on world markets.

According to its objectives, the article deals with the following issues:

- revealing the peculiarities of competitiveness of Ukrainian goods on world markets;
- identifying problems and ways of increasing competitiveness of Ukrainian goods on world markets.

The object of the research is the creation peculiarities of competitiveness of goods. The subject of research is the analysis of the current state of the competitiveness of Ukrainian goods on world markets.

Research methods. To solve our targets we have used the methods of observation, comparison, analysis and synthesis.

In modern conditions the problem of international competition becomes the most important, especially with the integration of Ukraine into the EU and the world economic system.

At the same time, the presence of Ukrainian producers on the EU markets is inconspicuous and has no increasing trend. So, the share of goods of domestic producers in the total imports of the EU countries has been fluctuating at the level of 0,6–0,9% in the period between 2002 and 2013, and in 2014 was 0.8% [3].

The lack of trend's in the spread of Ukrainian goods on the EU market is confirm the shortcomings of the state policy of the export of Ukraine. The government necessarily to increase the efficiency of the export supply structure and draw their attention on the variety of this market.

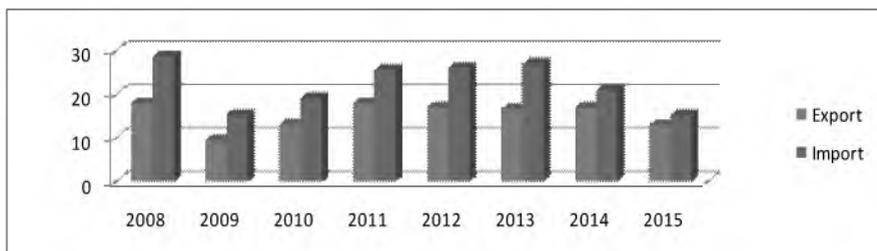


Figure 1. Total volume of foreign trade of Ukraine with EU, billion USD

Source: State Statistics Service of Ukraine [5].

As shown in Figure 1, the export of Ukraine at the end of 2015 decreased from 17 billion USD to 13.06 billion USD, and the import decreased from \$ 21 billion USD to 15.33 billion USD.

As we can see, there is a decline of the volume of Ukrainian export in 2013. It is caused by the termination of external turnover with the Russian Federation that was due to political factors. In terms of goods supply to the EU countries, in 2014 there was a slight increase, and in 2015 we can observe a decrease.

One of the factors which led to the fall in exports was the dynamics of EU economy development in 2014-2015, whose growth was only 1.5 – 1.9%, well below the average growth of 2.4% that took place in the pre-crisis period (2002-2008) is [2].

The key factors of instability of exports of goods from Ukraine to EU countries are the dependence on the dynamics of prices for steel products, grains, nitrogen fertilizers on the world markets. Recently the total volume of physical exports to the EU has decreased approximately by 20% or in current prices by 35%.

There are two main problems in the development of the supply of Ukrainian goods to EU countries. First of all, it is the lack of the activity of Ukrainian government agencies and the producers regarding the opportunities from the liberalization of the trade system on the part of EU. And secondly, it is the

presence of the significant imbalances between the structural parameters of demand of European countries and Ukrainian export's goods.

One of the main imbalances of Ukrainian exports, in particular to the EU, is its orientation on commodities markets which are not stable in terms of capacity or prices. In such a way, the share of commodities in export from Ukraine to the EU has always exceeded half of the total exports.

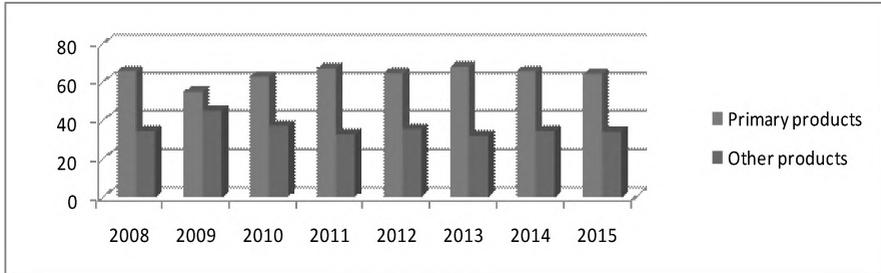


Figure 2. The structure of Ukrainian export of goods to EU countries in 2008-2015, %

Source: State Statistics Service of Ukraine [5].

Under modern conditions the competitiveness of Ukrainian goods is very low on international markets, and this is the main obstacle that hinders the entry of Ukraine into the world economy. The main reasons for low competitiveness of Ukrainian products on international markets are:

- non-compliance of Ukrainian goods with the international standards;
- focusing on the exports of primary commodities instead of high-tech equipment, “know-how” and others which are in good demand in the markets now;
- lack of technical support;
- lack of staff who can work on foreign markets and ensure sales of products.

Non-compliance of Ukrainian goods with international standards caused by outdated equipment, which results in low quality and high cost of raw and basic materials [1].

Ukrainian export is concentrate on the raw materials instead high-tech equipment, in particular on the export of metals, chemical industries goods, fertilizers and some types of food products. In other words, the Ukrainian export is created mainly due to the active exploitation of natural resources,

cheap labour with relatively low pay for the land. However, innovation is the main factor which allows to attain and keep competitive advantage, but the situation in respect of innovation in Ukraine is quite negative, because the innovation activity of enterprises in Ukraine is extremely low. As a result of imperfect tax policy, particularly of poor stimulation of innovation, the share of industrial enterprises that have mastered the production of innovative products decreased in comparison with 2014. But nowadays the main factors are scientific-technical and innovation development. This factors will ensure the production and sales of competitive products, the reduction of the unemployment and improvement of the living standards of the population [6].

More than 90% of products that are manufactured in Ukraine, do not have modern technical support, it is also one of the main reasons of unprofitability and non-competitiveness of the majority of Ukrainian goods.

Another significant weakness is a lack of personnel who can work on foreign markets and ensure sales of products, as they are important in improving competitiveness.

It is well known that Ukraine has great export potential. In addition, Ukraine has a competitive technology in the aerospace industry, rocket- and shipbuilding, manufacture of new materials, biotechnology, chemicals, biochemical and biophysical processes. Agricultural and energy complexes Great potential also have.

Consequently, Ukraine has the opportunity to improve its positions at the world market. In order to achieve high competitiveness of Ukrainian goods at the world markets, we need to:

- 1) strengthen the hryvnia exchange rate, increase economic development, expand the investment capacity and to implement policies to reduce corruption;
- 2) increase the export turnover;
- 3) increase funding of the technology innovation, to build scientific and technical capacity through the expansion of public funding of fundamental science, research and development, and education;
- 4) solve the problem of the workforce, and namely the «brain drain», because the poor working conditions and the lack of jobs result in migration of qualified staff to other countries, leaving the country without developing its potential [4].

Not only the government should provide opportunities for achieving high competitiveness of Ukrainian goods, but also the companies themselves. They must clearly define a strategy to improve the competitiveness of their products.

There are some methods which can improve the competitiveness of the product at the enterprise:

- using modern technologies of production and high quality raw materials;
- creating appropriate conditions of work and recreation;
- training of personnel;
- improving the organization of production, labour, and methods of technical control [4].

Having considered the dynamics of the structure of Ukrainian exports, we can make a conclusion that the main reasons of the low competitiveness of Ukrainian products on world markets are: the non-compliance of the goods with international standards, lack of technical support, lack of personnel and concentration on the raw materials export.

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THE SCOPE AND PECULIARITIES OF INTEGRATION ASSOCIATIONS' INTERNATIONAL LEGAL PERSONALITY

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Horobtsov M.R., Manzhos Y.Y. The Scope and Peculiarities of Integration Associations' International Legal Personality. The article deals with issues concerning international legal personality of integration associations in modern international law, particularly its scope and peculiarities connected with it. International legal personality is regarded as the ability of international law subject to be a participant of legal relations and include the scope of rights and obligations stipulated by this ability.

Keywords: European Union, integration association, legal personality, peculiarities, scope.

Горобцов М.Р., Манжос Я.Ю. Об'єм і особливості міжнародної правосуб'єктності інтеграційних об'єднань. Стаття присвячена деяким питанням щодо об'єму та особливості міжнародної правосуб'єктності інтеграційних об'єднань у сучасному міжнародному праві. Під міжнародною правосуб'єктністю розуміється здатність суб'єкта міжнародного права бути учасником правових відносин, а також включає об'єм прав і обов'язків, зумовлених цією здатністю.

Ключові слова: Європейський Союз, інтеграційне об'єднання, міжнародна правосуб'єктність, об'єм, особливості.

Горобцов Н.Р., Манжос Я.Ю. Объем и особенности международной правосубъектности интеграционных объединений. Статья посвящена некоторым вопросам, касающимся объема и особенностей международной правосубъектности интеграционных объединений в современном международном праве. Под международной правосубъектностью подразумевается способность субъекта международного права участвовать в правовых отношениях, а также включает объем прав и обязанностей, обусловленных этой способностью.

Ключевые слова: Европейский Союз, интеграционное объединение, международная правосубъектность, объем, особенности.

The process of globalization increasingly connects modern civilization with economic, cultural, infrastructural, technical and other ties. The international nexus stipulates the shape of fragments: states provide cross border and regional cooperation with the aim to strengthen their political and economic

weight. The integration associations which are the subject of the article are one of the tools and particularly the result of such behavior. Thus, numerous high developing entities arising as independent participants in the sphere of international relations need to be examined, especially from the legal personality perspective, making the subject of the article extremely topical. The goal of this article is to research the scope and distinctions in this domain.

There are two essential aspects, that must be dealt with in the process of research. The first one is legal – examining the sense of phenomenon “legal personality”. The second is mostly economic – determining what “integration association” is.

According to I.I. Lukashuk international legal personality is “juridical expression of international community membership” [3, p. 24]. It consists of legal capacity (an ability to have and exercise rights and duties in a particular sphere) and ability to be liable (to bear responsibility) under international law [1, p. 280]. The existence of legal personality, in fact, determines whether a participant of international relations is a subject of international law or not.

It is widely accepted that there are only a few indisputable international law subjects, which are provided with full or limited legal personality on distinguished grounds, these are states and international intergovernmental organizations. Generally speaking, legal personality is revealed as ability to stand before international tribunal; have the competence to produce international rules; possess some rights and duties under international law; participate in and influence international life etc. However, as M. N. Shaw says “personality is a relative phenomenon varying with the circumstances...” [7, p. 176].

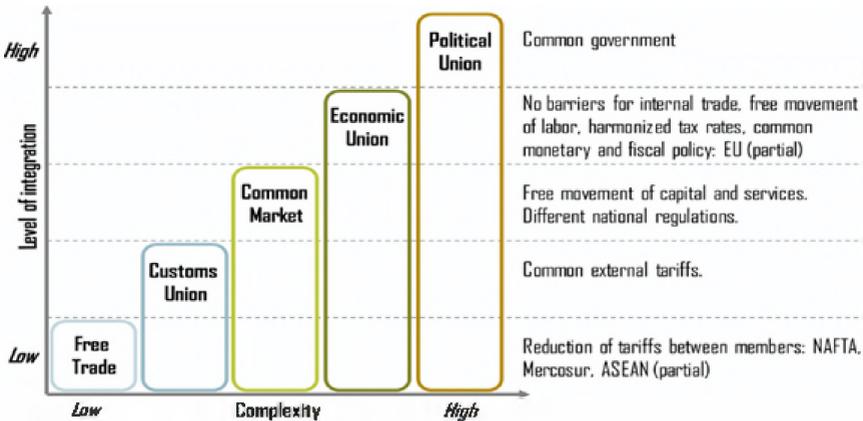
Considering all stated above, international legal personality should be understood as the ability of international law subject to be a participant of legal relations and include the scope of rights and obligations stipulated by this ability [2, p. 46–47].

It is quite difficult to give the definition to “integration association”. We use this term usually to summarize non-ordinary (from the international law perspective) entities, which have traces of an international intergovernmental organization and federation or confederation simultaneously.

However, the core sense of such an entity hides inside the word “integration” (lat. *integratio*) – meaning the process of sovereign states’ unification with the aim to establish an expanded economic space where goods, services, finances, investments, labor force etc. can freely circulate [4].

There are different levels of integration, the most common classification determines five of them: free trade; custom union; common market; economic union; political union [6]. Each level has its own distinguishing features (see: Picture 1). However, the legal personality of such a “product” of integration arises only on the high level of its development. The best-developed and researched example of the entity provided with the legal personality, in the widest sense of its nature, is the European Union.

Integration association’s legal personality scope mostly depends on the provisions of its constitutional document. For example, the legal personality of the European Union established by Article 47 of Treaty on European Union (TEU), does not detail the scope of personality, meanwhile, it is expressed in competences’ provisions. Thus, the EU, on behalf of united Europe, has the ability, in general, to: conclude and negotiate international agreements in accordance with its external commitments; become a member of international organizations; join international conventions, such as the European Convention on Human Rights [5].



Pic. 1. Levels of Economic Integration [6]

Talking about “possible” peculiarities, there are only few. The first one is about the way of becoming the subject of international law. The second is about layers of cooperation in exercising personality of integration association.

The International Court clearly recognized the multiplicity of models of personality in stressing that “the subjects of law in any legal system are not necessarily identical in their nature or in the extent of their right” [8]. The same situation is with acquiring the personality. Shaw determines three ways of personality acquiring: by a combination of treaty provisions and recognition

or acquiescence by other international persons; by subjecting an agreement between a recognized international person and a private party directly to the rules of international law; by virtue of being directly subjected to international duties [7, p. 243].

Nevertheless, the process of acquiring legal personality by integration association might be called innovative and / or aggregate of Shaw's "ways". For example, the EU personality before establishing TEU was confirmed by the European Court of Justice (ECJ) case-law and grounded on three pillars of EU: European Communities; Common Foreign and Security Policy, and Justice and Home Affairs [9]. Meanwhile, the European Communities' personality was recognized either by member states or by its own institutions, like ECJ, whose decisions are binding for member states. It can be said that there is a "vicious circle" in the legal personality recognition.

With the help of legal personality an integration association can act on its own, of course in frames of its competence. However, as it has been mentioned above it usually happens after deep integration, when the institution and legal structure are established, but at each level of integration, the cooperation and reciprocity are different. The idea is that on each level the purpose and role of integration association are changing from being an object and a tool for free trade and movement of goods and services to being a supranational and independent (in frames of its competence) subject making binding decisions.

With all stated above we can make further conclusions: integration association's legal personality scope depends on the provisions of the constitutional act and derives from the competence of entity; the acquisition of legal personality by integration associations might vary from self-recognition (by its own institution) to participating in international agreements under international law; the nature of integration association's role and purpose has dynamic character, thus may be amended or shaped on any level of integration.

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TOURIST INDUSTRY OF UKRAINE IN TERMS OF EUROPEAN INTEGRATION

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Hudnyk K.O., Manzhos Y.Y. Tourist industry of Ukraine in terms of European integration. The article focuses on the prospects and key problems of tourism development in Ukraine. Important factors, which influence the development of tourism market have been analysed, including demographic changes, level of education and others. The need of optimizing interaction between tourism and cultural objects (museums, theaters) has been emphasized.

Keywords: demographic, interaction, integration, optimizing, tourism.

Гудник К.О., Манжос Я.Ю. Туризм в Україні в умовах Європейської інтеграції. У статті досліджені перспективи та ключові проблеми розвитку туризму в Україні. Проаналізовані важливі фактори, які впливають на розвиток туристичного ринку, включаючи демографічні зміни, рівень освіти та інші. Наголошено необхідність оптимізації взаємодії між туризмом та культурними об'єктами (музеями, театрами).

Ключові слова: взаємодія, демографічний, інтеграція, оптимізування, туризм.

Гудник Е.А., Манжос Я.Ю. Туризм в Украине в условиях Европейской интеграции. В статье исследованы перспективы и ключевые проблемы развития туризма в Украине. Проанализированы важные факторы, влияющие на развитие туристического рынка, включая демографические изменения, уровень образования и другие. Отмечено необходимость оптимизации взаимодействия между туризмом и культурными объектами (музеями, театрами).

Ключевые слова: взаимодействие, демографический, интеграция, оптимизация, туризм.

The development of tourism in Ukraine is the subject of this article. This issue is topical, because for each country tourism plays a significant role in promoting economic development not only in tourism industry directly, but related industries as well. The growth of tourism positively affects the level of employment, consumer demand and level of foreign exchange earnings. The role of tourism for national economic development cannot be overemphasized; however, tourism has objective conditions of its development, formed on the basis of historical, geographical, cultural and economic factors. Defining characteristics of tourism development in historical perspective aims at identifying opportunities and obstacles for its further development on a long term basis.

Theoretical aspects of tourism, history of its development both in Ukraine and abroad, some issues of industry management have been analyzed by A.Yu. Alexandrova, L.I. Hontarzhevska, A.B. Hayduk, T.A. Dorova, V.A. Zinchenko, V.S. Kovyeshnikov, M.P. Krachylo, A.T. Matvienko, G.P. Naumenko, M. Porter, S.I. Popovich, S.I. Sokolenko, K.S. Sviridov, V.K. Fedorchenko, S.V. Hlop'yak, D.M. Chodorow, V.I. Tsybukh, I.N. Shkola and others. The purpose of this article is to analyze the formation of tourism industry in Ukraine during the European integration, to study and determine socio-economic aspects.

The Strategy of Tourism and Resorts (approved in 2008) aims to provide the increase of domestic tourism sphere competitiveness based on rational usage of tourist resources in Ukraine.

The document is intended to increase the state's role in tourism and leisure by forming an effective model of cooperation between the government, business and society [4].

The analysis of the current state of the tourism industry in Ukraine makes it possible not only to evaluate in real time its competitiveness at the international level, but also to identify the key problems hindering the implementation of the existing country's tourism potential to the full [3].

Overall, the results of tourism development in Ukraine meet the dynamics of economic processes taking place in the country. However, world political and economic processes of recent years also have a significant impact on the amount, direction and structure of tourist flows. The strategic goal of tourism industry in Ukraine can be defined as creating a globally competitive tourism product that can satisfy the needs of tourist population, on this basis ensure comprehensive development of territories and their social and economic interests in maintaining ecological balance and historical and cultural environment and development of appropriate regulatory framework of tourism. Efficiency of enterprises in tourism, turning tourism into one of the leading sectors of domestic economy is constrained by a number of unresolved issues, solution of which requires government regulation and support of executive authorities [2].

Achieving a favorable socio-economic impact of tourism on society is an important strategic goal of both developed and developing countries.

Further studying of international management experience in the tourism sector, research on the role of private sector, sustainable development and the mechanisms to encourage innovation and investment in the tourism sector in the context of the global development of our time are actual and perspective. There can be a variety of methods to increase the economic benefits of tourism, which are embedded in the governance process. One of these methods is to strengthen the linkages between tourism and other sectors of the economy [3].

Prospects of tourism development as a sector of economy are confirmed by World Tourism Organization, according to which in the twentieth century tourism will be the most important driving force of world development.

It is not only the huge potential accumulation of financial resources, but also international prestige and influence in the global environment. To achieve this result, Ukraine needs to develop an effective «rapid expansion» strategy in the world tourism market. While developing strategies it must be taken into account that the best conditions for tourism development have already been formed in other more developed countries, creating fierce competition in this market. The strategy in Ukraine should be developed by other industries and through optimizing pricing policy of domestic tourism enterprises.

One of the key issues that must be addressed in the near future is a question of optimizing the interaction between tourism and culture at the level of central government. Cultural heritage, museums, theaters in most of the world

constitute an extremely important factor in attracting tourists, and local generation of international tourist flows. And as a result, their clients receive transport and catering, hotels, local industry.

Coordination of strategic development of the cultural sector and the tourism field should lead to closer co-operation of local authorities and real businesses in solving specific problems for the conservation of cultural heritage, implementation of the activities of museums, national parks, best managerial practices, orientation to work in market measurements and coordination with the subjects of the tourism industry.

In the future important factors which will influence the development of the tourism market, are the demographic changes, economic and social state of the population, level of education, duration of leave, professional employment, and many other factors [3].

State tourism market is determined by social, economic and political processes taking place in Ukraine, reflecting the reform of public life. According to this, it is necessary to make an effective mechanism of state regulation of tourism [1].

Summing up, Ukraine tourism industry as a whole in the state and in some regions, has taken the leading role in economic growth, and must be addressed at the national level with a number of priorities:

1) Creating a service account and protection of tourism resources (mapping each field of tourism resources, scoring them with points, determining their priority development, the development of measures to protect natural resources and restoration of cultural monuments);

2) Advertising tourist services (especially geographic location, natural environment, unique cultural heritage, etc.), necessary to determine demand in each region;

3) Developing a program for the development of the tourism industry of each region and developing plans and construction investment; solving the problem of preparation of tourist organizations (courses, schools, colleges, institutes, universities) and business management, hotel management, catering, production;

4) Coordinating the work of tourist organizations with travel agencies, cultural institutions; justifying order in which tourism industry businesses must deduct a portion of profits to local budgets to form infrastructure and district improvement;

5) Assessing the cost-effectiveness evaluation of tourism and recreational areas; defining areas favorable for tourism and treatment;

6) Developing a classification of holiday destinations according to the degree of significance, natural conditions, functional features [2].

The development of tourism in Ukraine is particularly important because with the help of tourism the socio-economic situation in the country can be improved. Taking this into account the government should promote international cooperation and the creation of economic, organizational and legal bases of development of tourism as a profitable sector of economy of Ukraine [3].

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YOUTH UNEMPLOYMENT IN UKRAINE: RECENT TRENDS

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Ivanchenko S.V., Oliynyk N.A. Youth unemployment in Ukraine: recent trends.

The article focuses on the recent trends in the labour market of Ukraine considered as one of the basic element keeping balance between commodity market and education services market. Youth unemployment in Ukraine is a pressing problem indicating wasted talents and underused economic resources with further negative impact on the economic development of the country and people's social well-being in particular.

Keywords: ILO (International Labour Organization), unemployment rate, youth unemployment.

Іванченко С.В., Олійник Н.А. Молодіжне безробіття в Україні: останні тенденції. У статті розглядаються останні тенденції на ринку праці України як одного з основних елементів, що зберігає баланс між товарним ринком і освітніми

послугами ринку. Безробіття серед молоді в Україні є нагальною проблемою, яка свідчить про таланти, що даремно витрачаються та про недостатньо використані економічні ресурси, з подальшим негативним впливом на економічний розвиток країни й соціальний добробут народу, зокрема.

Ключові слова: безробіття серед молоді, МОП (Міжнародна організація праці), рівень безробіття.

Иванченко С.В., Олейник Н.А. Молодежная безработица в Украине: последние тенденции. В статье рассматриваются последние тенденции на рынке труда Украины как одного из основных элементов, сохраняющим баланс между рынком труда и рынком образовательных услуг. Безработица среди молодежи в Украине является актуальной проблемой, указывающей на потраченные впустую таланты и недостаточное использование экономических ресурсов с последующим негативным воздействием на экономическое развитие страны и, в частности, на социальное благополучие людей.

Ключевые слова: безработица среди молодежи, МОТ (Международная организация труда), уровень безработицы

Young people's integration into the labour market, their education and skills development are all crucial to the realization of a prosperous, sustainable and equitable socio-economic environment worldwide. According to the United Nations' definition "youth" are viewed as "those aged between 15 and 24 years old" [8] and represent an important resource for society accounting for over 18 % of the world's population as well as more than 15 % of the world's labour force. So, addressing labour market as the subject of this article and social challenges faced by youth is imperative, not only for the well-being of our young people but also to ensure sustainable and inclusive growth and improve social cohesion worldwide.

The object of the article is the youth unemployment rate understood as the number of unemployed 15–24 year-olds expressed as a percentage of the youth labour force. Unemployed people are those who "report that they are without work, that they are available for work and that they have taken active steps to find work in the last four weeks. High rates of youth unemployment represent both widespread personal misfortune for individuals and a lost opportunity for critical national and global economic development" [3].

In that context, we feel that youth unemployment issues must be the most important area at international conferences and scientific studies as an enormous challenge. We believe that the United Nations has a role to play in this area, but as well every nation should be active participants in decisions concerning their future.

The purpose of this article is to determine the causes of unemployment and analyze the current state of the youth labour market in Ukraine so that it would be possible to control the balance between labour market and the market of education services, as well as the commodity market, subject to supply and demand laws for the successful development of the world's economy [4].

The table below represents the data collected by International Labour Organisation (ILO) for the period from 2015 to 2016 and gives their forecast for the year 2017 by different regions of the world.

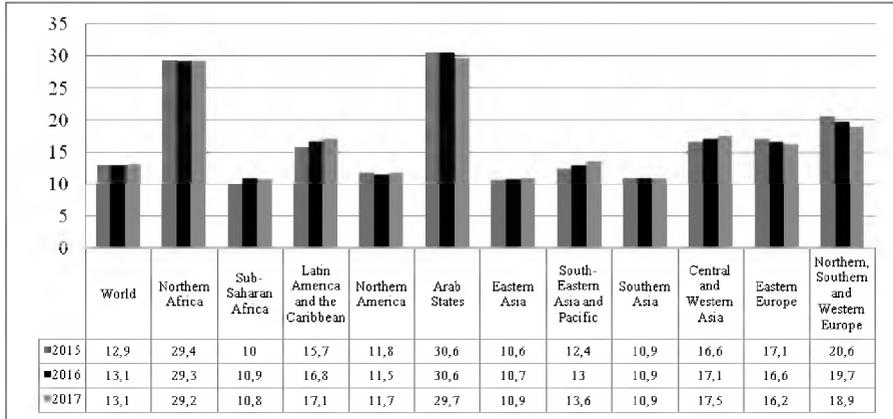


Figure 1. World youth unemployment trends in 2015-2016 and projections to 2017

Source: ILO Research Department's Trends Econometric Models, April 2016 [8]

As we can see from the table the global youth unemployment rate was 13,1% in 2016 having increased by just 0,2% compared with 2015 with the number of unemployed youth projected to rise by half a million to 71 million. In 2016, youth accounted for over 35% of unemployed people globally, despite representing just over 15% of the world's labour force and 21% of the global working-age population. In regions such as Northern Africa and the Arab States, youth employment rate was at 29,3% and 30,6% correspondingly. In Europe youth represented around 20% of the total unemployed and around 10% of the total labour force.

As to Ukraine, its youth unemployment rate decreased to 9,3% in the second quarter of 2016 from 10,3% in the previous period (cf.: youth unemployment rate in Ukraine averaged 8,67% from 2003 up to 2016 [7]).

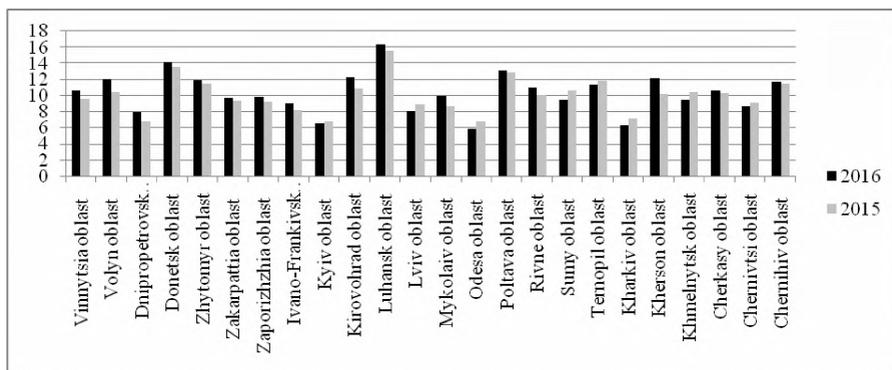


Figure 2. Unemployment Rate in Ukraine in 2015-2016, by area (%)

Source: State Statistics Committee of Ukraine, 2016 [3]

According to the statistics given above the unemployment rate in Ukraine (by areas) increased in 2016 from - 1,1 % to 1,9 % compared with 2015. There is also strong evidence for those unstable economic conditions in Ukraine (2013-2016) which affected the growth in the unemployment rate of Luhansk oblast (by 16,4 %) and Donetsk oblast (by 14,2%) [3].

According to the youth employment policy survey [9] there can be the following four reasons for the problem of youth unemployment:

- young people are insufficiently informed on the modern labour market requirements;
- the profession received by the graduates, often in the new changing conditions appears unclaimed on the labour market;
- employers are often unable to estimate such advantages of youth as mobility, flexibility, learning ability, and on the other hand, many graduates don't own skills of competent job search, negotiating with employers;
- the discrepancy of increased requirements of youth concerning high salary and decent conditions of work to possibilities of employers [5].

It should be noted that youth labour market is robust to economic downturns. Ukrainian youth labour market also seems to be more robust when it comes to severe recessions. In 2013 Ukraine had a 4% lower real GDP than in 2007 - on par with many other countries like Cyprus, Estonia, Finland, Denmark - but the unemployment rate in Ukraine showed very insignificant response if compared to any other country with negative outcome for the real GDP [2].

The table 1 below demonstrates the employment percentage rate in 2016 by gender, age and place of residence.

**Employment rate in 2015-2016,
by sex, age group and place of residence**

	(15-24)	Females	Males	Urban	Rural
2016	23,1	19,6	25,6	22,5	23,9
2015	21,3	20,4	22,0	21,3	21,2

Source: State Statistics Committee of Ukraine, 2016 [3]

As we can see, the unemployed rate among economically active young people aged up to 25 years at the national level averaged 23,1%. The unemployment rate in urban areas was by 1,4% lower than in rural areas. Female sector of the unemployed shows better results compared with the male one with 19,6% and 25,6 % correspondingly. So, despite depressed growth of unemployment in general, the unemployment rate in 2016 remains high at the level of 9,3%, especially among young people which sets up another important task to identify the main reasons for the youth unemployment, consider a state employment policy and offer recommendations to improve the current situation.

Thus, the following can be done to develop youth employment in Ukraine:

- to harmonize the education system with labour market requirements (develop and approve key elements of the national system of qualifications; improve the methodology of midterm projections for specialists and workers in the labour market for their further professional training);
- to develop youth entrepreneurship (by creating incentives for business start-ups, by allocating additional financing from the State Insurance Fund against unemployment for young start-ups; by supporting the development of micro financing and business services);
- to provide social assistance for youth (by offering preferential housing loans or the partial reimbursement of housing costs from the Youth Housing Construction Fund; by promoting a healthy way of living and creating specialized youth medical centers that would provide medical and psychological assistance as well as access to sport and fitness centers and groups);
- to encourage employers (so that they would create new jobs and employ insufficiently competitive jobless people in the labour market by paying compensations to employers in the amount of the single fee for the compulsory state social insurance) [1].

Having considered the issues and statistical data in terms of youth unemployment in Ukraine we can make a conclusion that this pressing

problem should be solved as fast as possible by applying flexible measures to develop the labour market and produce considerable economic and social impact contributing to further development and improvement of Ukraine's labour market so that, in the long run, increase employment and reduce unemployment. The latter can leave scars on the future career, earnings, health and social life of the unemployed which makes it a perspective for further studies in terms of economics, sociology and other human-oriented disciplines.

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IMAGE-MAKING IN INTERNATIONAL RELATIONS

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Kandelina K.M., Davydenko I.V. Image-making in international relations. The article considers the problem of image-making in politics and international relations. The relevance of this matter nowadays is considered, the basic terms of «image-making» are defined, the features of political image are shown, some specific techniques and methods, which are aimed at creating an image, are mentioned, the role of the mass media as a method of forming a positive image of the state and the politicians in the minds of people is indicated. Also the article focuses on the direct impact of image-making on human psychology.

Keywords: image-making, image, international relations, politics, mass media.

Канделіна К.Н., Давиденко І.В. Іміджмейкінг в міжнародних відносинах. Стаття присвячена осмисленню проблеми іміджмейкінгу в політиці та міжнародних відносинах. Розглянуто актуальність даного питання в наш час, розкриті основні поняття «іміджмейкінгу», наведені особливості політичного іміджу, згадані деякі характерні прийоми і методи, які спрямовані на створення іміджу, вказана роль засобів масової інформації як способу формування позитивного образу держави і політиків в свідомості людей. Також наголошено на прямому впливі іміджмейкінгу на психологію людини.

Ключові слова: ЗМІ, іміджмейкінг, імідж, міжнародні відносини, політика,.

Канделина К.Н., Давыденко И.В. Имиджмейкинг в международных отношениях. Статья посвящена осмыслению проблемы имиджмейкинга в политике и международных отношениях. Рассмотрена актуальность данного вопроса в наше время, раскрыты основные понятия «имиджмейкинга», приведены особенности политического имиджа, упомянуты некоторые характерные приемы и методы, которые направлены на создание имиджа, указана роль средств массовой информации как способа формирования положительного образа государства и политиков в сознании людей. Также сделан акцент на прямом воздействии имиджмейкинга на психологию человека.

Ключевые слова: имиджмейкинг, имидж, международные отношения, политика, СМИ.

The subject of “image-making” is becoming more and more relevant nowadays. Many authors have conducted their researches on “image-making” phenomenon in all kind of ways, some of them are still studying this phenomenon, however image, which is created by specialists (i.e. – image-

makers), continues influencing people tremendously and forces them to perceive an object the way it was planned.

Image-making is used almost everywhere: it is used not only in different business branches (for promotion and sale of goods and services), but also in other spheres. The interrelated spheres of policy and international relations are especially noteworthy among others. Today people give their priority not to real people, but to well-and-successfully-created images.

Choosing the president, deputies and other government representatives is becoming more formalistic, in fact – people choose successful results of modern image-makers' activity. People's psychology plays an extremely important role in perception of images, that is why we increasingly find psychologists and sociologists (i.e. – specialists, who are aware of people's behavior and perception features, and who know how to manipulate people's consciousness) among assistants and consultants of modern politicians.

Consequently, it is necessary to keep in mind that visible things are not always true.

In conditions of global political, economy, social and cultural transformations the process of the formation of an attractive country or government image steps forward in internal as well as in external policy of any government.

The political image is the main communication unit which provides communication between the agents in the political market. The image is usually called as purposefully created vision of a political product which is directed to its positioning and providing sustainable presence in the information space. It gives an opportunity to differentiate image as a result of deliberate and artificial constructing of identity of a product and real nature, which emerges on the political market and depends on the dynamics of the internal state of people, combination with other images and also impact of many other factors influencing the perception of any political information [1].

In psychology the image is understood as «an emotionally colored vision of someone or something, which prevails in the mass consciousness and has the nature of a stereotype» and it has two following features:

1. The formation of image occurs spontaneously, but it is more often the result of the work of specialists.
2. The image reflects the social expectations of the specific group of people [2].

Political image is distinctive in its stereotyped nature, therefore, it should not contain many features or parameters, it also should not be complex and multifaceted. It should be simple, picturesque, comprehensible and it has to

correspond with a positive image of political actors which prevails among the majority of the population.

Political image implies a precise presentation of social expectations that are formulated in line with the request claimed by society. This is usually done through the process of socio-psychological research and surveys which are related to the definition of «core values.» In this regard, the political image is a construct that is formulated under the influence of social expectations. Consequently, it is necessary to conduct socio-psychological monitoring of the «psychological space» (likes, dislikes, expectations, fears, ideals) of the city, region, country regularly [2].

Creating an image is always connected to the use of certain methods and technologies. Some of them are designed to provide the entire life cycle of existence of the image on the political arena, others are short term in nature and are used in the maneuvers or tactical and situational actions.

In particular, to create a positive perception of a politician specialists, first of all, try to make the target audience have the widest ideological stereotypes with a given ideological and semantic components or to achieve the effect of the communicational resonance, which increases the efficiency of the initial messages.

When creating the image, the techniques of awakening of the human imagination are widely used. In order to do this, political technologists constantly apply the mechanism of «completing» the image, which is based on people's guessing a politician's qualities. And the more such provocative imagination, which attributes non-existent features to a person, the better it will be. Specialists perfectly know the «halo effect», which implies an extrapolation of some positive qualities of the subject to all its properties and other spheres of application of its forces.

Thus, the offered and reasonable competence in the economy people are generally inclined to distribute to other areas of activity: policy, management, family life and so on. People, who are inexperienced in politics, often make logical mistakes. If a person, according to one scale, is estimated high (for example, vitality is attributed to this person), then according to other scales positive features (e.g. youth, determination, etc.) will surely be attributed to him.

However, these and other universal technologies of the creating image are used only within a particular political process, most frequently – in conditions of the electoral process. Not only new images of politicians are created, but also existing images are «tested on durability», ideas and projects of different teams face one another.

The most common tasks of creating an image within the electoral process may include coding «a message» for voters, i.e. the creating a certain idea or “magical” messages, which forms the general attitude towards a politician or a party; a program of the competition, which implies the identification of such features or points of the program that differ from competitors’ programs [1].

Mass-media is one of the means of forming the image of the state and politicians in the minds of citizens. Furthermore, contemporary mass media – newspapers, magazines, radio, television, and in recent years the World Wide Web are by far the most powerful channels of political communication and, consequently, in one way or another, manipulation. They are the most important factor affecting the domestic and foreign policy, as well as the public consciousness of individuals, because they regularly and promptly provide the most significant information to a wide audience. In other words, the role of the media in the process of creating the collective identity of citizens of a certain state is undeniable [3].

The image of the state exists in the minds of individuals as interconnected, consistent flow of information, which programs an imagery and emotional reaction. It is based on subjective opinions, which, in their turn, depend on the adequacy and comprehensiveness of awareness. Basically, the image of the state, which exists within the mass consciousness, is a synthesis of two major components:

- the ideal image of the state, existing in the mass consciousness, and
- the actual features of the state, and it occupies an intermediate position between the real situation and the emotional, psychological expectations of the target audience.

The country’s image is a phenomenon, which has a special social importance in the life of society and it is gradually becoming an essential component of the successful functioning of the state in the world.

International experience confirms the high efficiency of the mass media in building the country’s image. The suggestion of the word, with the help of verbal influence, is crucial in creating the image of the country. That is why the media texts are the main tool of information manipulation in establishing the country’s image or the image of politicians [4].

In general, we may definitely say that image-making is extremely complicated, time-consuming, cost-intensive and even dangerous phenomenon of our time. Due to the complexity and effectiveness of various methods, techniques and tricks, the experts have an opportunity to influence and affect the consciousness of the people, thereby contaminating it.

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THE ROLE OF FRANCHISING IN TOURISM INDUSTRY

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Karahozian E.A., Saprun I.R. The Role of Franchising in Tourism Industry. The article is devoted to the definition of franchising and to its impact on the tourism industry in general. The author of the article aims to define the concept of «franchising», to highlight its advantages, to tell about the existing types of franchising in the world, as well as to trace down the trends of its development. The subject of research is the mechanism of functioning of the franchise companies in the world as nowadays studying of franchising is one of the topical issues of the world economy.

Keywords: franchising, franchisee, small-scale business, tourism, tourism industry.

Карагёзьян Е.А., Сапрун І.Р. Роль франчайзингу в туристичній індустрії. Стаття присвячена визначенню франчайзингу та його впливу на туристичну індустрію в цілому. Автор статті ставить за мету визначити поняття «франчайзинг», висвітлити його переваги, розповісти про існуючі типи франчайзингу у світі, а також простежити тенденції його розвитку. Предметом дослідження є механізм функціонування франчайзингових компаній в світі. В даний час вивчення франчайзингу є одним з актуальних питань світової економіки.

Ключові слова: малий бізнес, туризм, туристична індустрія, франчайзинг, франшиза.

Карагёзьян Э.А., Сапрун И.Р. Роль франчайзинга в туристической индустрии. Статья посвящена определению франчайзинга и его влиянию на туристическую индустрию в целом. Автор статьи ставит своей целью определить понятие «франчайзинг», осветить его преимущества, рассказать о существующих типах

франчайзинга в мире, а также проследить тенденции его развития. Предметом исследования является механизм функционирования франчайзинговых компаний в мире. В настоящее время изучение франчайзинга является одним из актуальных вопросов мировой экономики.

Ключевые слова: малый бизнес, туризм, туристическая индустрия, франчайзинг, франшиза.

Franchising is a new phenomenon in the world's economy, although it has developed quite rapidly. Franchising ensures the growth of national economy and increases the role of small-scale business. Franchisors are all around us. Perhaps the most famous and one of the most valuable franchises in the world is McDonald's. However, franchises are not limited to fast-food chains and include hotels, car rental companies, cleaning services, health clubs, retail stores and so on.

The subject of the research is the mechanism of functioning of franchise companies in the modern world. Nowadays studying of franchising is one of the topical issues of the world economy. To start your own business is not an easy task these days. That is why franchising is becoming so attractive as the way of business development, which allows to do business successfully with minimal risk.

According to International Franchise Association (IFA), franchising can be defined as a business transaction, in which the franchisor gives license to the franchisee to carry on business under his control. But the franchisee has to pay fixed amount of money for it. The franchisor is one that sells franchise (license), the franchisee is one that buys it.

It is important to know that franchising has changed paces of development for the better in the majority of companies all over the world. At first it was the USA, then other countries of the world.

Nowadays, the international franchising market is growing and is considered to be very perspective all over the world. Franchisees have made 13 % of the Gross Domestic Product (GDP) in 80 countries. Currently, there are 18500 franchisors and 2,5 million franchisees in the world. We cannot ignore the fact that franchising is used in almost all fields of business. Namely, according to «Randata Corporation», franchising is the most prevalent in such spheres as fast-food – about 20 % of the global total amount of franchisees, retail trade (including food) – 15 %, human services (including sport and tourism) – about 12 %, road transport and service – 8 % and construction – 7 %. It is interesting to single out that the leaders of franchising business are the USA, Canada, Korea, Japan, Australia, also there are European countries among the leaders, such as Germany, France and Great Britain.

The franchisee signs an agreement under which it is necessary to sell goods or services on pre-established rules such as price and conditions of the head company. If the franchisee observes the rules, respects image and reputation of the head company, then the franchisee will get the permission to use this brand and earn money with the help of it. Each phenomenon has its positive and negative sides. Speaking about Franchising the following pros can be pointed out:

1) Franchising provides more efficient mechanism for selection of retail outlet's managers, in comparison with generally accepted wage labor system.

2) Franchising offers effective mechanism to attract human and financial resources for company's rapid growth.

3) Franchising ensures cost-effective economic model, generating good financial income at relatively low level of risk. Nevertheless, we have to consider this issue from another side. Researchers point out four main drawbacks of franchising. Since it is based on writing agreement between independent companies, there can be a potential conflict between the goals of the franchisor and the franchisee. Sometimes these disputes can have even legal nature and be solved with the help of the arbitration court. Besides that, there are also some problems with the costs of doing franchising business. For example, the costs for different franchisees can be different because of various types of managing.

According to statistics, some franchisees experience a lack of control from their franchisors. Franchisors do not give due information to franchisees. Because of the lack of experience, franchisees go out of business. Finally, under certain circumstances franchising chains bring lower financial profit than outlet's profit of the head company.

It seems to be important to point out 3 types of franchising: productive franchising, trading and servicing franchising.

1) *Productive franchising*. It regards production of goods, as well as selling patents, technical know-how and trade logos. Productive franchising allows organizing process in the most efficient way. It should be noted that productive franchising makes industrial premises more profitable areas. Franchisor can be a producer of raw materials or even holder of patent rights. He can be not directly engaged in production of goods.

2) *Trading franchising*. This type of franchising is directly with the sale of goods. We have to consider two options of this franchising. The first option involves the sale of products by franchisees who specialize in retail sales. It is important to have contact with the consumer directly. The franchisor supplies

goods to the franchisee through a third person (distributor, sales representative, etc.). This makes possible not only to increase sales for company, but also to sell their product in far-distant areas at the lowest costs. The second option involves the sale of goods organization not directly engaged in production of goods, but they are capable to do it, owing to, long-term business relationship with suppliers. In this case, the franchisor will purchase goods from different suppliers and sell them to franchisees. The franchisee will do retail sales.

3) *Servicing franchising*. The main goal for this franchisor is to teach the franchisee to use his technology. It depends on the type of activity.

Before the acquisition of the franchise entrepreneurs should make a thorough job of selecting a franchise in the following order:

- conducting self-awareness;
- choice of goods or services;
- search for potential candidates for the granting of a franchise;
- checklist analysis;
- receive full information about the activities;
- the hiring of a lawyer;
- compare franchises and select the best of them.

The duties of the right holder are the following ones:

- the transfer of technical and commercial documents and other information;
- user and its employees training, the issuance (sending) and the registration of the license;
- providing continuous technical and advisory assistance (training and development);
- monitoring the quality of goods (works, services).

Summing up, the franchising system is mutually beneficial for both sides for several reasons. For the franchisor, firstly, it is an effective way to grow, it does not require investment funds. Another advantage of franchise sales network is a big motivation for small enterprises for business development, as the head of a small business – not an employee, but the owner. The work in the network company is considered to be a guarantee of «survival» of the business. According to statistics, among the independent companies only 15% survive the first five years, whereas franchised small businesses develop successfully every 7 out of 8 companies.

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**CONFLIT ETHNOLOGIQUE
ET RELIGIEUX À L'ÉTAT D'ARAKAN, MYANMAR:
ÉTAT DE LA NATIONALITÉ ROHINDZHA**

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Karpichenkova M.M., Bezvesilna N.T. The ethno-religious conflict of the Arakan State, Myanmar: the status of the Rohingya ethnic group. The article is devoted to the problem of the conflict of religious and national nature in the west of the Republic of the Union Myanmar, namely the position of national and religious minority of Rohingya people, in the historical perspective and at a present stage of international relations between Buddhists and Muslims in The Arakan State.

Keywords: Arakan State (Rakhine), Buddhists, Burmese nationalists, ethnic and religious conflict, Muslims, Myanmar, Rohingya people.

Карпиченкова М.М., Безвесільна Н.Т. Етно-релігійний конфлікт штату Аракан, М'янма: питання про статус народності рохінджа. У статті розглянута проблема конфлікту релігійного та національного характеру на заході Республіки Союз М'янма, а саме становище національної та релігійної меншості рохінджа, в історичній ретроспективі та на сучасному етапі міжнаціональних відносин між буддистами та мусульманами штату Аракан.

Ключові слова: бірманські націоналісти, буддисти, етно-релігійний конфлікт, мусульмани, М'янма, рохінджа, штат Аракан (Ракхайн).

Карпиченкова М.М., Безвесильная Н.Т. Этно-религиозный конфликт штата Аракан, Мьянма: вопрос о статусе народности рохинджа. В статье рассматривается проблема конфликта религиозного и национального характера на западе Республики Союз Мьянма, а именно положение национального и религиозного меньшинства рохинджа, в исторической ретроспективе

и на современном этапе межнациональных отношений между буддистами и мусульманами штата Аракан.

Ключевые слова: бирманские националисты, буддисты, Мьянма, мусульмане, рохинджа, штат Аракан, этно-религиозный конфликт.

Dans l'article présenté il s'agit de la question du statu quo de la nationalité rohindzha, qui vit à l'ouest de l'Etat du Myanmar.

Rohindzhas ou rohingyas ce sont les bengalis ethniques qui vivent sur le territoire de l'Etat d'Arakan (un autre nom c'est Rakhine) de l'époque de l'Inde Britannique, quand le Myanmar faisait sa partie [4, c. 7]. Le nombre des rohindzhas compte environ 3 millions d'habitants et d'après les données de l'ONU cette nationalité est une des plus persécutée de nos jours. Au XV–XVII-èmes siècles Arakan était un Etat indépendant, dont la religion était bouddisme, mais où vivaient aussi de nombreuses communautés musulmanes. Après la première guerre des milliers de paysans de l'Inde Britannique ont commencé à immigrer en Arakan. Avant tout c'étaient des Bengalis ethniques parmi lesquels il y avait beaucoup de musulmans. Les immigrants indiens travaillaient aux rizières en Arakan, ils s'habituèrent peu à peu dans un nouveau lieu et devenaient un groupe isolé de nationalité d'Arakan nommé plus tard rohindzha.

On n'attribue pas de l'importance à la question du règlement du problème de la nationalité musulmane rohindzha à la communauté internationale à tel point que, par exemple, au problème de la migration des habitants de l'Afrique et du Proche-Orient en Europe, mais il faut remarquer que cette question-là a un caractère de longue durée.

Pour la première fois ce problème a été soulevé dans la presse orientale dont la mission principale a été la critique du régime militaire du Myanmar à cause des empiètements nombreux des droits de l'homme et à cause de la politique d'isolement. Car le conflit avait un prétexte religieux puisque il s'est déroulé entre les musulmans et les bouddhistes, c'étaient les médias des pays musulmans qui ont commencé à parler des rohindzhas. Aussi les collisions des intérêts des rohindzhas et des nationalistes birmanes et la population autochtones ont joué leur rôle.

En étudiant le problème des rohindzhas il faut noter qu'ils composent un des groupes de la nationalité musulmane du Myanmar et sont bien déposés avec tolérance envers les autres « vieux » musulmans (il s'agit des groupes «kaman», «mijejdu» et les «vieux» bengalis qui se sont adaptés aux conditions du voisinage avec les bouddhistes et ont partiellement imité leurs coutumes).

Les nouveaux émigrés bengalis qui n'ont aucun rapport à la catégorie ci-dessus indiquée portent le nom rohindzhas.

Les nombreux conflits fondés à cause des contradictions économiques mais adoptant vite les formes de l'opposition religieuse éclataient régulièrement entre rohindzhas et les habitants d'Arakan.

En 1942 pendant l'occupation japonaise de l'Union de Myanmar une grande collision a eu lieu qui a coûté quelques mille vies des rohindzhas et vingt mille vies des habitants d'Arakan. En 1947 les rohindzhas ont aussi fait des armements quand dans tout le pays de Birmanie a commencé la formation des armées de partisans des minorités nationales qui luttait pour le droit de disposer d'elles-mêmes. [2, c. 154]. L'Arakan du Nord est devenu l'épicentre du mouvement des moudjahids qui ont envoyé leurs délégués à Karachi, pour solliciter d'incorporer le territoire de l'Arakan du Nord comme une partie du pays unique du Pakistan qui vient de se déclarer à cause de la division de l'Inde Britannique et qui se composait alors de deux parties c'est-à-dire du Pakistan Occidental (Pakistan actuel) et du Pakistan Oriental (Bangladesh actuel). L'Arakan du Nord faisait des projets du rattachement au Pakistan Oriental mais le pouvoir du Pakistan ne l'a pas fait et dès le début des années 1950 l'intervention des rohindzhas a été étouffée. Tout de même l'état d'esprit séparatiste continuait à y rester et acquérait le caractère politique et religieux. Il y avait des organisations de l'orientation politique et religieuse : L'Organisation d'Arakan nationale rohindzha et l'Organisation de la solidarité rohindzha [5, c. 100].

A son tour le pouvoir birman a répondu par les sanctions sévères et a fait évacuer la donnée nationalité de l'Etat d'Arakan. Les rohindzhas ont été déclarés les immigrants illégaux du Bangladesh et en conséquence ils devaient être déportés. Il y a un fait de la migration des bengalis du Bangladesh, mais ce pays a la population beaucoup plus grande que celle-là en Russie, par exemple, et en même il a son territoire beaucoup plus petit que le pays susmentionné, il ne faut pas appliquer cette pratique envers tous les rohindzhas

Aujourd'hui à l'Union de Myanmar vivent plus d'un million de rohindzhas [1, c. 11]. Les bouddhistes birmans ont peur que les rohindzhas qui se font remarquer leur haute natalité augmentent de plus en plus leur nombre et cela deviendra enfin la cause de l'arrachement de l'Arakan. Outre cela les rohindzhas ne s'assimilent, n'acceptent pas la culture birmane, ne suivent pas les règles de la conduite admise dans la communauté birmane. Tout cela épouvante et repousse les birmans y compris ceux qui ne sont pas nationalistes et sont bien disposés envers les autres peuples du Myanmar.

On peut dire qu' à l'époque des années 1960-1980 le gouvernement du pays a initié lui-même le problème des rohindzhas avec leurs nombreux conflits, que l'on observe aujourd'hui.

En 1989 en Birmanie ont été introduites des cartes pour le contrôle des citoyens. Les citoyens à part entière ont obtenu les cartes roses, les citoyens associés ont reçu les cartes bleues, les citoyens naturalisés ont eu les cartes vertes, mais les rohindzhas n'ont reçu aucune carte, qui indiquait que les autorités ne reconnaissaient pas les rohindzhas comme la partie de la population du pays.

En 1995 sous la pression de l'Office du Haut Commissariat des Nations Unies pour les réfugiés les rohindzhas ont obtenu les cartes temporaires blanches qui ne pourraient pas être un motif pour recevoir la citoyenneté, et où n'a pas été indiqué le lieu de naissance du titulaire de telle carte. Outre cela chaque famille devait avoir une liste familiale indiquant la date de naissance des membres de la famille.

Dans beaucoup d'aspects les rohindzhas sont limités dans leurs droits. Pour les rohindzhas est interdit la circulation non seulement au Myanmar, mais aussi sur le territoire de l'Arakan du Nord. Même pour se déplacer entre les colonies natives les rohindzhas doivent recevoir des permis spéciaux. En l'an 2001 en réponse de la détérioration de la stabilité politique à l'Etat d'Arakan les autorités ont interdit l'entrée des rohindzhas dans la capitale de l'Etat d'Arakan Sittwe

En l'an 2011 sous la pression des pays occidentaux et les partisans des réformes dans la direction du pays ont commencé des transformations à grande échelle orientées à la démocratisation du régime en place, la situation des rohindzhas s'est ébruitée. Le problème du conflit interethnique à l'ouest du Myanmar est devenu connu.

La vague suivante de conflit a commencé en mai 2012 après le viol et puis le meurtre d'une femme de 26 ans nommée Thida Htwe par les trois jeunes rohindzhas. L'apogée a été en automne de la même année. A ce temps-là neuf villages musulmans ont été détruits et brûlés, dans le village Yan Tay 70 rohindzhas ont été tués, parmi lesquels il y avait 28 enfants à l'âge de 5-13 ans. D'après les certains témoignages c'étaient des soldats qui aidaient les nationalistes de faire des massacres.

Lorsque la situation des rohindzhas au Myanmar est devenue connue aux médias occidentaux et moen-orientaux ils ont commencé une vraie campagne pour la défense de cette minorité nationale.

La situation à l'Etat d'Arakan a favorisé d'adopter une nouvelle loi sur la population au Myanmar en l'an 2015. Cette loi doit surveiller la situation socio-

démographique dans le pays.. L'essence de cette loi est en ce que l'Etat reçoit la possibilité de contrôler la natalité dans certaines régions du pays, en particulier pour établir le contrôle sur celle des rohindzhas. Les autorités birmanes craignent que les rohindzhas soient une très grande partie de la population et cela deviendra la cause de la perte de l'identité nationale et religieuse dans le pays. Le gouvernement du Myanmar étudie aussi le bouddisme comme la principale base de l'identité nationale. Voilà pourquoi il est du côté des nationalistes birmans. Les structures de gouvernement se sont opposées à la discrimination sur une base nationale, surtout dès l'année 2011, après les réformes qui ont commencé, mais en fait ils soutiennent vigoureusement le mouvement des populations autochtones de l'Arakan. Les démocrates ont exprimé leur appui de la nationalité donnée, mais le leader politique de la ligue pour la démocratie et le lauréat du prix Nobel Aung San Sun Kyi n'a rien dit pour la défense des rohindzhas.

L'administration du Myanmar fait savoir qu'une telle grande majorité des immigrants bangladais comme les rohindzhas ne doit pas vivre sur le territoire du pays. Les voisins les plus proches du Myanmar – Thaïlande, Indonésie, Malaisie – n'ont pas non plus de pareil désir. Les services de frontière de ces pays font partir le plus souvent en arrière les rohindzhas qui essaient de venir en bateaux du Myanmar. En fait les obligeant de dériver à la mère, puisque aucun des pays n'est pas prêt à les accueillir. En mai 2015 sous la pression des Etats-Unis et de l'Union européenne la Malaisie et l'Indonésie ont permis à quelques mille rohindzhas d'accoster le bord et ont organisé pour eux les camps temporaires sur leur territoire. Tout de même la Thaïlande continue à refuser le refuge et le Myanmar ne veut pas accueillir les rohindzhas partis clandestinement, en les croyant les résidents du Bangladesh [1, c. 223].

En janvier de cette année les autorités du Myanmar ont demandé à la communauté internationale de donner au gouvernement le temps de résoudre la crise qui a surgi à l'Etat d'Arakan. Il faut noter que la situation s'est détériorée en octobre 2016 lorsque les trois postes de police au Myanmar ont été attaqués par des assaillants inconnus et neuf policiers ont été tués [6]. Après cet incident dans l'Etat de frontière de Rakhine ont été introduits des troupes militaires. Les résidents de l'Etat de Rakhine, où vivent les musulmans rohindzhas, accusent les militaires de meurtre, de viol, de l'arrestation des civils, de la mise en feu aux villages dans la partie nord-ouest de l'Etat. Le gouvernement du Myanmar dirigé par Aung San Sun Kyi, qui est lauréat du prix de paix Nobel, nie les accusations et insiste sur le fait que dans l'Etat de

Rakhine se réalise l'opération militaire contre les bandes de guerriers qui ont attaqué les forces de sécurité du Myanmar [7].

On peut dire que que si l'incident de l'introduction des troupes militaires et des troubles surgis en raison de cela ne s'apaisent pas, le conflit menace de dégénérer en une guerre civile entre la majorité bouddiste et la minorité musulmane du pays.

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POSTHUMOUS ORGAN DONATION: PRINCIPLES OF ORGAN REMOVAL

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Karpichenkova M.M., Karpusenko M.V. Posthumous organ donation: principles of organ removal. The article is devoted to general issues of posthumous organ donation. The aim of the article is to make the reader familiar with three main principles of organ removal, used in different states in the world. The article discusses the issues of presumption of consent, presumption of disagreement and principle of routine sampling, their advantages and disadvantages and their usage nowadays.

Keywords: organ transplantation, organ removal, posthumous organ donation, presumption of consent, presumption of disagreement, principles of organ removal, principle of routine sampling.

Карпиченкова М.М., Карпусенко М.В. Посмертне донорство: принципи вилучення органів. Стаття присвячена основним питанням посмертного донорства. Метою статті є ознайомити читача з трьома головними принципами вилучення органів, які використовуються у різних країнах світу. У статті обговорюється питання щодо таких принципів, як презумпція згоди, презумпція відмови та принцип рутинного вилучення, а також їх використання у сучасному світі.

Ключові слова: вилучення органів, посмертне донорство, презумпція відмови, презумпція згоди, принцип рутинного вилучення, трансплантація органів.

Карпиченкова М.М., Карпусенко М.В. Посмертное донорство: принципы изъятия органов. Стаття посвящена основным вопросам посмертного донорства. Целью статьи является ознакомить читателя с тремя главными принципами изъятия органов, используемых в различных странах мира. В статье обсуждается вопрос о таких принципах, как презумпция согласия, презумпция несогласия и принцип рутинного забора, а также их использование в современном мире.

Ключевые слова: изъятие органов, посмертное донорство, презумпция отказа, презумпция согласия, принцип рутинного изъятия, трансплантация органов.

Human life and health are the highest values in the world. Medicine is constantly evolving and seeking new ways and treatment which help fight many diseases. Transplantation today is one of the most high-tech, and rapidly developing modern medical technology, which contributes to this article's relevance. Organ transplantation helps to save the lives of terminally ill patients; thereby thousands of people who had previously been destined to die or become disabled were saved.

Transplantation, under the comprehensive development of medicine, is widely used, but the solutions on many of the issues in this area have not been found yet. The goal of the article is to discuss possible reasons for the absence of such solutions. If the technical aspects of transplantation already do not cause great difficulties, some legal aspects have remained problematic up till now. The main problem of any transplantation refers to the removal of organs. Consideration of the removal of organs and the ways of their legal regulation relates to one of the most important matters of modern healthcare legislation. As soon as the human rights to life and health were officially declared, the states' activities have been aimed at their protection. Therefore every state for the purpose of protection of such rights as life, health and freedom of will develops its own legal mechanism based on principle of legal regulation of

transplantation procedure. These include the principle of routine sampling, the principle of the presumption of consent and the principle of the presumption of disagreement, which are considered below.

Transplantation is a replacement of damaged or missing tissues or organs with people's own tissues or tissues and organs taken from another organism.

It should also be noted that the transplanted tissues and organs can be taken from the donor, i.e. human beings, at their voluntary consent (donor transplant) or from the corpse (both in terms of the maintenance of viable tissues or non-living tissues subjected to a special conservation).

Currently the main source of organs and tissues for transplantation is a corpse donation. One of the controversial issues is the problem of the way in which the will of the donor during the post-mortem is taken into account most. It is necessary to look at the problem not only on behalf of the patient (recipient), but also on behalf of the deceased, whose organs is removed (the donor).

There are three types of legal regulation of the organ removal from a dead person: it is the principle of routine sampling, the principle of the presumption of consent and the principle of the presumption of disagreement [1, p. 103].

The essence of the principle of routine sampling is that the body after death in accordance with this principle becomes state property. This means that the decision about organ removal is based in this case on the interests and needs of the state. This model was implemented in the Soviet health care system in 1937 and remained in place until 1992. Routine removal has lost its legitimacy in modern society; therefore it is more correct to say that there are two main principles: the principle of the presumption of consent and the principle of the presumption of disagreement [4, p. 480].

However, the international community still can come across such a principle in practice. It is known, that China unofficially had pursued this policy towards prisoners sentenced to death up to 2013. The same actions were done towards followers of the spiritual practice of Falun Gong [3]. A session of the European Parliament noted that the first reports in the world press and the first evidence of mass organ harvesting in China for the purpose of sale appeared in 2006. Independent investigations conducted by human rights organizations of several countries show that China has a common practice of organ extraction from living people – inmates of labor camps. The session of the European Parliament on December 12, 2013 adopted a resolution against forced removal of organs from living prisoners of conscience in China. Moreover, the Hangzhou resolution was promulgated ahead of the 2013 China National Transplantation Congress on 31 October 2013 and was presented on 2 November 2013. The resolution

vows for the cessation of the harvesting of organs from executed prisoners. Nevertheless while not all transplantation facilities have adopted the resolution, a campaign to eradicate inmate organ harvesting is underway.

Another principle is the principle of the presumption of consent.

Presumption of consent operates in Russia, Austria, Belgium, Spain, England, the Czech Republic, Belarus, the United Kingdom, Hungary and several other countries.

Presumption of consent means that every citizen initially agrees that their organs after death would be used for transplanting to other people, i. e. if at the time of death of a person doctors will not have a document expressing disagreement that the patient signed or such expression will not be made on behalf of their relatives, organs can be removed [1, p. 102]. The absence of the expressed refusal is interpreted according to this principle as consent.

The most important condition for the realization of human rights according to that principle is the full awareness of the essence of this right and of the mechanisms of fixation of their refusals. Violation of this principle is incomplete awareness of individuals that can be seen in such a country as Russia. The vast majority are not familiar with the mechanism of intravital registration of refusal, which is explained in the Ministry of Health's departmental instruction, which is a significant violation of the rights of citizens. This model is actually violating the principle of voluntary informed consent and does not create conditions for compliance with the individual's right to determine the fate of their physical body. Under this principle, there is a risk of criminalization of this branch of medicine.

To prevent this, for example, in Germany, potential donors are informed in schools and in the USA there is practice of providing «personal cards» to people who have expressed their voluntary consent to fence their organs or tissues [1, p. 102].

The positive side of «presumption of consent» is that this principle forms the source of more organs for transplantation.

Presumption of disagreement operates in the USA, Canada, Germany, France, Portugal, Holland, Ukraine and in fact operates in Poland.

In accordance with the presumption of disagreement it is assumed that each person in advance does not agree with the fact that their organs will be transplanted to another person. Organs can be removed only in the case of intravital consent of the person or their family's consent after the person's death. Depending on whether the family members have the right to make a decision, there are two variants of the principle of «presumption of

disagreement»: the principle of a narrow consent, the principle of the extended consent.

The principle of a narrow consent takes into consideration only the potential donor's opinion. The will of the relatives is not taken into account.

The expanded agreement takes into account not only the will of the donor during his lifetime, but also relatives of the donor after his death. The last option is the most common in Europe. The disadvantages of this model include the potential reduction in the number of organs for transplantation, through more complicated procedures for obtaining consent in comparison with the presumed consent model.

Within principle of presumption of disagreement one more principle can be named. Principle of the information model means that relatives should not immediately take a decision on the removal of organs. After informing them about the possibility of transplantation (removal) of organs, they may within the specified time express their agreement or disagreement. In the conversation with relatives the point is that if within a specified period disagreement is not expressed, the transplantation is executed [1,p.102]. But the danger of the information model is that the will of the family will be given more attention than the possible consent of the potential donor. And a person that did not have relatives will not be able to become a donor. The same situation could happen if the procedure of searching the donor's relatives takes too much time [2, p. 68].

Transplant problems, like the fight against organized crime, drug trafficking and terrorism, go beyond one state. Transplantation becomes a sphere of international cooperation and causes interest on the part of international organizations like WMA, WHO, UN, EU etc.

Taking their activities into consideration we can outline the main principles every state should submit to. They state that the human organ may be removed from the body of the deceased, if consent was previously given and prescribed by law, and there is no reason to believe that during their life the person disagreed to become a donor. The human organ must be removed, mainly, from a corpse (only a member of a family may be an alive donor). The human body and its parts cannot be the object of sale and cannot be used in commercial purposes [5, p. 162].

However, legislation on transplantation in the world is not perfect, and innovative medical approaches to the treatment of patients do not allow it to stand still. Legislation on transplantation needs to be constantly improved and the most problematic issues should be adjusted, both at the international and national levels.

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REGULATION OF THE INTERNATIONAL MIGRATION

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Khrapunenko M.M., Davydenko I.V. Regulation of the International Migration.

The article covers the current position and international migration level of development in the global economy, defines the methods of it's regulation among the countries and analyzes the position of Ukraine on the field of international migration.

Keywords: economy, government, migration, migration policy, regulating measures, Ukraine.

Храпуненко М.М., Давиденко І.В. Регулювання Міжнародної Міграції. Стаття охоплює місце та рівень розвитку міжнародної міграції у глобальній економіці, виявляє методи її регулювання серед країн та аналізує позицію України у сфері міжнародної міграції.

Ключові слова: економіка, міграція, міграційна політика, регулятивні способи, Україна, уряд.

Храпуненко М.Н., Давыденко И.В. Регулирование Международной Миграции. Статья охватывает место и уровень развития международной миграции в глобальной экономике, выявляет методы ее регулирования среди стран и анализирует позицию Украины в области международной миграции.

Ключевые слова: миграция, миграционная политика, правительство, регулятивные способы, Украина, экономика.

The object of the article is the activity of the state on the field of international migration regulating. The purpose of the article is to define and analyze the methods of modification and implementation of migration policy.

In the beginning of XXI century with the influence of globalization we are witnessing a noticeable transformation of the migration processes, which are obtaining new features as well as strengthening their influence on political, socioeconomic and spiritual spheres of the society [1].

Migration has always been a predetermining law and governance system of the country, directly influencing the processes of it's creation, transformation and destruction. Mass people movement naturally has been followed by the broadening, reducing and rebuilding of political areas as well as state interest spheres.

International migration and globalization appear to be tightly intertwined phenomena. Globalization is characterized by establishing solid economic, informational, political, cultural and other intercourses between states, and that particular intercourses are becoming the defining component of their future development. The important form of these connections is migration flows, i.e. transnational movement of people, which is caused by objective inequality of the world economic development, inequality of economic conditions and opportunities in different countries, varied degree of their involvement in modernization and globalization processes, requirements of global job market [4]. Migration objectively has turned into the structural element of global economy by adding a new form to the existing interdependence of states – migration form [2].

Migration processes is a social phenomenon, which in many cases defines the situation in the state as well as the situation in the global society. Today, migration is one of the most vibrant problems not only in the social, but also in the economic and political spheres of life. In the last decade we were observing a prominent reactivation of migration processes due to socioeconomic and political crises in the functioning of many countries of the world.

The complexity of this occurrence often leads to the tension and contradiction between the state's interests and the rights of an individual, nation or ethnic group.

According to the International Labor Organization data, around 1/3 of the world migrants are falling out of the state control [5]. That is why at the moment the international society has goals referring to the regulation of migration processes [1].

In order to broaden the understanding of the whole international migration concept we should define and analyze determinative factors of migration, among which the major one's are: age, family circumstances, education, distance, rate of unemployment in the country, immigration quotas, political or other repressions [3].

Researchers, when studying the processes of international migration, have come to a conclusion that the main factor, which defines the tendency of migration is the wish to get a higher remuneration of labor and also age. The inverse relations can be traced between the people's age and migration tendency. The equally important factor of migration is family circumstances. Unmarried people are more prone to migration than married one; parental status also reduces the migration tendency. The third important factor is the level of education. The higher the level of education is, the stronger the possibility of person's migration is. The fourth defining factor is the distance to the recipient country. The final, not less important factor is the rate of unemployment in the country, what is especially acute for underdeveloped countries [4].

In the modern migration the two aspects can be studied. On the one hand, it can be noted, that people, commodity, capital, information and service shift with increasing speed and easiness. This leads to changes in countries' models of economic development [2]. The country, which exports the labor force, can reduce the rate of unemployment and increase the capital flows from abroad. But on the other hand, outflow of highly-qualified labor force can lead to decrease in the country's technological potential, its cultural and scientific level. Also, in the last ten years, as a result of globalization processes, many countries have faced quantitatively and qualitatively rising migration pressure. These factors determine a necessity of forming a migration policy in the countries, receiving the immigrants [4].

Migration policy is a system of means, using which the state regulates migration flows to reach the targets corresponding to the society development interests. When building a policy, the country should follow the generally accepted international approaches: the right of free movement and choice of residence, the right of leaving any country, including own, the right of citizenship, the right of political asylum, etc. [4].

Today's, migration situation is defined by the most developed countries: the USA, Canada, Australia, the majority of the EU members (Italy, Germany, Poland, Portugal, etc.) and also Middle Eastern countries, due to the large oil sources (Bahrain, UAE, Qatar, Saudi Arabia). As a result of tough experience, countries are implementing a multimodal approach to migration control more

often. The essence of such a method lies in combining more advanced border management and strict measures of punishment with a wide range of possibilities for migrants to immigrate legally.

This is a special field of social policy, called a regulation of migration processes which is carried out through a system of law, administrative and economic methods (predictive modeling, planning, financial incentives, investments and credit activities) [3].

According to the listed methods of regulating the government of the recipient-country can use the following instruments in the migration sphere:

- Laws and regulatory acts. The migration processes regulation involves forming, modifying and realization of national legislation; legalization of countries citizens employment abroad;
- Social policy. Creation of broad and appealing job market, increase in motivation of legal employment, creation of adaptation system for migrants;
- External activity. Concluding international contracts as for migrants employment;
- Customs policy. Requires the customs control establishment and regulation of flows of goods;
- Investment policy. Creation of investment climate, development of self-employment programs;
- Innovation and scientific policy. Stimulating innovation projects development and implementation of professional development programs;
- Regional policy. Development and realization of regional migration programs based on socio-economic specific;
- Information policy. Creation of information centers, providing services for migrants [4].

As experience shows, the most important aspect when studying the migration processes is the realization of the various forms of dynamics in each country.

One of the key moments of new migration policy in Western countries is the development of educational migration. It is economically advantageous as it brings foreign investments to the national educational system and becomes the source of skilled workforce, already adapted in the country of studying. The previous years' mistakes prompt governments of foreign countries to pay some extra attention to the migrants integration, as the political stability of the society depends on it [3].

Ukraine is also involved in modern migration processes, year by year increasing its integration speed, what leads to Ukraine's implication to the international labor

force exchange/ According to International Migration Organization data in 2014-2015, about 700,000 Ukrainian citizens were working abroad [5].

The main countries of destination for Ukrainian labor migrants are Poland, Russian Federation, Czech Republic, and Italy. Due to the military conflict and a deep economic crisis, the pro-emigration sentiment is growing among the population. The attempts to solve problems by finding a job abroad are facilitated by Ukrainians' labor migration experience, and powerful migration networks that emerged in recent decades.

The complicated geopolitical situation spurred not only internal, but also external forced migration. The number of applications for asylum submitted by the citizens of Ukraine in the EU countries in 2015 surpassed 22,000, over 33% more than in 2014, and over 20 times more than in 2013. Most of the applications were submitted in Italy, Germany, Spain, and Poland.

The number of Ukrainian students abroad increased four times and reached 37,000. The main growth was in the countries to which the labor migration flows from Ukraine have been directed [5].

Therefore, it can be concluded that the main problems of international migration in Ukraine are economic loss from labor force reduction, shortage of highly-qualified workers on the countries labor market, migration of scientific labor force, which reduces countries scientific potential.

Conclusion. These problems exist not only in Ukraine, but in all countries, that are currently on the same stage of economic development. The solution lies in the regulating measures taken by the countries with migrants outflow as well as by the countries-recipients. We can see that the migration depends on governmental structure, economic development and law sector of the country. Thus, the formation and realization of governmental migration policy, defining the scales, forms and methods of regulation are to be clearly described in the national model of the policy, what can increase the national economy functioning.

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MANAGING COMPETITIVENESS IN XXI CENTURY: EFFECTIVE BUSINESS AND INSTRUMENTS

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Klymenko V.V., Startseva N.N. Managing competitiveness in XXI century: effective business and instruments. The article is dedicated to the issues of managing competitiveness in the modern age of globalization, technology and innovation creating favorable internal and external environment in the company. Knowledge and new technologies become a source of competitiveness and at the same time a threat to it. Mergers and conglomerates are an effective tool in the external dynamic business environment.

Keywords: business, competitiveness, favorable external environment, globalization, innovation, internal environment, mergers.

Клименко В.В., Старцева М.М. Управління конкурентоспроможністю в XXI столітті: ефективний бізнес та інструменти. Статтю присвячено питанням конкурентоспроможності, що керується в сучасну добу глобалізації, технологій та інновацій, яка створює сприятливу внутрішню і зовнішню середу в компаніях. Знання і нові технології стають джерелом конкурентоспроможності і одночасно загрозою для неї. Злиття і об'єднання компаній – це ефективний інструмент у зовнішньому динамічному бізнес середовищі.

Ключові слова: бізнес, внутрішнє середовище, глобалізація, інновації, злиття, конкурентоспроможність, сприятливе зовнішнє середовище.

Клименко В.В., Старцева Н.Н. Управление конкурентоспособностью в XXI веке: эффективный бизнес и инструменты. Статья посвящена вопросам управляемой конкурентоспособности в современный век глобализации, технологий и инноваций, которая создает благоприятную внутреннюю и внешнюю среду в компаниях. Знания и новые технологии становятся источником конкурентоспособности и одновременно угрозой для неё. Слияния и объединения компаний- это эффективный инструмент во внешней динамичной бизнес среде.

Ключевые слова: бизнес, благоприятная внешняя среда, внутренняя среда, глобализация, инновации, конкурентоспособность, слияния.

The purpose of the article is to examine the idea of business competition and analyze the influence of factors of competitiveness and offer effective tools for companies to create competition.

The term “competitive ability” over the last 20 years has become popular and widely used because a great number of new states have entered into the circle of the world economy so economic competition among countries has strengthened [1]. Securing business competitive abilities in the 21st century, in the age of globalization, innovations, knowledge and technologies is becoming an acute and big problem for companies. Ability to foresee changes, initiate them and quickly make effective strategic decisions is becoming the supreme factor as a security of leading positions on the market. Such changes can take place in internal or external environment of a company and are the sources of competitive ability and threats to it. Now the most effective tools of business reaction to the dynamics of external environment factors or its forced change are cooperation of firms or merges.

Securing national business competitive power is the problem which both business representatives and government authorities are in search of the solution to. First and foremost companies tend to consolidate their positions and secure competitive edges of their products and their companies. However if potential or real threat to their competitive ability concerns the interests of the whole branch, the companies often pass to industry-wide level and work out corporate actions in order to consolidate the positions of the whole economy sector.

Revelation of national markets, lowering of trade barriers, globalization and internationalization processes as a whole led to that sort of aggravation of competition, so that none of a company in the world can be sure of its tomorrow. There are always new threats on the horizon in the form of pioneer substitute products, bankruptcy of suppliers, changes in tax regulations, rates of exchange, countries entering WTO, world crisis etc. The complexity of the problem can be confirmed by the fact that the questions of competitive ability are considered by economists of different fields of knowledge and are set out in various economic disciplines. However, competitive goods is mainly a marketing field of research, which educe essential consumer qualities and terms of goods proposal in the market with a view to ensuring great demand for it.

The strategy generation on changes of external environment first of all need the external factors classification. Here we can start from the immediate business environment: competitors, consumers, suppliers. The company faces them in day-to-day work and this fact forces it to keep eyes fixed and control all possible changes. Changes in consumer behavior can be connected with

descent of shopping ability, for example in times of crisis, with appearance of cheap and/or qualitative substitutes, competitor's new advertising campaign etc. Each situation needs its own approach. Competitors' actions can be disdainful. A company should take into account not only the acting players, but also the possibility of emergence of new competitors or substitute goods. New competitors are inclinable to appear in those branches which demonstrate high profitability over a period of time. And appearance of substitute goods and services in XXI century of innovations and technologies will cause no surprise in any branch.

While understanding all the threats and possibilities from the external environment, business needs a set of efficient measures to react adequately. At the present time a generally recognized means in competitive struggle and survival on the market is cooperation between companies. The cooperation in world-practice every so often results in mergers and appearance of stronger competitors on the market, who can stay more effectively against external press. By all means business external environment is the most important base for searching competitive advantages. Yet, regardless of all the possibilities of a firm concerning taking up timely measures while changing the external environment, in some instances all these efforts will be just ineffective. Let's start with the situation when substitute goods and services appear. Thus typewriters vanished when personal computers appeared, business correspondence overnight delivery companies showed up on the verge of bankruptcy when faxes and e-mail appeared, film cameras were replaced by digital ones, nowadays smart phones successfully push out classic mobile phones. In all cases one market leaders were replaced by others and the first had to play the secondary roles or leave the market at all as they were not familiar with new technologies. Now we can see Nokia loses its position and iPad Apple comes to the front. It is not a surprise for everybody that during the last years Apple in particular became the most expensive brand (\$ 100,24 bln. in 2015), though in 2012 Apple was in the second ten and Nokia took the 5th place. The brand Apple became more expensive [2].

The most important modern characteristics of quality of the inner environment of a company is availability of knowledge. Knowledge created all alone or obtained by a firm which allows to predict changes, to create innovations and to take correct strategic decisions gives the very same competitive advantage a firm is holding out for. Therefore in the 21st century the ability to create, exchange and improve knowledge will be replaced by possession and/or control over assets as a supreme source of competitive advantage [3].

At the present time it is safe to say that neither resources, whatever valuable they are nor business-processes wherein interaction of resources takes place, create the competitive ability by themselves.

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CHINA AND UKRAINE: PROMISING PARTNERSHIP OR THREAT TO ECONOMIC EXPANSION?

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Kolesnichenko A.A., Zmiyova I.V. China and Ukraine: a promising partnership, or the threat to economic expansion. The article deals with positive and negative aspects of the perspective cooperation between Ukraine and China: the volume of exports and imports, the attractiveness of Ukrainian labor market, the possibility of labour force migration.

Keywords: Chinese expansion, export and import, labor market, migration of labour force, positive and negative aspects of cooperation, prospects of cooperation.

Колесніченко А.А., Зміїова І.В. Китай та Україна: перспективне партнерство чи загроза економічній експансії. У статті розглядаються позитивні та негативні сторони перспективи співробітництва України та Китаю: об'єм експортно-імпортних операцій, привабливість українського ринку праці, можливість розширення трудової міграції.

Ключові слова: експорт та імпорт, китайська експансія, ринок праці, перспективи співробітництва, позитивні та негативні сторони співробітництва, трудова міграція.

Колесниченко А.А., Змиева И.В. Китай и Украина: перспективное партнерство или угроза экономической экспансии. В статье рассматриваются положительные и отрицательные стороны перспективы сотрудничества Украины

и Китая: объем экспортно-импортных операций, привлекательность украинского рынка труда, возможность расширения трудовой миграции.

Ключевые слова: китайская экспансия, перспективы сотрудничества, положительные и отрицательные стороны сотрудничества, рынок труда, трудовая миграция, экспорт и импорт.

Nowadays, a popular topic for discussion is Ukrainian-Chinese relations. After the reforms of Deng Xiaoping, China has become the greatest force, which is going to be a global leader. The country shows stable economic growth and rapidly increases the volume of exports that require close study. In our opinion, this stipulates the actual value of this paper.

The object of the research is the characteristics of cooperation between Ukraine and China. The subject is the analysis of pros and contras of this cooperation.

Chinese goods are rapidly gaining customers all around the world, computers and home electronics assembled in China have become an integral part of life. China made cars that are worthy of the world market. Car production increased by 36 times in the last 20 years and is going to reach 10 million a year [3].

China carries out an active economic expansion in different regions of the world, despite the tendency towards political isolationism and self-sufficiency within the Asia-Pacific region. Chinese capital quite successfully competes with American and European companies in Latin America, Asia and Africa. Post-Soviet states, including Ukraine attract China. On the other hand, China, in the context of a multi-vector foreign policy of Ukraine, can be considered a prospective direction [1, p. 237].

Trade and economic cooperation between Ukraine and China

Trade and economic cooperation is an important component of Ukrainian-Chinese relations. Today the trade relations between Ukraine and China go through a complicated period of structural transformation from selling Ukrainian manufactured goods to Chinese consumer goods of low quality but high-tech products.

Besides, the transition from a traditional barter to widespread adoption of foreign exchange payment has completed. However, the share of such forms of cooperation as joint ventures, export credit, tender bids, leasing, etc. takes an extremely small part in the structure of trade [2, p. 33].

Trade and economic cooperation between Ukraine and China is regulated by the Agreement on Trade and Economic Cooperation (1992) between governments of Ukraine and China, according to which there is the status of

the most-favoured-nation treatment to duties on exports and imports, taxes and other internal fees between two countries. According to the General Administration of China Customs, in the January-September period of 2016 the trade turnover between Ukraine and China equaled to 5,1882 billion US dollars. While the Chinese exports to Ukraine equaled to 3,1263 billion US dollars, Chinese import from Ukraine made up \$2,0619 billion. Bilateral trade balance in favor of China was \$ 1,0644 billion.

According to the Ukrainian statistics, in January-September 2016 the main exports to China were the following: ores, slag and ash – 32.5%; crops – 29.9%; animal or plant fats and oils – 26%; wood and wood products – 2.6%; nuclear reactors, boilers, machinery – 2,5%. Most imported goods from China were: electrical machines – 22.5%; nuclear reactors, boilers and machinery – 17.1%; plastics and polymer materials – 6.1%; ferrous metals – 4.4%; organic chemical compounds – 3,7%; various chemical products – 3.7%; footwear – 3.5%; ferrous metal products – 3% [2, p. 36].

Bilateral investment cooperation

Bilateral investment cooperation has not meet China's abilities and Ukrainian requirements. The increasing import from China is not accompanied by the intensification of investment cooperation (0.48% of total foreign direct investment), Ukrainian investments in China are also almost neglected.

According to the Ukrainian statistics, as at January 2016 Ukrainian economy attracted \$ 17.8 million of investments from China (since the beginning of the year this figure has reduced to \$ 0.8 million.). The largest amount of investments directed to enterprises in agriculture, forestry and fisheries – 39.6%, industry – 19.4%, wholesale and retail trade, repair of motor vehicles and motorcycles – 11.2%, transport, warehousing, postal and courier activities – 11%. The Ukrainian investments to the economy of China as at January 2016 were \$ 1.3 million (since the beginning of the year this figure has not changed). The main amount of these investments went to industrial enterprises – 42.2% (\$ 0.56 million) [2, p. 35].

Does Ukraine need to be afraid of the Chinese expansion or not?

Ukraine and China cooperate in various fields of economy. The cooperation is to be at the governmental level to create an appropriate business climate. Taking into account small geographical distance between our countries, trade and economic relations should develop quite intensively. The main exports from Ukraine to China are industrial and consumer goods, vehicles and spare parts. In Ukraine, there is a demand for Chinese technological products,

machinery, light industry goods and construction longs. Ukraine is a strategic supplier of crude sunflower, rapeseed and linseed oils for China. The production of agricultural machinery is a good prospect for cooperation. There is a great possibility to develop infrastructure projects: primarily ports, port elevators, greenhouses and engineering [2, p. 32].

In China, consumption growth exceeds the capacity of domestic production every year. This is linked to the growing urbanization of the country and the decrease in resources for agricultural production. The government has to look for ways to 'feed' all citizens. For Ukraine, such actions of China are an economic opportunity. Ukrainian manufacturers are interested in China as a potential market for agricultural products. A major benefit from cooperation with China is an investment resource of billions of dollars. If the properly built policy is maintained, there will be a significant growth of GDP [2, p. 34].

Perspectives of Ukrainian-Chinese cooperation

It is necessary to deal with the Chinese market, but while building the Ukrainian-Chinese cooperation in long-term perspective, Ukraine needs to focus on the export of its products. Export cooperation will give Ukraine an opportunity to receive the constantly growing market for its products and, consequently, to increase domestic production, create employment, increase foreign exchange inflows into the country, and tax revenues. For China, this form of cooperation is a good opportunity to buy high-quality agricultural products at competitive prices [5].

China is a new market to export engineering products, iron ore, agricultural raw material, chemical products to Ukraine. These sectors of the Ukrainian economy are critical for the Chinese import. Ukraine is the source of high-quality and affordable products. China is interested in using Ukraine agricultural potential as a guarantee of their own food security [1, p. 236].

The negative aspects of Ukrainian-Chinese cooperation

It is necessary to take an unbiased look at negative consequences Ukraine can have as the result of excessive dependence on China. Based on the experience of China's relations with neighboring countries in Central Asia, Russia, countries of Indochina, we can say that there is an active Chinese demographic expansion in this direction. The Chinese excess labor force moves to regions with a low birth rate, but with the high demand for cheap labor. The Ukrainian labor market is very attractive for Chinese migrants, considering the demographic situation in Ukraine, where the death rate exceeds the birth rate, and 7 million of working population emigrated to more than 50 countries of the world [4, p. 29].

In recent years there has been growth of the Chinese minority in Ukraine. In mid-2000s there were several thousands of Chinese people living in Ukraine, but now their number is about several tens of thousands. This can lead to labor market saturation with excess labor force.

There has already been an influx of cheap products of Chinese light and small industry into the Ukrainian market and this shows the threat to domestic producers. All the negative aspects of Ukraine's dependence on China indicates the need for a close but equidistant cooperation, which will lead to significant economic benefits and development of strategic partnership with China [4, p. 31].

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REALIZATION OF MOZAMBIQUE REPUBLIC ECONOMIC POTENTIAL IN THE CONTEXT OF THE WORLD BANK GROUP CREDITING

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Kolesnik V.A., Davydenko I.V. Realization of Mozambique Republic economic potential in the context of the world bank group crediting. The research creates the Mozambique Republic GDP dynamic tendencies model which is based on the data issued by the World Bank Group as the creditor and information agency; the study carries out the analyses of the data received within the research.

Keywords: crediting, economic-mathematical modeling, GDP, IBRD, MAR, Mozambique Republic, tendencies, World Bank.

Колеснік В.О., Давиденко І.В. Реалізація економічного потенціалу Республіки Мозамбіку у контексті кредитування Групою Світового Банку. У статті змодельовані тенденції динаміки ВВП Республіки Мозамбік, засновані на даних групи Світового Банку, як кредитора і інформаційного агентства; проведено аналіз отриманих результатів.

Ключові слова: ВВП, економіко-математичне моделювання, кредитування, МАР, МБРР, Республіка Мозамбік, Світовий Банк, тенденції.

Колесник В.А., Давыденко И.В. Реализация экономического потенциала Республики Мозамбик в контексте кредитования Группой Всемирного Банка. В статье смоделированы тенденции динамики ВВП Республики Мозамбик, основанные на данных группы Всемирного Банка, как кредитора и информационного агентства, проведен анализ полученных результатов.

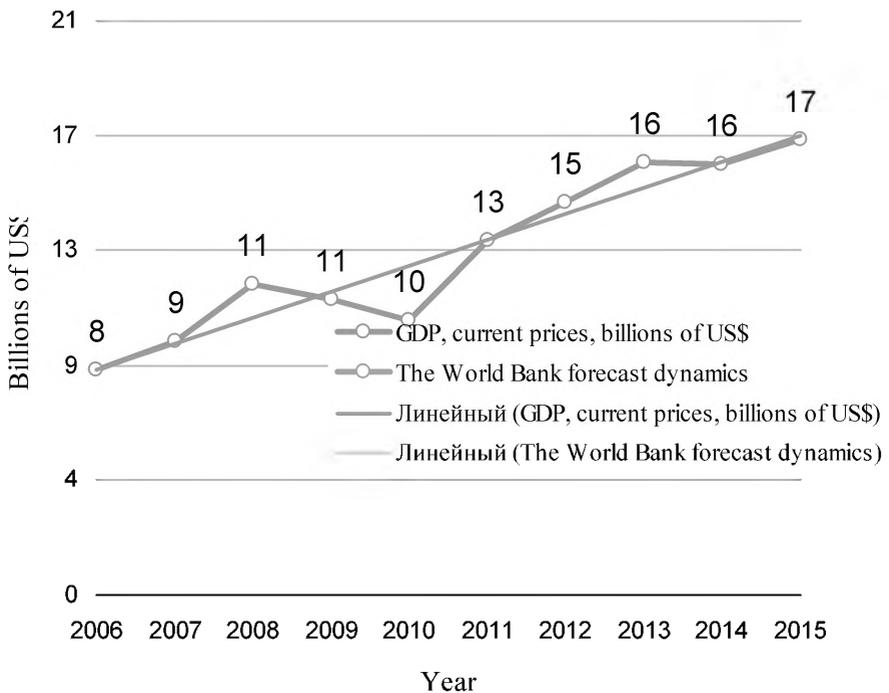
Ключевые слова: ВВП, кредитование, МАР, МБРР, Мировой Банк, Республика Мозамбик, тенденции, экономико-математическое моделирование.

Mozambique Republic remains on the periphery of world economy. Such countries have weak production base and lack of internal resources to finance economy and development society, as a result, loans of the international financial and credit institutes become a necessary factor for the development that is why it could be said, this topic is really actual for modern international economic relations environment.

The object of the study is Mozambique Republic as a dynamic economic system. The subject of the study is dynamics of Mozambique Republic economic potential. The purpose of the research is to study how the realization of the Mozambique Republic economic potential is implemented in the framework of World Bank crediting and developing plans.

The main data sources for this study were maps and data tables of the World Bank Group and the work «Economic-mathematical modeling of world economic processes» by A.P. Golikov [1].

Activities of the World Bank are performed in the form of projects. The credits are issued to finance certain projects or for particular needs, for example, to finance the central government budget deficit. Activities of particular crediting institutions, such as IBRD and MAR, are very diversative, reaching tens of new active projects in Mozambique every year.



Pic. 1. The GDP dynamics of the Mozambique Republic in current prices with the forecast

Source: made by the author according to data and forecasts of the World Bank [6].

According to the data issued by the World Bank Group, the absolute majority of projects occupies health care and accompanying social services. On the second place there are projects connected with water and sanitation (the same group works on projects concerning flood prevention – that is very urgent due to destructive floods of 2000). Also a lot of attention is paid to educational projects, which can commonly be faced in the countries with low extent of economic development (as a rule, periphery countries). Such educational projects are to improve skills of a labor force, thereby they are to create an advantageous factor for economic development [2].

Table 1

Indicator trend	Equation	
GDP, current prices, billions of US\$, based on former data	$y = 0,9627x - 7,3713$	$R^2 = 0,9175$
The World Bank forecast dynamics with special adjustment coefficients	$y = 1,315x - 3,273$	$R^2 = 0,9994$

Source: made by the author according to data and forecasts of the World Bank [6].

The most popular indicator to detect GDP development dynamic rates is trade analyses [1].

The predicted GDP growth has very high coefficient of reliability, Table 1 shows the coefficient which is equal to 0,9994. So the forecast can be considered reliable, the development – steady, and the development program is expected to be successful.

Mozambique Republic will not only keep rates of economic growth, but also will increase them in the nearest future. As for adjusting factors of the World Bank, they are published in annual reports and are updated constantly, they exist in several orders, adjusting already existing coefficients, in order to have such an opportunity to get such an authentic forecast.

Despite the fact that reliability coefficient is very high applying coefficients of the World Bank, the coefficient of reliability without their application is very high too that demonstrates that the above-stated conclusions are to come into force within a very short period of time, accelerating the economic growth.

First-priority measure to increase growth of macroeconomic indicators in further is macroeconomic stabilization and structural transformation of industries, and sustained functioning of a banking system [4]. Structural transformations in the developed economy sector – in particular, agricultural industry – are to follow the reformation process. The measures aimed at the strengthening of political stability are also essential, because they can help to increase efficiency of the budget expenses, to reduce losses from corruption, mass demonstrations and to increase quality of the state services. The country will become stronger, rise in the nearest future and change its role from the actual object to the subject of the international relations.

Conclusion. Process of Mozambique Republic economic potential realization in the context of crediting of the World Bank is sustainable. The forecast demonstrates that the state is going to keep economic growth rates, and increase them in the nearest future; the model of growth has very high coefficient of reliability. The influence of World Bank Institutes on the

realization of Mozambique Republic economic potential can be considered positive due to the substantial increase of the main macroeconomic indicator.

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SOME PROBLEMS OF TRANSLATION OF ECONOMIC TEXTS

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Kornienko A.A., Medvid M.M. Some problems of translation of economic texts. The article analyses the linguistic challenges faced by translators and businessmen speaking English while translating texts on economics. The research explains the nature of distinctions which arise while translating texts on economics. The necessity of improving such skills as reading comprehension, translating, composing, analytical and researching is highlighted.

Keywords: business world, economic subjects, English as a foreign language, linguistic challenges, technical texts, translation.

Корнієнко А.А., Медвідь М.М. Деякі проблеми перекладу текстів економічної спрямованості. У статті проаналізовано лінгвістичні труднощі, з якими стикаються перекладачі та люди ділового світу, які володіють англійською мовою, під час перекладу текстів економічної тематики. Роз'яснено природу виникнення розбіжностей при перекладанні економічних текстів. Наголошено на необхідності вдосконалювати такі навички, як усвідомлене читання, переклад, навички комбінування, аналізу та дослідження.

Ключові слова: англійська мова як іноземна, діловий світ, економічна тематика, лінгвістичні труднощі, переклад, технічний переклад.

Корниенко А.А., Медведь М.Н. Некоторые проблемы перевода текстов экономической направленности. В статье проанализированы лингвистические трудности, с которыми сталкиваются переводчики и люди делового мира, владеющие английским языком, во время перевода текстов экономической тематики. Разъяснена природа возникновения отличий при переводе экономических текстов. Особое внимание обращено на необходимость совершенствовать такие навыки, как осознанное чтение, перевод, навыки комбинирования, анализа и исследования.

Ключевые слова: английский язык как иностранный, деловой мир, лингвистические трудности, перевод, технический перевод, экономическая тематика.

The article focuses on linguistic obstacles that appear during the translation process, concerning texts on economics.

The urgency of the chosen subject lies in the fact that the exigencies required by the efficient business communication have increased dramatically in the past few decades because of rising international trade, increased migration, globalisation, the recognition of linguistic minorities, and the expansion of the mass media and technology. All these led to the absolute necessity of the international specialists in economics to acquire language skills, which would include translating, reading comprehension, researching, analytical, and composing skills. It is obvious that an effective communication of business matters relies on an accurate understanding of terminology. As economics is a field of knowledge in accelerated scientific and technological development and there is a permanent and ever increasing need for economists to quickly update their knowledge, they read and learn directly from the original language of the publication and stick to it in daily usage, including conferences, scientific events and articles. Besides researching markets properly, finding distribution channels, and dealing with legal issues, a successful business person should not neglect the language aspects, be it spoken English of professional environment or written translation.

So, as translation is becoming more and more common in the economic and business life of the society, there are more and more problems bound to arise during the process which need to be solved.

The objective of the article is to reveal the administrative (managing) problems while translating texts on economics.

So, why is translation such a complicated activity? Theoretically, translation may pass as science; practically, it seems closer to art. Translation is a challenging activity requiring a set of abilities and posing few difficulties that appear during the translation process.

As Webster's New World dictionary defines it, 'to translate' means:

- 1) to move from one place or condition to another; transfer;
- 2) to put into the words of a different language;
- 3) to change into another medium or form to translate ideas into action;
- 4) to put into different words; rephrase or paraphrase in explanation.

The importance of the translation activity has greatly developed due to many reasons: rising international trade, globalization, migration, the impressive development and the expansion of the mass media and technology. Consequently, the translator finds himself playing an important part in this process of huge changes, becoming "a bilingual or multi-lingual cross-cultural transmitter of culture and truths by attempting to interpret concepts and speech in a variety of texts as faithfully and accurately as possible" [2] .

There are the main types of translation:

- 1) word-by-word translation;
- 2) word-for-word translation;
- 3) literary translations;
- 4) technical translations.

Technical translations should always start by assessing the target reader and the end user of the translated text. This is an exact translation; the people reading it need to be able to accurately and totally understand and use the information given.

As a subdivision of technical texts, the translation of economic texts is highly demanded at banks, companies, by professional accountants, and multinational corporations and so on. It covers financial, accounting, marketing, and management affairs. Therefore, a qualitative translation requires specialists with a certain background and expertise in the field. The person in charge with the translation of such specialised texts should be familiar with economic terms. At the same time, be capable of understanding their meanings, and be aware of many facets of the economic field. It has often been underlined that

the main obstacle to fully understanding technical texts is not technical vocabulary itself as one may expect (highly specialised words usually used only by specialists), but an intermediate lexical category between the general and the fully technical one, constituting the largest proportion of scientific and technological texts and known as *sub-technical*, *semi-technical* or *nontechnical vocabulary* [2]. This consists of items of vocabulary from normal English operating within a science context.

Another problem is that translators have a system of challenges to transfer the same meaning to other languages, especially when it is about new concepts or technical terms that have no equivalents. So, the only solution is to keep the English version until there is going to be a common corpus of terminology scientists could rely on.

Economics is a field of knowledge in accelerated scientific and technological development that each year incorporates a large number of new terms into the specialized vocabulary. There are many ways through which business terms have entered the Ukrainian vocabulary: contacts between business people, specialised business journals and newspapers, and books, as well as TV programmes on business. The number of specialised terms borrowed from English into Ukrainian in the field of economics is extremely high, and their necessity cannot be contested, although many of them are present only in the jargon of specialists. Nevertheless, a great number of these loan words will not last in the Ukrainian language, and for those that will stay, it will take some time before they are really adopted to the Ukrainian language.

A definite period of time must pass before the first attempts to translate these terms start to appear gradually, and this leads to further problems such as finding a suitable corresponding Ukrainian term. This process is often carried out by people who have no translation experience. They can also be carried out by professional translators who are not familiar with the associated vocabulary or economic practice, resulting in seriously distorted meanings. Amateur translators seldom perform very thorough in-depth proofread research into terms that have already been translated in economic literature, which results in highly heterogeneous translations from one publication to another [1, p. 47]. Training translators becomes vital not only in the acquisition and command of languages and translation strategies and procedures, but also in specific knowledge areas and, in professional ethics as well. Inadequate translations can not only lead to minor confusions, but it can sometimes prove to be a matter of life and death if we think about cases of serious inadequacy in knowledge areas such as science, medicine, legal matters, or technology.

A good option, in certain cases, would be to keep the original English term in brackets to increase the reader's comprehension.

Extensive bibliographical research must always be undertaken to search for terms that have already been published in earlier publications, making an effort to stick with the choice made by the first translator. In Holland, for instance, there was a group of linguists who gathered and worked out a minimal economics lexicon agreed throughout the country and intensively used by specialists and widely understood by everyone [3, p. 93].

Last but not least, the economic translation is a poorly paid field, which is inevitably reflected in the quality. We have to admit that poorly paid work leads to rush jobs, consequently lowering the quality of the final result. All these difficulties could explain the economists' reluctance to adopt translated terms. Perhaps, some of the above mentioned measures could really help improve the quality of economic text translations.

To conclude, terminology or the so-called sub-technical vocabulary is an important area in business English and it needs to be approached as such when it comes to learning and rendering it. Whether these words are created by a process of homonymy or polysemy, there is no perfect overlap between English and Ukrainian when it comes to translate them. Thus, such linguistic differences may create confusion in translation and it is the task of the learning strategy to deal with them and to enable or facilitate understanding, by using different learning strategies and translation techniques.

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FOREIGN LANGUAGES IN THE WORLD ECONOMY

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Koval Yu.V., Broslavskaya Ye.M. Foreign languages in the world economy.

The article focuses on the analysis of the impact that foreign languages may have on a country's economy and development and outlines the specific features typical of cross-cultural communication. It also discusses how important it is for employees of different companies to be able to speak a foreign language. The article considers external economic activities of confectionery enterprises in Ukraine.

Keywords: competence, confectionery industry, cross-cultural management, export, foreign languages, intercultural communication, investment, verbal and non-verbal process, world market.

Коваль Ю.В., Брославська Є.М. Іноземна мова в світовій економіці. Статтю присвячено дослідженню феномену впливу іноземної мови на економіку країни та її розвиток, аналізу особливостей крос-культурної комунікації та важливості володіння іноземною мовою для працівників різних компаній. Розглянуто зовнішньоекономічну діяльність підприємств кондитерської промисловості України.

Ключові слова: вербальний і невербальний процес, експорт, інвестиції, іноземна мова, компетентність, кондитерська промисловість, крос-культурний менеджмент, міжкультурна комунікація, світовий ринок.

Коваль Ю.В., Брославская Е.М. Иностраный язык в мировой экономике.

Статья посвящена исследованию феномена влияния иностранного языка на экономику страны и её развитие, анализу особенностей кросс-культурной коммуникации и важности владения иностранным языком для работников разных компаний. Рассмотрена внешнеэкономическая деятельность предприятий кондитерской промышленности Украины.

Ключевые слова: вербальный и невербальный процесс, инвестиции, иностранный язык, компетентность, кондитерская промышленность, кросс-культурный менеджмент, межкультурная коммуникация, мировой рынок, экспорт.

The article focuses on the analysis of the role of foreign languages in a country's economic development as exemplified by the study of external economic activities of confectionery enterprises in Ukraine and outlines the specific features of cross-cultural communication. The relevance of the chosen topic is justified by the fact that the importance of cross-cultural

communication has been growing steadily with the increasing international relations of Ukraine both in political, economic and other spheres. The material of the study was derived from course books, magazines and online resources devoted to the problems of international economic relations and cross-cultural communication as well as statistical data referring to the confectionery industry in Ukraine. The purpose of this research is to give an outline of the phenomenon of cross-cultural communication as well as analyze the impact that foreign languages may have on a country's economy and development. To analyze the role of foreign languages in the development of corporate international operations in the context of confectionery industry in Ukraine, we have used the method of description.

We are now living at the time when almost every person, either a child, pupil, student or adult can hear their family, friends, teachers or colleagues say "You must learn a foreign language". And to tell the truth we should admit that actually they have a point: in the today's globalized, multicultural society being monolingual is more than likely to cause you serious difficulties.

When saying "a foreign language" many mean "English" and not without a reason. English has been long established as an international language and it is one of the official languages of the United Nations, which makes English language skills absolutely necessary for each educated person and professional to have. English is used on a worldwide basis by politicians and diplomats, it is used in science and technology, business and trade, manufacturing, sports and many others fields.

In Ukraine a child starts to learn a foreign language, which is predominantly English, in the first grade of school and sometimes even in the kindergarten, which makes a growing generation a more communicatively competent one.

When it comes to job search, the majority of employers welcome foreign language skills of their employees and applicants. Accordingly, the more foreign languages you speak, the more demanded you are among hirers.

A shining example of the importance of foreign language skills can be communication of western managers with local (Ukrainian) employees in international companies. This is also called "cross-cultural management" or "intercultural communication". Managers who work with international representatives must possess certain skills, knowledge and experience for effective work [4].

First of all, this includes a linguistic competence, which means language skills. Many western managers in Ukraine speak Russian or Ukrainian fluently, which noticeably improves the cross-cultural communication. The majority of

local employees who work in international companies speak English fluently. The major part of records and documentation is in English and the official language of office meetings and conferences is English. However, the level of perception in the native language is much higher. Linguistic mistakes can lead to misunderstandings and conflicts and the language barrier remains an obstacle in communication. On the other hand, regional partners cannot speak English and the company is perceived through the personality of the boss – the western manager. The ability to speak regional languages (Russian or Ukrainian) commands respect on the part of regional partners and co-workers and also forms a high level of trust, which is definitely very important for project implementation. Professionals with linguistic background realize the role of a foreign language not only as an instrument for transferring information, but also as an additional means of understanding the mentality of a partner country.

The second important factor is intercultural competence, which includes a positive and tolerant attitude to a different culture and its values. You can master your intercultural competence skills in the process of international communication [5].

The listed levels of “competence” underlie the work of managers, as this allows to perceive other cultures more freely, adequately appreciate the mission of a company and achieve results.

There are a lot of different industries in Ukraine involved in foreign economic activity. One of the fastest growing of them is confectionery industry. Products of domestic manufacturers are becoming more and more popular and confidently compete with foreign manufacturers on the overseas market. The awareness of consumer tastes, the availability and use of domestic natural raw materials and good value for money definitely contribute to the success of Ukrainian confectionery and pastry [1].

According to independent experts’ estimates, 90% of Ukrainian confectionery factories produce pastry (flour confectionery goods) and only 10% produce confectionaries (chocolate, caramel, candies, dragee etc). The potential capacity of Ukrainian confectionery market is evaluated by experts to comprise 800–900 thousand tons/year.

Today on the Ukrainian market operate such foreign enterprises as Nestle, Kraft Foods, Western NIS Enterprise Fund and others. Each of the abovementioned companies employs staff who handle foreign economic activity matters in a foreign language with the representatives of foreign companies. Signing agreements and contracts with overseas firms allows to attract investments in Ukraine: new factories are being built and the number

of jobs for citizens is increasing. For example, in 2015 Nestle company invested about 100 million hryvnas in its development in Ukraine, which involved extending workshop space and installing new equipment. The operations of Nestle in Ukraine are represented by the following areas: coffee and drinks, confectionery, pastry, cookery (cold sauces, seasonings, soups), baby foods, foods for particular nutritional uses, breakfast cereals, pet food [6].

The leader of the confectionery industry in Ukraine that successfully competes with foreign manufacturers on their markets is Roshen Corp., which owns more than 25% of the confectionery market in Ukraine. The main enterprises of Roshen Corp. are factories in Kyiv, Mariupol, Kremenchuk, Vinnytsya (Ukraine), Lipetsk (Russia) and Klaipeda (Lithuania) [7].

The company's range of products includes more than 200 types of candies, chocolate, caramel, cookies, waffles, fruit jellies and cakes with the total annual output of more than 310 thousand tons/year [7].

Roshen Corp. occupies the 22nd rank in the Global Top-100 Candy Companies. The company supplies its products to 15 countries, among which are Russia, Israel, Poland, Baltic countries, Mongolia, Canada, USA and even one of the recognized leaders of the candy market – Germany [7].

At the present-day stage of development of the world economic relations the characteristic tendency is seen to be an activation of the integration processes in national economies, their sectors and separate country regions, competition growth and the unification of its forms between the main participants of international economic relations. Herewith, a constant aggravation of competitive struggle in world markets demands special attention on the part of the government to the export-oriented sector of economy and also immediate reaction to world market fluctuations and flexible economic policy of securing effective export.

All these enterprises would not be able to work without foreign language skills of their employees. Unfortunately, unlike young people not everyone among the older generation can speak foreign languages, English in particular. Many people do not use English at work and do not start to learn it, because they believe they do not need it and it is rather hard and sometimes even impossible, to motivate them.

However, there are public service commercials, billboards, posters and advertisements created to support and promote learning foreign languages. One of these public service campaigns was run in Kyiv, the capital of Ukraine, by the “Ukraine Speaking” organization within the framework of the national program to promote foreign languages.

Here are the examples of slogans used as part of this campaign:

«I don't need English in my life», – Sergey, 35, a bus driver.

«Without English you can easily live on a minimum wage»

However, the campaign raised controversy among Ukrainian citizens who remark that instead of positioning English as a basic and simple skill for any person, “they just half-mockingly sort people out into first-rate and second-rate”.

It is worth noting, that one of the aims of the “Ukraine Speaking” program that started last November is reorientation of the media scene to the use of the English language in every sphere of activity [8].

To teach people to communicate (orally and in writing) and not only to understand foreign speech, but also to produce utterances in a foreign language is a difficult task, which is made even more complicated by the fact that communication is not only a verbal process. Besides language skills, its efficiency depends on a variety of factors: communication environment and culture, rules of etiquette, experience in non-verbal expressive means (body language and gestures), profound background knowledge and a lot more.

In cross-cultural communication to overcome a language barrier is not enough to ensure effective communication. It is essential to overcome a cultural barrier. Culture-specific differences of communicants can embarrass the process of intercultural communication.

The main solution to the crucial problem of teaching foreign languages as a means of communication between representatives of different nations and cultures is that foreign languages must be taught and learned in combination with the background and culture of people who speak them.

It is absolutely essential not only to teach a person a foreign language, but teach him/her to respect and appreciate the culture of a given nation [4].

Language is a mirror that shows the world and surrounding reality in a man's perception. At the same time the mirror of language reflects the man himself, his way of life, behavior, relationships with other people, the system of values and culture [4].

Thus, on the basis of the foregoing I can draw up a conclusion that foreign language skills in the modern world are extremely important, first of all for the economic growth of a country, because companies, which employ staff who possess advanced foreign language skills, are more likely to enter overseas markets, attract foreign investments, expand their activities abroad and successfully compete with foreign manufacturers that is undoubtedly an important factor of the economic growth of a country. However, to ensure

successful cross-cultural communication pure language skills, which comprise a linguistic competence, are not enough though very important. It is also essential to acquire intercultural competence, which includes awareness of specific features and values of a different culture and a positive attitude to them.

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UKRAINE AND THE COUNTRIES OF THE VISEGRAD GROUP: TRADE COOPERATION AND WAY TO THE EUROPEAN UNION

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Kovalenko Y.A., Litovchenko Y.N. Ukraine and the countries of the Visegrad Group: trade cooperation and way to the European Union. The purpose of this article is to determine the current state of trade and economic cooperation between Ukraine and the countries of the Visegrad Group in the conditions of the European integration aspirations of Ukraine.

Keywords: economic cooperation, economic development of the countries, foreign direct investment, foreign trade of Ukraine with the countries of the Visegrad Group, labor migration, regional economic integration, the countries of the Visegrad Group.

Коваленко Ю.О., Літовченко Я.М. Україна і країни Вишеградської групи: торговельне співробітництво і шлях до ЄС. Метою даної статті є визначення стану торгово-економічного співробітництва України з країнами Вишеградської групи в умовах євроінтеграційних прагнень України.

Ключові слова: економічне співробітництво, економічний розвиток країн, зовнішня торгівля України з країнами Вишеградської групи, країни Вишеградської групи, прямі іноземні інвестиції, регіональна економічна інтеграція, трудова міграція.

Коваленко Ю.А., Литовченко Я.Н. Украина и страны Вышеградской группы: торговое сотрудничество и путь в ЕС. Целью данной статьи является определение состояния торгово-экономического сотрудничества Украины со странами Вышеградской группы в условиях евроинтеграционных стремлений Украины.

Ключевые слова: внешняя торговля Украины со странами Вышеградской группы, прямые иностранные инвестиции, региональная экономическая интеграция, страны Вышеградской группы, трудовая миграция, экономическое сотрудничество, экономическое развитие стран.

The object of the article is to prove vital importance of Ukraine's integration and consequent cooperation with the countries of the Visegrad Group. An important feature of any modern system of international economic relations is the active integration processes which are covering many countries of the world. An international economic integration of the countries is the core of the process of globalization of the world economy that affirms the relevance of the chosen topic. Nowadays the economic integration promotes development of new markets, creation of joint ventures in the exploited areas, improvement of sustainability of national economies, association of suppliers and consumers, production and marketing. An international economic cooperation between the countries promotes an increase of international economic integration, which is characterized by deepening of international division of labor, internationalization of capital, an increase of trade and national economies openness, globalization of scientific and technological progress, elimination of barriers to goods, services, resources, capital and work force.

In the world's economic history there have been a lot of attempts of countries' association under various slogans, both political and economic. The modern European Union was founded in the 40s of the twentieth century. The reasons for creating this integration association were necessity for mutual

understanding between the countries, necessity for peace and security, as well as retention of the economic and political importance in the international arena [3]. Now the EU includes 28 member countries and has a tendency of movement to the east, in connection with which Ukraine has wider opportunities for cooperation with this integration grouping. As in the short term there may be difficulties of Ukraine's entry into the EU, the question of the feasibility of Ukraine's joining to the EU has a particular importance.

Nowadays it is extremely important for Ukraine to gain international support on the path of European integration, especially the support from the nearest neighbors of Ukraine, which are the Visegrad countries: Poland, the Czech Republic, Slovakia and Hungary. Applying the experience of each country in certain areas, namely, the fight against corruption, reforms in the social sphere, economic reforms, decentralization, is very valuable for Ukraine.

The Republic of Poland, traditionally, is one of the main strategic economic partners of Ukraine and the main «promoter» of its integration aspirations in the EU. Poland and Ukraine in addition to the common borders, history and culture have long-term and strong economic ties. It is therefore quite natural that Poland provides support to integration efforts of Ukraine and is interested in Ukrainian achievements in the future to be granted a full membership in this association. Among the countries of Central and Eastern Europe Poland is one of the largest trade partners of Ukraine with a turnover of 5.7 billion dollars in 2014 and among of all European countries Poland took 1st place in the geographical structure of Ukrainian exports and 2nd place in Ukraine's imports [2]. Polish entrepreneurs export to Ukraine polymeric materials, paper products, boilers, machinery, mechanical and electrical equipment, as well as energy. The range of Ukrainian products to Poland is traditionally dominated by raw materials for the steel industry, ferrous metals, machinery, wood, etc. One of the most important areas of cooperation is an investment partnership between the two countries: in Ukraine there is an intensive work on improving the investment climate, the simplification of tax laws and the permit system. The share of direct foreign investments by Polish enterprises in the economy of Ukraine is 1.74% which is the highest rate among the other countries of the Visegrad Four [2].

So, today, Poland and Ukraine have considerable significant potential in various fields of economic cooperation.

The second most important partner of Ukraine among the countries of the Visegrad Four is Hungary. The foreign trade turnover of goods between Ukraine and Hungary is 3 billion dollars. Its dynamics over the past 10 years

is characterized by constant growth, with the exception of 2008-2009 (as a consequence of the global economic crisis). Between 2005 and 2015 the foreign trade turnover of Ukraine and Hungary increased more than 2 times. Regarding foreign direct investment from Hungary to Ukraine, this rate is also the second largest among the rest of the countries of the Visegrad Four and is 1.3% of the total volume of direct foreign investments in Ukraine's economy [2].

Ukrainian-Czech economic relations are also characterized by positive dynamics, which is a result of holding the bilateral business forums that offer new possibilities for cooperation between the representatives of business circles of both countries. In 2014 the trade turnover between the countries amounted to \$ 1.5 billion, while the volume of direct foreign investments in Ukraine is 0.14% of the total volume of investments made by all States in the Ukrainian economy [2].

Within the framework of the Ukrainian-Slovak relations it is observed a dynamic development of trade and economic cooperation: the trade turnover made up 1.1 billion dollars in 2014. Of all the countries of the Visegrad Group, Slovakia is the only country with which Ukraine has a trade surplus. The share of foreign direct investments of Slovak enterprises in the economy of Ukraine is 0.18% of the total volume of all investments [2].

Conclusion. Generalizing indicators of trade and economic cooperation between Ukraine and the countries of the Visegrad group, I can conclude that these states are strategically important partners for our country: their experience in the EU accession and membership, the similarity of the problems of reforming the economy is good for Ukraine in the context of the strategic vector of European integration.

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DIPLOMATIC PRIVILEGES AND IMMUNITIES: CURRENT STATE AND PERSPECTIVES OF FURTHER DEVELOPMENT

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Kozhuhova A.V., Drachuk O.V. Diplomatic privileges and immunities: current state and perspectives of further development. The article deals with the concept of diplomatic privileges and immunities, their classification. Particular attention is given to the most important types, such as personal inviolability of diplomatic representatives, the inviolability of the premises of a diplomatic mission and their property, as well as immunity from jurisdiction. Current problems of theoretical justification of diplomatic privileges and immunities were considered. The need to provide the privileges and immunities for diplomatic missions was justified.

Keywords: diplomatic corps, diplomatic immunity, diplomatic privileges, diplomatic service, foreign relations.

Кожухова А.В., Драчук О.В. Дипломатичні привілеї та імунітети: сучасний стан та перспективи подальшого розвитку. У статті розглянуто поняття дипломатичних привілеїв та імунітетів, їх класифікація. Особливу увагу приділено найбільш важливим видам, таким як особиста недоторканість дипломатичних представників, недоторканість приміщень дипломатичного представництва та їх майна, а також імунітет від юрисдикції. Висвітлено нагально існуючі проблеми теоретичного обґрунтування дипломатичних привілеїв та імунітетів. Обґрунтовується необхідність надання привілеїв та імунітетів дипломатичним представництвам.

Ключові слова: дипломатична служба, дипломатичне представництво, дипломатичні привілеї, дипломатичний імунітет, зовнішні зносини.

Кожухова А.В., Драчук О.В. Дипломатические привилегии и иммунитеты: современное состояние и перспективы дальнейшего развития. В статье рассмотрено понятие дипломатических привилегий и иммунитетов, их классификация. Особенное внимание уделено наиболее важным видам, таким как личная неприкосновенность дипломатических представителей, неприкосновенность помещений дипломатического представительства и их имущества, а также иммунитет от юрисдикции. Освещены существующие проблемы теоретического обоснования дипломатических привилегий и иммунитетов. Обосновывается необходимость предоставления привилегий и иммунитетов дипломатическим представительствам.

Ключевые слова: внешние сношения, дипломатическая служба, дипломатические привилегии, дипломатический иммунитет, дипломатическое представительство.

This article focuses on diplomatic privileges and immunities of diplomatic corps that play an important role in international relations. The privileged position of the diplomats is traditional in society. This fact is explained not only by the high level of respect for the members of this profession. Diplomats can not work efficiently without immunities and privileges.

Diplomatic agents have to operate in many countries that may have different mentalities, legal regimes, military conflicts, etc. Diplomats can adequately perform their functions only if certain conditions are fulfilled: complete freedom from the legal, physical and moral pressure from the state in which they work. Residents of most peace-loving state of law can be assumed that the privileges and immunities granted to diplomats are superfluous and meaningless. But in exceptional circumstances and in some countries, only official recognition of mutual privileges and immunities provides an opportunity to maintain diplomatic relations. Under these circumstances it is very interesting to analyze the current state of diplomatic protection, including diplomatic missions.

Security as a diplomatic immunity and diplomatic privileges is a norm of international law, which is provided as a voluntary compliance and coercion by the States for the maintenance and development of peaceful relations. One of the most urgent and complex issues related to the immunities and privileges of diplomatic missions and their personnel, is the theoretical rationale for their provision [4, c. 40].

The object of the research in the article is the privileges and immunities of diplomatic missions under the Vienna Convention on Diplomatic Relations of 1961.

The subject of research is the practical implementation of these privileges and immunities.

The aim of this work is to study the current state of diplomatic privileges and immunities in the XXI century.

The legal basis for this work is the Vienna Convention on Diplomatic Relations of 1961 and the Law of Ukraine “On Diplomatic Service” of 2001.

International law regulates relations between its actors – states, international organizations and other international institutions. In the process of international communication they enter into relations, negotiate with each other and conclude international agreements. To make foreign relations with other states and other subjects of international law, the state created the system of foreign relations. The organs of foreign relations of the state are divided into domestic and foreign [8, c. 140]. Diplomatic corps is the main important organ of foreign relations. It is an organ of external relations of the state, which is situated on the territory of another state to carry out diplomatic relations with it [8, c. 141].

According to international and national law, diplomatic corps and their staff have special legal status. Such special rights and benefits are called diplomatic immunities and privileges. Diplomatic immunities and privileges are provided to create the most favorable conditions for the realization of the functions of diplomatic missions. The legal basis for such privileges and immunities is a principle of the sovereign equality of states, because the diplomatic corps and their staff are the epitome of states [3, c. 143].

Privileges and immunities are closely linked with the state immunity, which occurs on the basis of sovereign equality of states and their mutual independence. Jurisdictional immunities provided by the host country, are an important principle of international relations and the institute of international law [6, c. 163].

The appearance of diplomatic privileges immunities dates back to antiquity, when they acted mainly as customary rules [8, c. 148]. At that time they were provided by religious beliefs about the sanctity and inviolability of the ambassador. Over time, the practice of international relations began to demand the privileges to receive their legal consolidation. It became particularly relevant when the embassy changed from temporary (ad hoc) to permanent [6, c. 162]. Currently, the institute regulations privileges and immunities are generally fixed in multilateral and bilateral agreements.

According to the Ukrainian scientist Leonid Timchenko, diplomatic privileges and immunities are special rights and privileges granted by international law to diplomatic mission and its personnel for the effective discharge of their functions [8, c. 148].

D.B. Levin wrote that «diplomatic immunity is one of the most important and in the theoretical and practical point of view problems of international law relating to the regulation of diplomatic activity» [5, c.153].

K.K Sandrovsky asserts that «diplomatic immunity is the main element, the central institution of the whole of diplomatic law» [7, c. 127].

The term «immunity» can be understood as a privileged position or benefits provided by the state of accreditation for diplomat or consul. Immunity is a set of privileges and immunities of the subject of international law, external relations, and as a consequence, a set of special personal rights and privileges to facilitate the work of foreign representatives.

It is necessary to distinguish the concepts of «privilege» and «immunity».

Privileges are the special legal advantages of some foreigners as the representatives of the states. For example, the right for enhanced protection from abuse and insults; the right to use in certain cases signs and logos; the

right to have special means of communication with foreign countries; the right for honorable meeting.

Immunity is the principle of withdrawal of Heads of State, Heads and members of government, members of parliament and representatives of foreign countries, assets of foreign states and persons, as well as foreign military forces and government vessels abroad from coercive actions from the Court, the financial system and of the Security Council of the country, in which such foreign persons and property are sent, exemptions in particular from lawsuits, arrests, searches, embargo and audits [4, c. 39–40].

The 1961 Vienna Convention states: «Person of a diplomatic agent shall be inviolable. He is not subject to arrest or detention in any form. The receiving state shall treat him with due respect and shall take all appropriate measures to prevent any attack to his person, freedom or dignity (Article 29). A diplomatic agent uses the immunity from criminal jurisdiction of the receiving state. It also uses the immunity from civil and administrative jurisdiction. The immunity of a diplomatic agent from the jurisdiction of the receiving state does not exempt him from the jurisdiction of the sending state (Article 31)» [1].

The Vienna Convention on Diplomatic Relations (1961) in the first article divides the staff of diplomatic missions depending on the functions they fulfill, into three categories: diplomatic agents, administrative and technical staff.

Vienna Convention refers to «diplomatic agents» as people having diplomatic rank belonging to diplomatic personnel. Differences between the amount and privileges of immunities which are provided for different categories of the diplomatic corps, are established in article 37 [1].

In Ukraine diplomatic mission division into categories is fixed in the Law of Ukraine «On Diplomatic Service» (Article 9). Section 6 of the same legal description provided financial and social support of Diplomatic Service (Articles 35–40) [2].

The inviolability of premises is one of the most important immunities, ensuring normal functioning of diplomatic missions [6, c. 189].

According to the Vienna Convention on Diplomatic Relations of 1961: «The premises of the mission shall be inviolable. The agents of the receiving State may not enter them, except with the consent of the head of the mission. The receiving State is under a special duty to take all appropriate steps to protect the premises of the mission against any intrusion or damage and to prevent any disturbance of the peace of the mission or impairment of its dignity. The premises of the mission, their furnishings and other property thereon

and the means of transport of the mission shall be immune from search, requisition, attachment or execution» (Article 22, paragraph 1–3) [1].

However, the provision of this article does not mean that the premises of a diplomatic mission are part of the sovereign territory of the accrediting state. In fact, the territory of the diplomatic mission is a sovereign part of the receiving state. But under international law, it is granted special treatment in order to successfully perform their representative functions [8, c. 149].

The receiving State shall permit and protect free communication on the part of the mission for all official purposes. In communicating with the Government and the other missions and consulates of the sending State, wherever situated, the mission may employ all appropriate means, including diplomatic couriers and messages in code or cipher. However, the mission may install and use a wireless transmitter only with the consent of the receiving State. The official correspondence of the mission shall be inviolable. Official correspondence means all correspondence relating to the mission and its functions. The diplomatic bag shall not be opened or detained (Article 27, paragraph 1-3) [1].

The personal privileges and immunities include: inviolability of the person (Article 29), inviolability of the home (Article 30), immunity from jurisdiction (Article 31), immunity fiscal (Article 34) and customs privileges (Article 36) [1].

Personality of the head of diplomatic missions and members of diplomatic staff shall be inviolable. They are not subject to arrest and detention in any form. The receiving State shall treat him with due respect and shall take all appropriate measures to prevent any attack on their persons, freedom or dignity.

Thus, the privileges of diplomatic and immunities are granted not to ignore the laws, regulations and customs of the receiving state, and for the effective execution of mission and his staff of their functions in full compliance with international law and domestic law [8, c. 153].

Security as diplomatic immunity and diplomatic privileges is a norm of international law, provided a voluntary compliance and coercion for the purpose of maintaining and developing of peaceful relations. One of the most urgent and complex issues related to the immunities and privileges of diplomatic missions and their personnel is the theoretical rationale for their provision.

At the moment, there is a practical need for more complete codification of diplomatic law, there is a need for a theory that reveals the legal nature of the immunities and privileges. This theory also has practical significance for the interpretation of the immunity and privileges in the resolution of disputes, if

there is no contractual settlement and it is necessary to establish the existence and the specific volume of a particular immune system.

The theoretical justification is largely reflected in the status of the diplomatic missions in a particular country, since it significantly affects the state-legal regulation of the status and implementation of the immunities and privileges.

So, diplomatic privileges and immunities constitute a very important part of Diplomatic Law. That is why, a number of Articles in the Vienna Convention (1961) are devoted to this problem. 28 out of 53 Articles of the Convention on Diplomatic Relations deal with diplomatic privileges and immunities.

In the international legal doctrine the provision of privileges can be seen as a unique expression of diplomatic courtesy. However, after the adoption of the Vienna Convention of 1961 privileges should be considered not as a measure of courtesy, but as relevant legal obligations.

International legal acts and customs, national law quite fully regulate the issues of diplomatic privileges and immunities. However, some aspects require a resolution of them through the adoption of new international legal instruments and by making certain provisions into national law.

In conclusion, I would like to point out that I believe it is necessary to adopt a comprehensive national legislation that would regulate the status and extent of the privileges and immunities of diplomatic missions and consular institutions of foreign states on the territory of Ukraine.

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KINDER® WITHIN THE FRAMEWORK OF 10 PRINCIPLES OF BRAND STRENGTH

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Kravets M.A., Kazakova N.A., Kulinich I.I. Kinder® within the framework of 10 principles of brand strength. The paper gives a brief overview of underlying marketing concepts of a brand, its strength and 10 respective criteria to present a company as a powerful player in a field it operates in. The article gives description of the above mentioned criteria to investigate brand positioning of the Kinder® business and specify how strong it is. Historical and statistics data are applied for deeper understanding of the brand's position. The paper consists of three parts: theoretical background, brand analysis and conclusions.

Key words: analysis, brand strength, Kinder®, 10 principles, strong position.

Кравець М.А., Казакова Н.А., Кулініч Я.Ю. Торгова марка Kinder® у розрізі 10 принципів “цінності бренду”. Дослідження ґрунтується на фундаментальних концепціях “бренду”, його “цінності” та відповідних 10-ти критеріях його успішності, що вирізняють сильних гравців бізнесу. У роботі використовуються зазначені вище інструменти для дослідження позиціонування бренду Kinder® та визначення його цінності. З метою деталізації розгляд питання супроводжується застосуванням статистичних та історичних даних. Структурно стаття складається із теоретичної та аналітичної частин, висновків.

Ключові слова: аналіз, Kinder®, лідерство, 10 принципів цінності бренду, цінність бренду.

Кравець М.А., Казакова Н.А., Кулініч Я.Ю. Торговая марка Kinder® в разрезе 10 принципов «ценности бренда». Исследование основывается на фундаментальных концепциях «бренда», его «ценности» и соответствующих 10-ти критериях его успешности, которые отличают сильных игроков бизнеса. В данной работе авторы используют указанные выше инструменты для исследования позиционирования бренда Kinder® и определения его ценности. С целью детализации, рассмотрение вопроса сопровождается применением статистических и исторических данных. Структурно статья состоит из теоретической и аналитической частей, выводов.

Ключевые слова: анализ, Kinder®, лидерство, 10 принципов ценности бренда, ценность бренда.

The object of the paper is the food industry. The subject is a particular brand – Kinder®. The paper aims at brand strength analysis. As a tool of research 10 principles of a brand strength are applied. The topicality is based on the fact that the food market is a highly profitable field which has fast return on capital and is engaged in essential human needs and wants satisfaction (bottom of the Maslow’s pyramid). Such data as classic marketing sources and internal company’s data are used in the research.

I. Theoretical background

Brand is interpreted as “a name, term, sign, symbol, or design, or a combination of them, [that] is intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors” [2, p. 443].

Brand strength is the crucial feature of the brand positioning. According to Keller’s definition, “brand strength is about who you are (brand identity), what you are (brand meaning), what your customers think or feel about you (brand responses) and what kind of connection they would like to have with you” [1, p. 75].

Global branding firm Interbrand is the leader in evaluating brands. Interbrand has identified the 10 principles that every organization needs to develop to maintain a powerful brand. These principles bring together the key aspects of every brand – its people, products, positioning and partners. The **10 principles** are equally important and to create value for a brand one has to take into consideration all of them [5].

1. Clarity

The brand’s values, positioning in the market, value proposition and insights into its target audience must be clearly communicated and understood within the organization. It is essential that all of the people within the organization know and understand what the brand stands for and this is the foundation for everything they do and say.

2. Commitment

The organization makes an ongoing commitment to supporting its brand by allocating time, influence and investment. They live the mantra that ‘branding is a process, not a project’.

3. Protection

Strong brands need to be secure to grow and flourish and generate value. This includes legal protection and proprietary elements (e.g.: KFC’s 11 secret

herbs & spices), unique design, scale or geographic spread. One of the best ways for retail brands to protect themselves is to have continuity across all of their consumers touch points – i.e. the fitout of their shop, the staff uniforms, their packaging and merchandise.

4. Responsiveness

Strong brands need to adapt to market changes, opportunities and threats. Brands should be able to constantly evolve and renew themselves in ever changing times.

5. Authenticity

Strong brands are authentic – what they say matches what they do. They have well defined values that are grounded in their heritage and consistently deliver on customer expectations [5].

6. Relevance

Relevance is about understanding and responding to customer needs and wants. Strong brands connect with customers in different ways depending on things like demographics and technologies. The bottom line is that they understand how they make decisions and what information is relevant to them in the decision-making process.

7. Differentiation

Strong brands stand out from their competitors. But the critical thing is that customers perceive them as being different.

8. Consistency

Strong brands ensure that their brand is consistently communicated and experienced across all of their formats and customer contact points (touchpoints).

9. Presence

Brands are present everywhere – not only in traditional mediums and touchpoints but also online and in the social media space. Brands cannot control what is happening on social media. But strong brands are aware their brand is being discussed by consumers, customers and opinion makers and their aim is for these discussions to be positive.

10. Understanding

Strong brands are recognized by customers, who also understand the brand and company's unique qualities and characteristics. They have instant affiliation and relationship with the brand [5].

II. Brand analysis

Kinder is an individual brand and is a part of an Italian family brand Ferrero, set up in 1946. Ferrero's foundation was signified by Pasta Gianduja (future

Nutella) creation by Pietro Ferrero. The Ferrero Family was the first postwar Italian manufacturer to open production sites and offices in the confectionary sector abroad, turning the Company into a truly international Group [3].

Following the success of the company in Italy, Michele Ferrero decided to start producing abroad as well. In 1956 a large plant in Germany and a short time later a plant in France were inaugurated. It was the prelude to a rapid expansion of Ferrero in Europe, with the establishment of commercial offices and production centers in Belgium, the Netherlands, Austria, Switzerland, Sweden, the United Kingdom, Ireland and Spain. In the following decades Ferrero becomes global, with companies and plants in North and South America, South East Asia, Eastern Europe, Africa, Australia; and, more recently, in Turkey, Mexico and China.

Kinder division was established in 1968 in German department of the Ferrero. Since that time company (Kinder) has specialized in chocolate production for children and their parents [3].

Now that we are familiar with the brand history, **brand strength analysis** may be run.

1. Clarity

Kinder emphasizes its values through the main slogan: “Invented for kids, approved by moms”. It means that company is respectable and known for high quality of products. It creates the atmosphere of family values (mums with their children are the target customers) [3].

2. Commitment

Managing business responsibly and within legal boundaries, the company publishes its report on sales and figures annually, pointing out key numbers. As the company is concerned about employees and consequences of own activity, it has generated the following funds and programmes:

- The Ferrero Foundation takes care of the workers and their families [4, p. 64];
- Ferrero Social Enterprises provide working places and education in underdeveloped countries [4, p. 120-121];
- F-ACTS: Ferrero - Agricultural Commitment To Sustainability – eco-friendly and certified production [4, p. 150];
- Kinder®+Sport – program aimed at sport promotion among kids and prevention of children’s obesity, etc. [4, p. 132].

3. Protection

The company has diversified the field of production and selling – Kinder® products are sold in more than 100 countries around the world. At the same

time, Kinder Surprise is produced at 7 plants (in 7 different countries). As an additional measure of quality protection Kinder introduced high standards – up to 30 quality criteria are applied when the cocoa beans are selected and then processed. Serving small children, Kinder provides only certified toys – the company has implemented an internal code for the design and production of Kinder® surprise toys [4, p. 251].

4. Responsiveness

Kinder produces more than 15 different chocolate products, occupying various market niches. Brand is well-known for adaption of new trends in entertainment (cartoons, films, comics etc.) into the toy manufacturing and advertisement [3].

5. Authenticity

As previously stated, Kinder possesses great assets, operating all over the world: almost 50 years of activity and presence, 15 different products, 100+countries (products are sold in), 4 million Kinder Surprise eggs are eaten every day, 8,4 billion Euros turnover in 2014 (Ferrero generally), 34000+ employees all over the world [4, p. 19, 233].

6. Relevance

- Sociological : easy to eat - easy to carry;
- Demographic: advertising with black families or a black celebrity for Africa and white families or old white people for the rest of the world.

7. Differentiation suggests the brand remains unique in all the circumstances, staying out of competition. Such a result is due to image components as inimitableness, diversified products, existence of an authentic sales model (the form of chocolate, surprise toys) [4, p. 247].

8. Consistency

Deployment of brand in the forms of expanded offer of fresh products and good quality/price ratio.

9. Presence

The brand is represented broadly in all the segment components such as geographical (100+ countries around the world), range of goods (15 products), price and volumes (consolidated turnover of the Ferrero is 9,542 million EUR) [4, p. 19].

10. Understanding

The brand is understood in terms of image accepted (rich milk) and a range of products mastered [4, p. 232]

III. Conclusions

Kinder occupies a strong position on the world confectionary market, producing a wide variety of chocolate bars (strong in geographical, assortment, quality and volume dimensions). The company is well-known for its responsible

and proper manufacturing. The brand is built on sharing of joy moments among children and adolescents, offering small pleasures, meeting their demands and establishing trust relationship with mothers – these are the three essential values of Kinder®’s philosophy. That is why Kinder® may be renowned as a strong brand.

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THE PERSPECTIVES OF INTERNATIONAL REGULATION OF PRIVATE MILITARY AND SECURITY COMPANIES

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Krylova O.O., Kalyuzhna A.B. The perspectives of international regulation of private military and security companies. The article deals with the international legal issues concerning activities of private military and security companies. Special attention is paid to legal status of mercenary in international humanitarian law.

Keywords: International Humanitarian Law, International Law, mercenarism, private military and security companies, sovereignty.

Крилова О.О., Калюжна А.Б. Перспективи міжнародного регулювання діяльності приватних воєнних та охоронних компаній. У статті подано аналіз правових аспектів діяльності приватних військових та охоронних компаній з позиції міжнародного права. Особлива увага приділена правовому статусу найманця у міжнародному гуманітарному праві.

Ключові слова: міжнародне гуманітарне право, міжнародне право, найманство, приватні військові та охоронні компанії, суверенітет.

Крылова О.А., Калюжная А.Б. Перспективы международного регулирования деятельности частных военных компаний. В статье дан анализ правовых аспектов деятельности частных военных и охранных компаний с позиции международного права. Особенное внимание уделено правовому статусу наёмника в международном гуманитарном праве.

Ключевые слова: международное гуманитарное право, международное право, наёмничество, частные военные и охранные компании, суверенитет.

There is a great range of problems in our society, connected with the activities of mercenaries who act both in Ukraine and abroad. The main issue is that they have no legal status under either national legislation, or international law.

The goal of the article is to study the peculiarities of international law concerning acts of mercenaries and activity of private military and security companies and to find the ways how to restrict their illegal operations.

The objectives that have been set to achieve this goal are to analyze the cases of legal and illegal effort of mercenaries, their affiliation to combatants or non-combatants.

The object of this research is mercenary and private military and security companies. The subject – legal provisions for activities of mercenary and private military and security companies.

The analysis provided in the article is based on primary sources such as the text of the Convention (III) relative to the Treatment of Prisoners of War. Geneva, 12 August 1949, Protocol Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol I), 8 June 1977, Protocol Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol II), 8 June 1977, The Articles of Association of The International Code of Conduct [6].

Social institution of mercenarism has a long history of development. The first mention of the employment of foreign military forces can be found in the history of Ancient Egypt and Ancient Greece. However, the phenomenon of hiring mercenaries reaches its heyday in the Middle Ages, in the era of feudal wars. It was at this time (XII – XIV centuries), mercenaries have begun to gather in so-called “companies” and offer their services to the Governor, who was ready to pay them. The 30-years war (1618–1648) led to the creation of sovereign nation states whose governments chose to create, maintain and control the institute of regular army [1, p. 48]. From that moment the role of mercenaries in history is slowly losing its value.

A reverse trend begins in the XX century. After two world wars, which ended with mass demobilization, supply and demand for a professional military force sprang up. So, for example, after the First World War, many officers of the Russian white guard were in the French Legion [4, p. 60]. After the Second world war there was an increase in demand for soldiers and officers of the Wehrmacht, who wanted to serve in the French army in Indochina and Algeria, in Chile or Argentina.

However, only after the end of the cold war and the collapse of the Soviet Union there was a transformation of the institute of mercenarism into private military companies.

Today private military companies (PMCs) are major actors in international relations. These companies operate in different parts of the world and have a wide range of services, from risk management and protection of commercial buildings to securing of the diplomatic missions, intelligence activities, and peacekeeping operations and peace enforcement.

75% of the market of private military and security services occur in only two countries: the USA (about 50%) and the UK (about 25%). Other 25 % pertain to South Africa, Belgium, France, the Netherlands. Global turnover of PMCs arose from \$ 55.6 billion in 1990 to \$ 200 billion in 2010. According to various estimates, in 2016 the turnover of this industry ranges from \$ 220 to 250 billion per year [1, p. 47].

The main source, which regulates these relations on the international level, is the International Convention against the Recruitment, Use, Financing and Training of Mercenaries. But the Convention leaves the legal status of private military companies undefined. This situation also concerns the national level.

The Convention on combat mercenary activities, adopted by the UN in 1989, that came into effect in the early 2000s, applies only to individual mercenaries and isn't suitable for regulations of the activities of major new business entities such as PMCs, which often work with governments, international organizations and private businesses. The new draft UN Convention on regulation of activities of PMCs is designed, but it is still in the process of international discussion.

The legislative regulation of the activity of private military and security companies has significant problems. Firstly, the activities of private military and security companies are located at the intersection of private international law and public international law. That's why it isn't clear, what law should be applied to private military companies. Also, private military and security companies' employees are granted no rights. In case of war they are deprived

of guaranteed protection according to the norms of international humanitarian law [2, p. 17]. If PMSCs employees are captured, the rights, that are given to the prisoners of war, should be granted according to the norms of international law, but they are not provided, because they are considered to be “illegal combatants” [3]. Only combatants have the legal basis for direct participation in the conflict, have the right to kill an enemy [5, p. 78]. In this case, the actions of the combatants wouldn't be qualified as illegal if they participate in the conflict [6].

At the international and regional level, existing international conventions or regulations should be updated and amended to include private military companies (PMCs) and private security companies (PSCs) activities, issues of transparency and accountability of the firms, and accountability of the employees. The mandates of the UN Special Rapporteur on mercenaries and the UN Register of Conventional Arms should be adapted for comprehensive control and monitoring of PMCs and PSCs. National level options for controlling private military companies include a total ban on military activity abroad; a ban on recruitment for military activity abroad; a licensing regime for military services; a registration and notification regime; a general license for PMCs/PSCs; and self-regulation such as through a voluntary code of conduct [7, p. 63].

The main issue resolution is the maintenance of the basic principles, which private military and security companies (private military and security companies as juridical persons and their employees as individuals) must provide. They are as follows:

- respect of human rights and the norms of international humanitarian law;
- compliance with the national laws of those countries in which the company registered and in which they conduct military operations;
- respect of principles' sovereignty, international recognition of borders and rights of nations to self-determination;
- refusal of participation in activities directed to the subversion of the legitimately elected governments, of a violent changes between recognized borders by the nations, the establishment of violent control of third countries or individuals over the state natural resources;
- guarantee of the legality of the acquisition, export, import, possession and use of weapons;
- proportionate use of force on the statute basis;
- a total ban on the use of weapons of mass destruction or weapons capable of to inflict mass casualties and excessive destructions;

- companies' accountability to the national governments of registration countries;
- contracts of license to conduct operations abroad;
- the mechanism for monitoring, requests, investigations and complaints;
- the mechanism of sanctions which may be used both on the national and international level in the case of uncovering of crime [4, p. 61].

Modern private military and security companies are, in fact, new actors in the system of providing international security. But their activities extend beyond the economic sphere, as they are economic actors, into a political or the military-political sphere and as a consequence can lead to state political concern and threat. Moreover, the activity of the private military companies is fundamentally different from the mercenary. If mercenaries can be regarded alongside with such phenomena as terrorism, organized crimes, etc., i.e. as a kind of illegal activities, transnational private military companies, which are legally registered and received the lawful orders from legitimate governments, is something fundamentally different [4, p. 63].

Conclusion. All things considered, the legal regulation in the field of private military and security companies needs further elaboration since the era of military quality replaces the era of mass military. The existence of mercenaries of the XXI century and private military companies is inevitable, that's why each state should learn to use them to protect national interests.

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THE LEGAL STATUS OF MERCENARY IN INTERNATIONAL HUMANITARIAN LAW

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Krylova O.O., Karpusenko M.V. The Legal Status of Mercenary in International Humanitarian Law. The article deals with the international legal issues of mercenaries' activity. Special attention is paid to legal status of mercenary in international humanitarian law.

Keywords: International Humanitarian Law, International Law, mercenarism, sovereignty.

Крилова О.О., Карпусенко М.В. Правовий статус найманця у міжнародному гуманітарному праві. У статті подано аналіз діяльності найманців на міжнародному рівні. Особлива увага приділена правовому статусу найманця у міжнародному гуманітарному праві.

Ключові слова: міжнародне гуманітарне право, міжнародне право, найманство, суверенітет.

Крылова О.А., Карпусенко М.В. Правовой статус наёмника в международном гуманитарном праве. В статье дан анализ деятельности наёмников на международном уровне. Особое внимание уделено правовому статусу наёмника в международном гуманитарном праве.

Ключевые слова: международное гуманитарное право, международное право, наёмничество, суверенитет.

There is a wide variety of problems in our society, connected with the activity of mercenaries who acts all over the world. The main issue is that they have no legal status within national legislations or international law.

The goal of the article is to study the distinctive features of international norms concerning activities of mercenaries and to find the ways to restrict their illegal operations.

The objectives that have been set to achieve this goal are to analyze the cases of legal and illegal effort of the mercenaries, their affiliation to combatants or non-combatants.

The object of this research is the relations between mercenaries and states where they stage a coup. The subject is legal status of mercenaries and their acts.

The analysis provided in the article is based on primary sources such as the text of the Convention (III) relative to the Treatment of Prisoners of War of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol I), Protocols Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol II) of 8 June 1977, the Articles of Association of the International Code of Conduct, the International Convention against the Recruitment, Use, Financing and Training of Mercenaries.

The legal term of mercenary is given in Protocol Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol I), 8 June 1977, Art. 47. According to this convention mercenary:

1. Shall not have the right to be a combatant or a prisoner of war.
2. A mercenary is any person who:
 - (a) is specially recruited locally or abroad in order to fight in an armed conflict;
 - (b) does, in fact, take a direct part in the hostilities;
 - (c) is motivated to take part in the hostilities essentially by the desire for private gain and, in fact, is promised, by or on behalf of a Party to the conflict, material compensation substantially in excess of that promised or paid to combatants of similar ranks and functions in the armed forces of that Party;
 - (d) is neither a national of a Party to the conflict nor a resident of territory controlled by a Party to the conflict;
 - (e) is not a member of the armed forces of a Party to the conflict; and
 - (f) has not been sent by a State which is not a Party to the conflict on official duty as a member of its armed forces [5].

The XX century is a crucial moment for mercenary status identification. Since 1968 the United Nations General Assembly has adopted a firm position stating that the practice of employing mercenaries against national liberation movements is a criminal act, and the mercenaries themselves are criminals. In 1977 the Security Council adopted a resolution condemning the recruitment of mercenaries with the objective to overthrow governments of Member States of the United Nations. Also in 1977 the Council of Ministers of the OAU (Organisation of African Unity) adopted a Convention for the Elimination of Mercenarism in Africa at its 29th session in Libreville.

Paragraph 1 Article 47 Protocol Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (Protocol I) deals with the status of the mercenary, while paragraph 2 is aimed at resolving this most difficult problem of the definition of this category of combatants for the first time in international law.

A mercenary “shall not have the right” to be a combatant or a prisoner of war. In the Protocol the problem of mercenaries is actually dealt with without taking into account the cause they serve. Thus Resolution 3103 (XXVIII) of the General Assembly only incriminates mercenarism to the extent that it is employed by colonialist or racist governments or governments of alien occupation against a national liberation movement. Deprived of the status of combatant and prisoner of war, a mercenary is a civilian who could fall under Article 5 of the fourth Convention, which says: «where, in the territory of a Party to the conflict, the latter is satisfied that an individual protected person is definitely suspected of or engaged in activities hostile to the security of the State, such individual person shall not be entitled to claim such rights and privileges under the present Convention as would, if exercised in the favour of such individual person, be prejudicial to the security of such State. Where in occupied territory an individual protected person is detained as a spy or saboteur, or as a person under definite suspicion of activity hostile to the security of the Occupying Power, such person shall, in those cases where absolute military security so requires, be regarded as having forfeited rights of communication under the present Convention. In each case, such persons shall nevertheless be treated with humanity, and in case of trial, shall not be deprived of the rights of fair and regular trial prescribed by the present Convention. They shall also be granted the full rights and privileges of a protected person under the present Convention at the earliest date consistent with the security of the State or Occupying Power, as the case may be» [3].

It is regrettable that Article 47 deals only with international armed conflict to the exclusion of armed conflicts which are not of an international character. Yet the presence of “mercenaries” is frequently noted precisely in armed conflicts with a non-international character. In case of capture, these mercenaries undeniably benefit from the protection of Article 3 of the Conventions, and the corresponding provisions of Protocol II, when the latter is applicable, as well as from the provisions of international human rights legislation, when these apply. In fact, the person concerned will not normally be prosecuted on account of his mercenary status, but for endangering State security. The various conditions to qualify a person as a mercenary are:

a) Being especially recruited locally or abroad in order to fight in an armed conflict [5].

This condition excludes volunteers who enter service on a permanent or long-lasting basis in a foreign army, whether as a result of a purely individual enlistment (French foreign Legion, Spanish Tercio) or an arrangement concluded by their national authorities (for example, the Nepalese Ghurkhas in India, the Swiss Guards of the Vatican). Thus a volunteer who has been specially recruited locally or abroad in order to fight in an armed conflict can be considered as a mercenary in the sense of Article 47, provided that the other conditions mentioned below are also met.

b) He does, in fact, take a direct part in the hostilities [5].

Only a combatant, and a combatant taking a direct part in hostilities, can be considered as a mercenary in the sense of Article 47. Consequently this condition excludes foreign advisers and military technicians, who are found in numerous countries nowadays, even when their presence is motivated by financial gain, as far as they are concerned. As long as these experts do not take any direct part in the hostilities, they are neither combatants nor mercenaries, but civilians who do not participate in combat.

c) He is motivated to take part in the hostilities essentially by the desire for private gain and, in fact, is promised material compensation substantially in excess of that promised or paid to combatants of similar ranks and functions in the armed forces [5]. In contrast to a volunteer who is moved by a noble ideal, the mercenary is considered to offer his services to the highest bidder, since he is essentially motivated by material gain.

d) He is neither a national of a party to the conflict nor a resident of a territory controlled by a party to the conflict [4].

Whether or not one is sympathetic to the cause that they are serving, nationals of a Party to the conflict who voluntarily engage in combat in the

ranks of that Party, are not mercenaries in the sense of the Protocol.

e) He is not a member of the armed forces of a Party to the conflict [5].

This provision is necessary, because many States enlist foreigners in their armed forces on a regular basis, and without making these into corps [1].

f) He has not been sent by a State which is not a Party to the conflict on official duty as a member of its armed forces [5].

A mercenary is a volunteer who, at least officially, enlists on his own account and not on behalf of a third State. Thus there is no question of qualifying corps of troops who have been sent by certain States to different parts of the world for one reason or another, as mercenaries, even if they consist of volunteers who are well rewarded and who in case of need are called upon to take a direct part in hostilities.

Thus, mercenaries are not wholly bound by any Geneva Convention and any international norms, besides their own contract and the status of the private military company, which hired them. If the soldiers of private firms die on the mission or commit a crime, the states say that they do not belong to their armed forces and they are not liable for their activity. So, the issue of responsibility in case of making an offence by mercenary is open.

One of the main tools for mercenarism regulation is litigation. This “tool” would force private military companies to hold more accountability for the actions of their employees. The cost of lawsuits and their corporate image would lead them to better practices and the respect for rule of law. For example, Blackwater’s licence in Iraq has been suspended by the U.S. government and one reason is because of the number of cases filed in the U.S. domestic courts by families of the victims in Iraq as well as the families of Blackwater’s employees killed in Falluja in 2004.

In addition, the states must also enact comprehensive domestic legislation concerning mercenaries. Lastly, an international oversight body should be created to oversee private military corporations and their employees, observe their field operations and decide in which conflicts these corporations should undertake.

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INNOVATION ACTIVITY IN THE USA

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Kukharieva I.I., Saprun I.R. Innovation activity in the USA. The article examines international innovation activities, as a basis for scientific and technological progress. The innovative policy of the United States, some stages of its formation and basic components as well as the tools that are used to stimulate the development of innovative sectors of the US economy have been analysed.

Keywords: economic growth, government support, innovation policy, innovation potential, scientific and technological progress.

Кухарева І.І., Сапрун І.Р. Інноваційна діяльність США. У статті розглянуто питання міжнародної інноваційної діяльності, в якості основи для науково-технічного прогресу. Проаналізовано інноваційну політику Сполучених Штатів, етапи її формування та основні компоненти, а також інструменти, які використовуються для стимулювання розвитку інноваційних секторів економіки США.

Ключові слова: державна підтримка, економічне зростання, інноваційна політика, інноваційний потенціал, науково-технічний прогрес.

Кухарева И.И., Сапрун И.Р. Инновационная деятельность США. В статье рассмотрены вопросы международной инновационной деятельности, в качестве основы научно-технического прогресса. Проанализирована инновационная

политика Соединенных Штатов, этапы ее формирования и основные компоненты, а также инструменты, которые используются для стимулирования развития инновационных секторов экономики США.

Ключевые слова: государственная поддержка, инновационная политика, инновационный потенциал, научно-технический прогресс, экономический рост.

The capability to innovate and to bring innovation successfully to market is going to be a crucial determinant of the global competitiveness of nations over the coming decade. There is growing awareness among policymakers that innovative activity is the main driver of economic progress and well-being as well as a potential factor in meeting global challenges. Since the Industrial Revolution much of the rise in living standards is due to innovation.

Modern economic growth is characterized by the leading value of scientific and technological progress. The share of new knowledge embodied in technologies, equipment, human resources, production in developed countries accounts for 80 to 95% of GDP.

The goal of the article is to study basic constituents of US innovation policy, its development and formation, the mechanism of public and corporate sectors partnership.

The practical significance of the work, first of all, is the possibility of using the data for professional training and further research in the study of innovation activity in the USA.

Innovation is more than a new technology. Our intensely competitive global economy demands a relentless search for innovation-based advantage in services, marketing, and management. Information technology enables and accelerates innovation across the economy, even changing the way that knowledge is created, managed, communicated, and transformed. Innovation itself faces innovation. Many companies have adopted new models for accelerating the pace of innovation, including open innovation, multidisciplinary teams, user-driven innovation, and interinstitutional collaborations of unprecedented richness, intensity, and scale [1].

US innovation policy at the national level is influenced by the philosophy that commercial innovation is primarily the purview of the private sector, aided by universities and government laboratories, not directed by the federal government itself. Under this perspective, the primary role of the national government is to facilitate the interactions of these organizations. The efforts of the US government focus on supporting promising civil technologies for future generations, which represent the basis of scientific and technological potential of the country.

The formation of US investment attracting and innovation development mechanism dates back to the XVIII – XIX century, when the Americans managed to form a system of attracting capital through the successful implementation of specific policies aimed at creating institutional conditions that would be significantly more attractive for the capital import than the import of finished products into the country. Americans have created a mechanism to facilitate the process of circulation of foreign capital in the country, due to which the country has always had available funds for small and medium-sized enterprises lending, and therefore for implementation of innovations into the production through enhanced competition between enterprises.

The American economy is built on an enduring capacity for idea creation and diffusion. Competitive markets provide strong incentives for private businesses to improve their products and operations and for capital and labor resources to be reinvested in our best ideas. The inherent uncertainty of innovation means that important breakthroughs may come from many quarters – often unexpectedly – and our decentralized markets facilitate the generation of these new possibilities. By continually reinventing itself, the private sector is the engine of innovation [4].

The USA continues to be the largest single country in research and development investments with slightly more than a quarter (26.4%) of all global spending. These programs are supported by industrial (66%), federal government (25%) and academic/non-profit (7%) investments. The Federal Government funds more than \$130 billion a year in Research and Development that generates tremendous economic and social benefit to the nation. Recently a number of examples has emerged that highlight serious challenges in reproducing scientific research results.

Innovation-driven technology-intensive businesses are viewed favorably due to their potential and disproportionate impact on competitiveness, future economic growth, and prosperity because they often: create jobs that command above-average salaries; pay a high percentage of their income to their employees, rather than out-of-state capital equipment or out-of-state raw materials; can be located almost anywhere because of the connective power of the Internet and improved transportation systems, particularly air travel; create additional quality jobs that are not technology focused, both inside and outside the companies themselves; and serve markets that are outside the state, thereby bringing new wealth into the state.

American manufacturing, which supplies nearly three-quarters of all US private-sector research and development, is central to American innovation,

both to discoveries being made today and the ability to drive productivity and job growth in future.

The US has a highly decentralized and diverse innovation system, involving multiple actors, including branches of federal and state governments, public agencies, universities, the private sector, and non-profit and intermediary organizations.

The US Congress has responsibilities and powers for introducing innovation-related legislation, authorizing and appropriating budgets, holding hearings and receiving testimony from stakeholders on innovation-related issues, and undertaking oversight. The Congress operates through a committee structure, where the most significant committees for innovation issues are the House Committees on Small Business and Science and Technology, and Senate Committee on Commerce, Science, and Transportation.

The Global Innovation Index, published by Cornell University, INSEAD and the World Intellectual Property Organization ranks the innovation performance of countries and economies around the world, based on 82 indicators. In 2016 the USA was among the leading economies being ranked as the 4th one with the score – 61.4. The USA stands out in “innovation quality”, a top-level indicator that looks at the caliber of universities, number of scientific publications and international patent filings. It continues to be one of the world’s most-innovative nations, with the strengths including the presence of firms conducting global Research and Development, the sophistication of its financial market, including venture capital, the quality of its universities and scientific publications, software spending, and the state of its innovation clusters. The US scores lower in expenditures on education and in tertiary education. This factor can be explained by US low share of graduates in science and engineering, in energy efficiency, and in economy-wide investment and productivity critical to future growth [2].

The Bloomberg U.S. Innovation Index scored each of the 50 states on a 0-100 scale across six equally weighted metrics: R&D intensity; productivity; high-tech density; concentration of science, technology, engineering and mathematics (STEM) employment; science and engineering degree holders; and patent activity. According to the data that was provided in the framework of this research, the top five innovative states are: Massachusetts, California, Washington, New Jersey and Connecticut rounding out the top five states. On the other side, Mississippi, West Virginia and South Dakota are recognized as the least innovative states in the country. The Massachusetts Institute of Technology is one such school that has provided a ripple effect for the local

economy. MIT alumni have produced around 400 startup businesses over the past few decades, including Bose Corporation, which then creates a “cluster” of companies that are attracted to the strong business environment and in turn propel the labor market and growth [3].

Summing up, the main areas of US innovation internationalization include: technology transfer, federal grants, grants investors, private foundations, including the support of talented scientists and entrepreneurs around the world. Universities in the US, the key members of the national innovation system, function not only to provide educational services to the community based on free exchange of ideas and access to information. An active support of venture business, small businesses, tax incentives and credits from the State represent the specific directions of internationalization in the US. Major transnational corporations are expanding their activities through the creation of research centers around the world.

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INTERPOLACTIVITIES IN SEARCHING FOR CRIMINALS FLEEING FROM CRIMINAL LIABILITY

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Kurylko M.S., Kalyuzhna A.B. INTERPOL activities in searching for criminals fleeing from criminal liability. The article provides an overview of main methods of INTERPOL activities in pursuit of individuals fleeing from criminal liability in third countries. The goals, principles and prospects of work in this field are considered.

Keywords: criminal, globalization, INTERPOL, search, third countries.

Курилко М.С., Калюжна А.Б. Діяльність ІНТЕРПОЛУ з розшуку злочинців, які переховуються від кримінальної відповідальності. У статті запропоновано огляд основних методів діяльності Інтерполу з пошуку осіб, що переховуються від кримінальної відповідальності в третіх країнах. Розглянуто цілі, принципи та перспективи діяльності Інтерполу в цьому питанні.

Ключові слова: глобалізація, злочинець, ІНТЕРПОЛ, розшук, треті країни.

Курилко М.С., Калюжная А.Б. Деятельность ИНТЕРПОЛА по розыску преступников, скрывающихся от уголовной ответственности. В статье представлен обзор основных методов деятельности Интерпола по розыску лиц, скрывающихся от уголовной ответственности в третьих странах. Рассмотрены цели, принципы и перспективы работы Интерпола в этом вопросе.

Ключевые слова: глобализация, ИНТЕРПОЛ, преступник, розыск, третьи страны.

The emergence and expansion of transnational organized crime alongside terrorism requires joined efforts to combat it at all levels. Transnational criminal syndicates and networks with the help of corruption, blackmailing offenses and threats can exploit the advantages of open markets and open societies of democratic countries. International organized crime groups derive the greatest benefit from the globalization process. The basic working principle of transnational criminal groups is in escaping the control of law enforcement agencies. Foreign jurisdictions become territories that are safe for criminal activity [1]. Governments, businesses, civil society, international organizations have to unite their efforts to withstand such illegal acts. The activities of INTERPOL are at the forefront in combating this new wave of international crime. This explains the topicality of the article.

The goal of the article is to study the mechanism of INTERPOL activities concerning criminals escaping criminal liability.

The object of this research is INTERPOL activity, the subject is the operations of this organization in the field of searching for criminals overseas.

The analysis provided in the article is based on primary sources such as the text of the official documents of INTERPOL and the United Nations Office on Drug and Crime.

Nowadays the number of issues concerning criminals who are fleeing from criminal liability in third countries has increased in connection with the globalization of crime. Along with the problem of globalization of crime, bringing the perpetrators to criminal liability is another problem INTERPOL is called to facilitate, because it is difficult to collect evidence against the person who is outside the borders of the country in which the investigations are conducted. Law enforcement authorities are faced with difficulties in investigating the case and finding evidence to prove the involvement of a person in a particular crime when the offender is outside the State in which he has committed the crime.

A person who commits a crime does not exclude the possibility to leave the country in which he committed the offense, and thus escape from criminal punishment. In that case, it is difficult to find a person because he can select and go to any of the 197 countries of the world and the investigating authorities will need to determine the country in which the person who has committed the crime is. To determine the location of the criminal the investigating authorities make a request to INTERPOL.

INTERPOL, which stands for the International Criminal Police Organization (ICPO) dates back to 1914 when police officers, lawyers and magistrates from 24 countries met at First International Criminal Police Congress to discuss arrest procedures, identification techniques, centralized international criminal records and extradition proceedings. The idea of fighting crime at international level resulted in creation of the International Criminal Police Commission (ICPC) in 1923 [2].

Nowadays INTERPOL is the world's largest international police organization. It has a global membership of 190 countries including Afghanistan, Albania, Botswana, Argentina, Armenia, Bahrain, Denmark, Ecuador, Egypt, Fiji, Finland, Kazakhstan, Kenya, Jamaica, India, Oman, Romania, the United Arab Emirates, the United Kingdom, the USA [2]. Each country maintains a National Central Bureau (NCB) that makes a link to INTERPOL's global network. Ukraine is also a member country of the organization.

According to the principles of this organization any action on its part may be taken within the limits of existing laws in different countries and in the spirit of the Universal Declaration of Human Rights. INTERPOL's Constitution

prohibits ‘any intervention or activities of a political, military, religious or racial character’ [3].

The objective of INTERPOL is seen as to facilitate international police cooperation even where diplomatic relations do not exist between particular countries. INTERPOL cooperates closely with a number of partners in the public sector, and maintains representative offices at the United Nations and the European Union. Other public-sector partners include the World Customs Organization, CEMAC (Economic Community of Central African States) and numerous government agencies. INTERPOL also works with selected partners from the private sector, encompassing both for-profit entities and non-profit bodies, such as non-governmental organizations and foundations.

The vision of INTERPOL is that of a world where each and every law enforcement professional will be able through INTERPOL to securely communicate, share and access vital police information whenever and wherever needed, ensuring the safety of the world’s citizens.

As ‘the only international information-sharing and analysis hub for police worldwide’ [4] INTERPOL facilitates the widest possible mutual assistance between all criminal law enforcement authorities. It ensures that police services can communicate securely with each other around the world. Also INTERPOL strives for innovation at all times, in the areas of police and security matters [5].

All this is possible due to INTERPOL’s high-tech infrastructure of technical and operational support that helps meet the growing challenges of fighting crime in the 21st century. Data exchange facilitates successful coordination between law enforcement agencies at international level. All databases, with the only exception, INTERPOL Ballistic Information Network, are accessible real-time through the I-24/7 network which connects all INTERPOL National Central Bureaus (NCBs). The I-24/7 system was created in January 2003, and is an enhanced communication service and an innovative, user-friendly tool for international law enforcement. Information about suspected individuals and groups and their activities is exchanged between INTERPOL’s member countries and its General Secretariat in a fast, reliable and secure manner. I-24/7 provides a creative, modern and sophisticated way to make international law enforcement efforts more effective, and easier to perform [8].

Since effective border security is an essential part of combating transnational crime and may influence the actions of criminals trying to escape criminal liability (fugitives) different measures may be taken, starting with providing international partners with access to INTERPOL tools and services, delivering capacity building and training courses for new national staff,

coordinating operational activities. New web server solutions providing access beyond NCBs to frontline law enforcement officers, such as border guards, allowing them to search the databases on wanted persons, stolen and lost travel documents are of great importance.

Apart from posing a serious threat to public safety worldwide, fugitives undermine the world's criminal justice systems. That's why INTERPOL provides proactive and systematic assistance to member countries and other international entities in order to locate and arrest fugitives who cross international boundaries. Such activities include [6]:

- Providing investigative support to member countries in international fugitive investigations;
- Coordinating international cooperation in the field of fugitive investigations;
- Delivering training and conferences;
- Collating and disseminating best practice and expert knowledge;
- Providing operational support and assistance to the searches for individuals wanted for genocide, crimes against humanity and war crimes by INTERPOL member countries, UN tribunals and the International Criminal Court.

Although arrests of suspects are not carried out by INTERPOL officers rather by the national police in accordance with national laws [7], INTERPOL possesses a very powerful tool in tracking international fugitives, namely, the Red Notice. This seeks the provisional arrest of a wanted person with a view to extradition and is circulated to police in all member countries. Red notices contain identification details and judicial information about the wanted person [6].

However, it should be clarified that INTERPOL does not respond to all requests for search on international wanted list and many requests are not taken into account due to lack of evidence of the person sought, and many other factors. For example, In March 2010, a formal request for extradition was sent by the Prosecutor General's Office of Ukraine to the United Arab Emirates. The legal basis for this request was the Organized Crime Convention concerning citizens of Ukraine declared wanted on charges of illegal trafficking of people across the border of Ukraine, trafficking or involvement in other illegal activities such as malpractice and use of forged documents. However, the Prosecutor General's Office of Ukraine hasn't got the information about the results of legal investigation of this request [2].

Currently, there are several ways of improving the tracing mechanism and transfer by third countries fugitives from the investigation and punishment. They are as follows [1; 3]:

- to open INTERPOL database of national law enforcement agencies to speed up and simplify the search for criminals hiding from punishment and pretrial investigation;
- to create a branch of INTERPOL in regions of different states to greatly simplify the task of detection and extradition;
- to provide an opportunity for national law enforcement organizations to use INTERPOL database. This is one of the most important points to improve the mechanism of tracing criminals who are fleeing from criminal liability in third countries.

Conclusion. The research provided in the article shows that despite the growing number of criminals who travel the world in attempt to escape justice INTERPOL as the world's largest international police organization provides effective tools and strategies which can be used to find such fugitives and to demand extradition to the state of citizenship. Activities of this organization play a crucial role in fighting organized crime mostly through sharing information.

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EVENTS IN TOURISM: DEFINITION, CLASSIFICATION AND IMPACTS ON HOST COMMUNITIES

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Le H.T., Saprun I.R. Events in tourism: definition, classification and impacts on host communities. This article is devoted to the analysis of events as an inseparable part of tourism industry. The author gives definitions to such concepts as “event” and “special event”. The main classifications of events in tourism as well as the most important types of events have been considered. The role events play in tourism has been figured out. Their impact on host communities has been singled out.

Keywords: event tourism, events, host community, special event, tourism, tourism industry.

Ле Х.Т., Сапрун І.Р. Події в туризмі: визначення, класифікація та впливи на приймаючі сторони. Дана стаття присвячена аналізу подій як невід’ємної частини туристичної індустрії. Автор дає визначення таким поняттям як «подія» та «спеціальна подія». Розглянуто основні класифікації подій у туризмі. Розкрито найважливіші види подій. З’ясовано роль, яку грають події в туризмі та яким чином події можуть впливати на приймаючі сторони.

Ключові слова: подієвий туризм, подія, приймаюча сторона, спеціальна подія, туризм, туристична індустрія.

Ле Х.Т., Сапрун И.Р. События в туризме: определение, классификация и влияние на принимающие стороны. Данная статья посвящена анализу событий как неотъемлемой части туристической индустрии. Автор дает определение таким понятиям, как «событие» и «специальное событие» и рассматривает основные классификации событий в туризме, раскрывая важнейшие виды событий. Выявлена роль событий в туризме. Определено, каким образом события могут влиять на принимающие стороны.

Ключевые слова: принимающая сторона, события, событийный туризм, специальное событие, туризм, туристическая индустрия.

Nowadays event tourism, being one of the perspective sector of tourism sphere, is playing a great role in tourism industry in general. It has become a priority area for tourism in a lot of countries worldwide. The availability of events as the resources of event tourism is needed to develop this type of tourism. This makes this topic to be relevant for studying thoroughly.

The object of the research is events in tourism. The aim of the research is to make an analysis of events as an important part of the tourism industry. The following objectives of the research were set to reach the aim:

- to define such concepts as “event” and “special event”;
- to examine the main classifications of events in tourism;
- to figure out the role of events in tourism;
- to consider the impact of events on host communities.

Tourism is one of the fastest growing industries today. As the number of tourists worldwide is rising, so do their expectations and needs for specific experiences. Events are global phenomenon which is becoming more and more important in tourism industry. Events can offer various economical and social benefits for destinations, therefore a lot of counties and regions are developing the so called event tourism. Events can be defined as temporary occurrences, either planned or unplanned, with a finite length of time [2, c. 11]. Event tourism is a type of tourism which involves trips to any events [2, c. 11].

Talking about the events in tourism industry it is important to distinguish special events. Special events as a part of event tourism are described as specific rituals, presentations, performances or celebrations that are well planned and carried out to mark special occasions or achieve particular social, cultural or corporate goals and objectives [3, c. 9]. The main features of special events in tourism industry are the following ones:

- attract tourists or tourism development;
- be out of the ordinary or unique;
- have a significant economic impact;
- attract media attention;
- be of limited duration;
- be one-off or infrequent occurrence;
- raise the awareness of a region or enhancing its image or profile;
- offer a social experience;
- attract tourists or tourism development [3, c. 9].

There are different criteria for classifying events. According to their size and scope, events used in tourism sense can be divided into three categories: minor events, festivals and major events [1, c. 28].

Minor special events are annual or one-off events, including historical, musical and cultural events as well as dance performances. Festivals, in turn, are special events that are public, themed celebrations and related to the celebration of social values. Major special events are large scale special events with high status that attract a large crowd and wide media attention. In the categorization of events major events are further divided into two categories: mega events and hallmark events.

Mega event is an event that has impacts on the overall economic activity of the host country, and is globally covered by media. These events are generally associated with sports events. They include the Olympic Games, the Paralympics, the FIFA World Cup etc. It is difficult for many other events to fit into this category [4, c. 86].

Namely, Hallmark events are major one-time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination, and such events rely on their success on uniqueness, status, or timely significance to create interest and attract attention. Classic examples of hallmark events are Carnival in Rio, the Tour de France, the Oktoberfest in Munich and Wimbledon. These events are identified with the very essence of these places and their citizens, and bring huge tourist revenue as well as a strong sense of local pride and international recognition [1, c. 28–29].

Another common way of classifying events is by their form or content. According to this classification events can be divided into 8 categories (Figure 1).

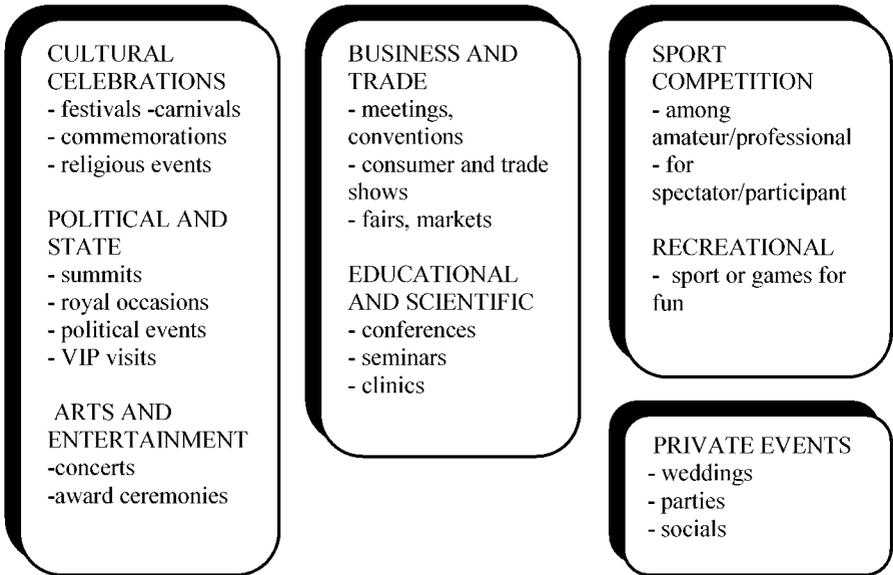


Figure 1. Classification of events based on their form [1, c. 30]

And, finally, events can also be categorized according to their tourism appeal. They are divided into three different groups in relation to their tourism attractiveness. Community festivals and events are produced primary for local

residents and often produced and managed by volunteers. Although these events are often small, and have limited tourism appeal, they still can function as valuable activity opportunities for visitors in the area.

Events of regional and provincial significance have existing tourist drawing power. These events may not possess the goal or capacity to grow bigger, however, with assistance some might do so. Usually events in this group will have a professional staff.

Events of national and international significance are the most appealing events from a tourism point of view and also likely to be the largest. These events have both national and international tourist drawing power and with some help they may be able to further improve their reputation and tourist appeal [1, c. 30–31].

The main driving force for event tourism and for tourism development as a whole is the economic benefits derived from it. Events can impact on a host community through various means, examples of which could be in form of foreign exchange earnings, income and employment generation [5]. These are examples of a positive impact, however, events can have a negative influence on host communities. The examples of both positive and negative impacts of events are shown in the figure below (Figure 2).

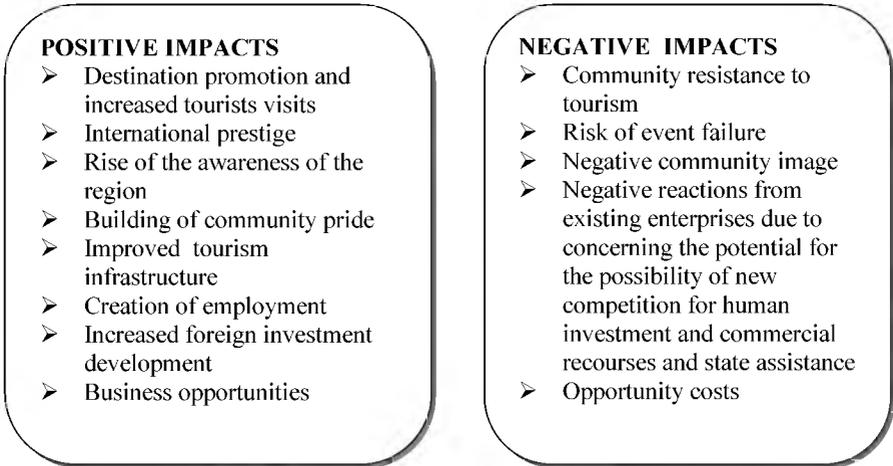


Figure 2. Positive and negative impacts of events on host communities [5]

All in all, events are important motivators of tourism which they greatly influence on the development of any destination. Events in tourism can be classified according to different criteria. In general, events have positive tourism

and economic impacts on host communities, however some negative impacts also exist. Nowadays events are becoming an inseparable part of tourism industry of many countries and regions worldwide.

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EVENT TOURISM AND ITS PLACE IN UKRAINIAN TOURISM BUSINESS

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Lekvinadze L.R., Manzhos Y.Y., Event tourism and its place in Ukrainian tourism business. The article focuses on Ukrainian event tourism, regarded as a type of tourism in which the main motivation for a trip is visiting a particular event. The main Ukrainian events including sports competitions, music concerts, themed festivals, national festivals, carnivals, reconstructions of historical events etc., have been given. The importance of tourism for the development of a region has been emphasized.

Key words: carnival, concert, event tourism, reconstruction of historical events, themed festival.

Леквінадзе Л.Р., Манжос Я.Ю. Івент туризм та його місце в туристичній індустрії України. У статті проаналізовано івент туризм України, що розглядається як вид туризму, у якому відвідування певної події є основним мотивом подорожі. Подані основні українські події, включаючи спортивні змагання, музичні концерти, тематичні фестивалі, національні фестивалі, карнавали, реконструкції історичних подій. Наголошена важливість туризму для розвитку регіону.

Ключові слова: івент туризм, карнавал, концерт, реконструкція історичних подій, тематичний фестиваль.

Леквинадзе Л.Р., Манжос Я.Ю. Ивент туризм и его место в туристической индустрии Украины. В статье проанализирован ивент туризм Украины, рассматриваемый как вид туризма, в котором посещение определённого мероприятия является основным мотивом путешествия. Поданы основные украинские мероприятия, включая спортивные соревнования, музыкальные концерты, тематические фестивали, национальные фестивали, карнавалы, реконструкции исторических событий.

Ключевые слова: ивент туризм, карнавал, концерт, реконструкция исторических событий, тематический фестиваль.

The subject of the article is event tourism that is a type of tourism, where the main motivation for a trip is visiting a particular event. The peculiarities of event tourism include the uniqueness of each trip, unforgettable impressions and festive atmosphere. When it goes about a large-scale event, event tourism stimulates the development of infrastructure of a region and when the revenues from tourism increase, the whole region receives benefits from certain events. This type of tourism often involves a cognitive component and discovering the local culture and can be classified according to the type of event and according to its scale. Among the events that attract tourists the most popular are sports competitions, music concerts, themed festivals, national festivals, carnivals, reconstructions of historical events etc [2].

Event tourism is a topical issue in Ukraine as it is quite promising, taking into account its long history and rich traditions specific for each region. Festivals (themed and national) are among the most important events that attract tourists. For instance, in 2013 more than 400 festivals of various scale and thematic focuses were held in Ukraine, those were events of regional, national and international scale [1].

These data show that unique tours combining traditional holidays and participation in entertainment events in Ukraine are gradually gaining increasing popularity among residents and overseas visitors, although event tourism remains a relatively young and extremely interesting trend.

There are not many organised event tourists in Ukraine so far, but this niche is growing rapidly (3-6 % per year according to the UNWTO) as more and more people are keen on value added types of tourism. To be more exact, the contemporary world tourism trends are aimed at increasing the interest in learning about cultures, customs and traditions of different countries and the event, as the tourist product, is the best manifestation of this tendency in the tourist supply [4].

Nowadays more and more Ukrainian festivals become popular. The survey of foreign respondents indicated that festival tourism occupies the leading

position among the various types of tourism in Ukraine. This type of leisure is rather interesting and rich in cultural and historical heritage.

In recent years a variety of festivals has emerged in major Ukrainian cities. Among the most popular are international jazz festival in Lviv, street food festival in Kyiv, various summer festivals in Odessa – a popular tourist destination in summer. Many of these festivals take place in former industrial buildings of the Soviet era and are thus helping to rejuvenate these areas [5].

The information about the main Ukrainian festivals is included in the table:

Type	Event	Location	Season
Film festival	Molodist' International Film Festival	Kyiv	April
Film festival	Odessa International Film Festival	Odessa	Second half of July
Food festival	Deruny Festival	Korosten'	September
Food festival	L'viv Cheese and Wine Festival	L'viv	October
Humor festival	Gumoryna	Odessa	April
Arts festival	Gogolfest	Kyiv	September
Music festival	Zakhid	Rodatychi, L'viv region	Middle of August
Music festival	Fayne Misto	Ternopil'	July
Music festival	Alfa Jazz Fest	L'viv	June
Poetry festival	Meridian Chernovits	Chernivtsi	September

Event tourism also includes music events. Very often a visit of a famous musician or a band to a certain city stimulates the inflow of tourists from all over the country, and sometimes even from neighboring countries. The important events in the world of music are different song contests. For example, the «Eurovision» European Song Contest is a great opportunity for the host country of the event to advertise its tourist opportunities, demonstrating its hospitality to the tourists from all over Europe. Music festivals allow the fans of certain types of music to see many favorite singers and bands on one stage, as well as to hear and see the new ones. Such music festivals are the best opportunity for young and unknown singers to represent themselves to the wide audience. Among the most popular music festivals of Ukraine are Slavske-Rock, Pidkamin, Zakhid-fest and others [3].

Ethnic festivals include a music program with ethnic elements as well as different games, workshops, literature readings, fairs etc. The most famous Ukrainian ethno-festivals are Kraina Mrii (“The land of dreams”), Sheshory.

Festivals of historical reconstructions are interesting not only for the Ukrainian tourists, but also for the foreign visitors as Ukrainian history is

closely connected with the history of many neighboring countries. The most famous reconstructions in Ukraine are the Battle of the Nations on the territory of Khotyn fortress, Ancient Medzhybizh and Terra Heroica in Khmelnytsky region. The historical reconstruction is a reproduction of historical events using the method of a role-playing game. Using the archaeological data, written and pictorial sources the reconstructors realistically recreate the certain scenes from the history of the country (famous battles, castle defenses), creating an atmosphere of that time. Reconstructions are usually connected with some holidays or anniversaries of the important historical events and often take place where the event happened. Historical reconstruction festival often includes various contests and competitions i.e. fencing, archery or crossbow, mass battles, competitions in the most authentic uniform. These festivals gather participants from many countries [2].

The festival of balloons is also among interesting and unique events. Such festivals regularly take place in Kyiv region, and in Kamianets-Podilsky. Dozens of huge balloons above the evening city create an unforgettable show, that's why such events gather people from all over Ukraine as well as foreign visitors. Each region is also famous for some interesting gastronomic festival, such as the Transcarpathian Bozhole – a fest of wine.

The international sports competitions gather not only athletes from around the world, but also their fans who along with the main purpose of their visit, often travel around the host-country. For Ukraine the main sports event in 2012 was the European Football Championship EURO 2012. Ukraine hosted the sports competition of this level for the first time in its history, due to this event, Ukraine and Poland were visited by a large number of foreign tourists during a short period of time.

Ukrainian event tourism faces some problems. First of all, there is an absence of the center of the festival movement and some kind of association, which would coordinate the activities of the festival movement in Ukraine. For example, one region can have about five festivals, and another carries out none. To avoid this situation, it is necessary to organize an agency that will manage the process [2].

Ukraine is the heart of Europe, a country with a wide range of cultural traditions and with a thousand-year history, in which the present has closely interweaved with the past. So, it is important to develop the cultural exchange within and outside the country. Ukraine has a unique mixture of attractions – the seaside, mountains, kilometers of rivers and lakes, marvelous cities and

authentic countryside, moreover every year the country hosts thousands of festivals, sporting events, and music performances [2].

Summing up, event tourism is a relatively young and extremely interesting trend in Ukraine. Its main purpose is visiting different events, among them there are sports competitions, music concerts, festivals (food, film, humor and poetry ones), and reconstructions of historical events.

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AUTOMATION IN RESTAURANT BUSINESS

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Levchenko K.V., Startseva N.N. Automation in restaurant business. The article discusses the possibility and advantages of the automation of processes and use of information systems, software in the restaurant business, both in terms of improved customer service, and effective personnel management, and for the conduct of financial statements. Modern technologies help to increase the profitability of the restaurant to attract customers and staff motivation.

Keywords: automation, customer service, financial statements, human resources, information systems, restaurant, software.

Левченко К.В., Старцева Н.М. Автоматизация в ресторанном бизнесе. У статті розглядаються можливості і переваги автоматизації процесів і використання інформаційних систем, програмного забезпечення в ресторанному бізнесі як з точки зору поліпшення обслуговування клієнтів і ефективного управління

персоналом, так і для ведення фінансової звітності. Сучасні технології сприяють збільшенню прибутковості ресторану, залученню клієнтів і мотивації персоналу.

Ключові слова: автоматизація, інформаційні системи, обслуговування клієнтів, програмне забезпечення, ресторан, управління персоналом, фінансова звітність.

Левченко Е.В., Старцева Н.Н. Автоматизация в ресторанном бизнесе. В статье рассматриваются возможности и преимущества автоматизации процессов и использования информационных систем, программного обеспечения в ресторанном бизнесе как с точки зрения улучшения обслуживания клиентов и эффективного управления персоналом, так и для ведения финансовой отчетности. Современные технологии способствуют увеличению прибыльности ресторана, привлечению клиентов и мотивации персонала.

Ключевые слова: автоматизация, информационные системы, обслуживание клиентов, программное обеспечение, ресторан, управление персоналом, финансовая отчетность.

The concept «restaurant automation» has become *widely used* by Ukrainian restaurateurs as the supplies of hardware and software for restaurant business. In this article the term «restaurant» refers to any catering institution. Automation has become a necessary condition for the competitiveness of this businesses. However, automation is applied only to the information components of business: accounting, document management, sales and other processes associated with data processing and does not directly affect the production process, i.e. cooking.

Restaurant business is one of the fastest growing areas of private enterprise, so the demand for automation systems is stable. At the moment the number of automated restaurants, cafes, fast food outlets, corporate enterprises and their chains are counted in thousands, while continuing to grow rapidly.

The purpose of the article is to describe the areas in restaurant business in which automation can be effectively used. It is a complex process that requires a thought-out approach. An overall automation starts from ordering products to serving the meal. There can be partial automation of the most labor-intensive production processes, leaving the remaining stages of production to manual labor.

Many software companies offer potential customers (restaurateurs) the ability to develop custom information systems. Such systems are expensive, because the development process itself is not cheap. But this is the only option that allows the restaurateur to obtain information system that would completely meet the restaurant's needs and consider its specifics [1].

As a result of its usage the time of serving is shortened: there is no need for extra personnel actions; the number of errors, following the order to the kitchen and back, is eliminated. The order-taking process may include the following stages:

- 1) receiving an order by the waiter (it is not automated);
- 2) inputting the order to the terminal which excludes errors in the orders transmission by chefs or bartenders;
- 3) automatic printing out of the order for the chef on chef's terminal.

The operation of software package is divided into two parts: an outer (front-office) and internal (back-office). The Front-office software package is designed to facilitate and speed up the work directly with visitors of the restaurant. The result of Front-office automation is the reduction of the human errors and speeding up the work. Automatic printed pre-checks simplify the calculation. Also, the Front-office is developing a system of creating an appropriate atmosphere in the restaurant: automatic control of the music and lighting, which is important for the classic restaurants and cafes. Back-office automates processes that the client does not need to see. This is a workplace of the economists, store clerks, managers, administrators, accountants and other office staff.

Restaurant business software is no longer expected to provide only order entry and processing automation and inventory management. A modern restaurateur needs a solution that would help put together and keep an effective, self-motivated team that does not require constant supervision.

To achieve optimal business performance, depending on restaurant's needs and software characteristics, changes could be made in several or all areas as a complex:

- Customer service;
- Staff management;
- Finance.

Customer service. It is well known that 80% of revenue comes from regular customers, so there is an acute need to increase attention towards them. A robust system of managing guest cards refines discount systems and loyalty programs. It helps to make onetime buyers regular consumers of products and services, provide emotional link with customers. Market researches are conducted based on the collected information about customers. The software providers offer the ability to create the automatic reports that monitor the effectiveness of the implemented systems. These reports are based on the statistics that is accumulated in a particular restaurant. The analysis of the effectiveness of the system is expressed not only in monetary terms, but also

in the increased number of customers over time. These reports are presented in tabular form and in graphical form [2].

Staff management. The management of any enterprise should provide good working conditions, decent wages and at the same time strict control over the work of employees. Experts admit that the huge losses are incurred by the global restaurant industry due to a lack of control. Automation may bring the benefits in the following way:

- the restaurateur may specify the rate of system access for each person in staff;
- to reduce theft and staff abuses;
- to calculate bonuses and penalties automatically;
- to create a schedule, attendance log and time sheets.

Finance. The integrated automated system free up the hidden reserves of the company by reducing costs and increasing profits. The automated systems include the ability to work with 8 taxes at the same time. Taxes can be calculated for each dish and for each account. Extra charge for catering is added to purchase price of products and raw materials (without value-added tax) when they arrive to the kitchen or when raw materials are delivered into the warehouse. Warehouse automation can intelligently allocate any number of positions, considering their size and weight, and based on these data efficiently generate a batch of discharge. According to statistics, about 20% of orders in warehouses are processed with errors. With automated warehouse the speed of customer service and delivery of products increases [3].

Conclusion. A perfect automated system helps to maintain a consistently high quality of cuisine and at the same time ensures efficient service and attracting of new guests. It will minimize the risk of fraud, streamline procurement, and build an effective supplier relationship system while providing timely, accurate and full business information and generating instant reports for shareholders as often as needed.

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THE ROLE OF THE ENGLISH LANGUAGE IN TOURISM BUSINESS

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Logvinenko A.O., Kuzmina V.S. The role of the English language in tourism business. The article focuses on the important role which foreign languages, especially the English language, play in today's globalized world. English is widely known as the language of business and communication and, without doubt, English is also the universally accepted language of tourism. The article underlines the need for a good command of English for workers involved in tourism industry.

Keywords: important role, foreign languages, globalized world, language of business and communication, tourism industry, tourism manager.

Логвіненко А.О., Кузьміна В.С. Роль англійської мови у сфері туристичного бізнесу. У статті приділяється увага важливій ролі, яку грає англійська мова у сучасному глобалізованому світі. Англійська мова добре відома як мова бізнесу та спілкування, і без сумніву, також є універсально прийнятою мовою туризму. У статті підкреслюється необхідність гарного володіння англійською мовою робітників, зайнятих в індустрії туризму.

Ключові слова: важлива роль, глобалізований світ, іноземні мови, менеджер з туризму, мова бізнесу та спілкування, туристична індустрія.

Логвиненко А.А., Кузьмина В.С. Роль английского языка в сфере туристического бизнеса. В статье уделяется большое внимание важной роли, которую английский язык играет в современном глобализированном мире. Английский язык хорошо известен как язык бизнеса и общения, и без сомнения, он также является универсально принятым языком туризма. В статье подчеркивается необходимость хорошего владения английским работников, занятых в индустрии туризма.

Ключевые слова: глобализованный мир, иностранные языки, менеджер по туризму, туристическая индустрия, язык бизнеса и общения.

The object of the article is the importance of knowledge of English language for tourism industry.

The subject of article is the role of English language in today's globalized world

The aim of the work is to justify the importance of foreign languages in professional work of managers of tourism and the formation of their foreign language communicative competence.

The material of research includes some facts about statistics of English-speaking population in the world, reasons for studying foreign languages, advantages of knowing English for competitiveness and business, the role of English language for employees, working in tourism industry.

The relevance of the topic: as a result of integration of our country into the European and world community, there is a need for an active multicultural and multilingual individual employed in tourism industry, who is capable to have adequate dialogue of cultures, to communicate in two or more foreign languages in various professional situations of intercultural communication.

Prospects of the work lie in further study of the ways of enhancing learning of English language for specialists working in tourism industry.

The English language today is accepted globally as the language of business and communication. Nowadays, English is the second in the list of the most common languages of the planet. English is recognized as an official language in 53 countries, both in Europe and in Asia. 300–400 million people consider English as their native language, in addition, another 1 billion people are learning it as a second language. In total, English is used today by one-fifth of the world's population. It has become one of the world's most important languages in politics, science, trade and cultural relations. English is the main language for international communication, whether it is in-person meetings, tourism or any other business. News, resources, instructions for use and books are translated firstly into the English language. International scientific conferences, forums, presentations are also held in English. Most software programs are working in English, and 71% of the world correspondence is in the English language, too. Also, in the field of advertising, more and more companies choose English names, slogans and logos. Wherever you go, this is the main language, regardless of whether there are native speakers near or not [2].

Today, English proficiency is not a luxury, as it was before, but a vital necessity.

It should be noted that native speakers at this time are in a minority, and in the near future there will not be British and American English. According to the experts' opinions, the existence of two varieties of English is predicted: Native English and Majority English: «Native speakers are already in a minority. The two most important Englishes will not be British English and American English. They'll be Native English and Majority English» [4].

There are some reasons for the necessity of learning English:

1. The ability to keep pace with the times. Almost all international conferences, sport events, popular shows are conducted in English. Most of

all scientific publications are also in English. If you know the language, you can get access to any information, be it English-language newspapers and magazines like “The Times”, “The Economist” or BBC channel, CNN channel.

2. New communication opportunities. A worldwide network has already expanded the possibilities of communication, in our time you can be in correspondence with a foreigner without a problem. Fluency in English helps to find interesting friends and expand the circle of acquaintances, so life becomes more vivid and saturated.

3. Increasing your competitiveness. Whatever job offer you may apply for, in the questionnaire, for sure, there will be an item concerning the knowledge of foreign languages. Plus in this column will always play in your favor, because now there are many companies involved in international trade and business. It is especially important for people willing to work in hospitality industry. With changing times, there has been a great increase in the number of people who travel on business or for pleasure. Therefore, the travel industry holds great promise of jobs. And travel agencies prefer candidates who speak fluent English.

4. Business. In today’s world, business is largely controlled by supranational consortiums with numerous of subsidiaries in different countries. The important condition of hiring employees is their ability to speak fluently in English. In the XXI century it is simply impossible to succeed without knowing English language, which is today a means of international communication.

5. Education abroad. Fortunately, in our time getting an education abroad is not a problem. Today many universities offers a variety of options for education, both full-time and distance, using a foreign language.

6. Travelling. During your holidays you will definitely need English, because with it you can easily make contact with the locals, get acquainted with other people, or ask them about something. While travelling around the city, you will understand what the guide said; in restaurants you will be able to order what you want; you will not get lost in an unfamiliar place; you can easily navigate the city and, therefore, you will know the state or the country better, constantly communicating with its citizens.

English is an international language, not only in business, education, trade, science and technology, but also in the tourism field. It does not matter which language people speak in this or that country, the role of English is huge almost everywhere on the planet. English will always help you understand people and their culture much better.

Tourism has become an integral part of the XXI century. It is difficult to overestimate its contribution to the economic, social and cultural life. As a result of integration of our country into the European and world community, there is a growing need for an active multicultural and multilingual employee in tourism field, who is able to conduct a dialogue of cultures and to communicate in two or more foreign languages in various professional situations of intercultural communication.

In this regard, functions of professional managers of tourism have received substantial transformation. Knowledge of foreign languages is one of the requirements put forward to experts in the field of tourism, because a foreign language is not only a tool necessary to solve specific professional problems, but also an integral component of professional competence of managers of tourism.

For a manager of tourism industry a foreign language is one of the tools that helps not only to act, to convince, to make decisions, but also to create a favorable business atmosphere, to understand the cultures of other countries and the mentality of their people. The ability to efficiently carry out professional communication in a foreign language greatly enhances the competitiveness of tourism professionals in the labor market [1, p. 243].

A beginner manager, a former student, often has lack of knowledge not only of purely practical topics, such as how to fill in various forms or how to work with tourism catalogues, but also lack of knowledge of foreign languages. For example, a tourist is traveling abroad and needs to fill out forms in English, and the duty of an employee of a tour company is to help this client. Lack of knowledge of English leads to the formation of the complex like “fear of the unknown”, self-doubt, which certainly affects competence and quality of work of an employee. It should be noted that the graduates from the faculty of the tourist profile must have not only a certain amount of professional knowledge and skills, but also professional knowledge of a foreign language. It is a sign of professional competence.

So, knowledge of the English language for employees of the tourism industry and tourists themselves is a very important factor. If you speak English, you get a lot of advantages:

1. Communicating with people all over the world;
2. Conducting conversations in chat rooms and international groups;
3. Having the opportunity to travel all over the world;
4. Having the opportunity to learn many new and interesting things about the life and culture of other countries and nations.

Work abroad is directly connected with English language: transfermen, guides, receptionists, translators, animators, flight attendants, journalists, brokers – everyone should know a foreign language at a sufficient level.

People working in the tourism industry, need regularly update their vocabulary, to stay updated with all lexical trends, so if you still do not know who are the backpackers, what is couchsurfing, how to fly lowcost and why should you organize a city-break, then you should definitely check out these terms [3].

Thus, the necessity of foreign languages at an appropriate professional level for managers of tourism industry has greatly increased with integration of the current generation into the global socio-cultural space. With this in mind, only the specialist who has a good command of at least one foreign language has competence, and can adapt to a multicultural environment and realize professional and personal potential.

Now the task of experts is not only to provide comfortable stay of clients, but also to have proper personal and professional qualities to successfully solve various tasks and to meet professional needs of the users of tourist services.

Without any doubt the universally accepted language of tourism is English. It doesn't matter whether you are a tourist agent or a manager – you are definitely expected to have not only a passive understanding of English, but also confidence in actively using it.

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HIGH-TECH EXPORTS OF UKRAINE IN TERMS OF THE INDUSTRIAL REVOLUTION AND DEVELOPMENT OF CONVERGENT TECHNOLOGIES

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Manko I.O., Davydenko I.V. High-tech exports of Ukraine in terms of the industrial revolution and development of convergent technologies. The article reviews the status of high-tech exports of Ukraine in terms of the new Industrial Revolution involving the converging technologies. The research distinguishes the classification of the industrial revolutions, high-tech products, as well as Ukrainian high-tech items of export at the present stage of development.

Keywords: industrial revolution, CPS, high-tech export, converging technologies, technological development.

Манько І.О., Давиденко І.В. Високотехнологічний експорт України в умовах промислової революції і розвитку конвергентних технологій. У статті розглянуто стан високотехнологічного експорту України в умовах нової промислової революції за участю конвергентних технологій. Наведено класифікацію промислових революцій, високотехнологічних товарів, а також визначені статті високотехнологічного експорту України на сучасному етапі розвитку країни.

Ключові слова: високотехнологічний експорт, конвергентні технології, КФС, промислова революція, технологічний розвиток.

Манько И.А., Давыденко И.В. Высокотехнологичный экспорт Украины в условиях промышленной революции и развитии конвергентных технологий. В статье рассмотрено состояние высокотехнологического экспорта Украины в условиях новой промышленной революции с участием конвергентных технологий. Приведена классификация промышленных революций, высокотехнологических товаров, а также определены статьи высокотехнологического экспорта Украины на современном этапе развития страны.

Ключевые слова: высокотехнологичный экспорт, конвергентные технологии, КФС, промышленная революция, технологическое развитие.

The object of the study is the high-tech export of Ukraine. The subject of the research is the way to increase the level of the high-tech export of the country. The purpose of the study is to define the governmental policy in order to support national manufacturers, scientists and workers developing new technologies.

Governments of almost all developed and developing countries, after the crisis of 2008-2009, are reviewing their industrial policies and ways to control industrial facilities in their countries [2; 4]. All of the key changes in the areas of the economy, especially in industry, are the results of innovation, namely the Industrial Revolution. We define 4 of them [3]:

1. The first revolution, or industrial revolution (late 18th century). It was based on innovation in the production of cast iron, steam engines and textile industry development.

2. The second one, or technological (19 century-early 20th century). The Industrial Revolution was based primarily on the scientific achievements and on the production of high-tech steel, distribution of railways, electricity and chemicals. Mass production based on electric drive and the labor division became popular.

3. The third one, or informational (since 1970). Computers were used to produce steel and electricity; production became automated.

4. The fourth one, or Industry 4.0 (2011-2050 years). The driving forces are integrated by intelligent processes and products that generate a huge volume of information and create new markets. Industry 4.0 is based on cyber-physical systems for the implementation of the «Internet of Things», which is focused on the consumer. This Industrial Revolution rooted back to Germany, where scientists and economists identified it as a means of improving the competitiveness of the manufacturing industry of the country through enhanced integration of «cyber-physical systems» (CPS) into the production processes [4; 8].

The term CPS is used when talking about the integration of small machines, which are connected with the Internet and act via human labor. In other words, lots of such machines are actively created now, they are to produce goods with the least amount of errors, and also these machines will adjust production patterns specific to the desired product, without altering their effectiveness [4].

Similar technology is used not only in Germany but also in other developed and developing countries of the world, such as the USA, Japan, Canada, China, France, UK, etc [6]. In the modern world the advanced manufacturing technology has become competitive factor in terms of Industrial Revolution [6].

There is no doubt that mankind has a long history of the development, and thanks to the industrial revolution a lot of new products were created and many products are to be created yet. It is caused by the widespread use of innovations and convergent technologies.

Convergent technologies compose a «Big Four» technology, which includes information and communication technologies, biotechnology, nanotechnology and cognitive technologies [3; 7]. Now the advanced countries of the world are using converging technologies to develop new engineering products in medicine. In the next 30 years, we are expecting to complete the interpenetration of internet technologies and renewable energy technologies, the proliferation of artificial intelligence, the widespread use of cloud services [3].

Ukraine has reacted to the world's political, environmental, cultural and economic trends very intensively.

Today, when we talk about enlargement of the export potential of Ukraine, we hear about the necessity to focus on the exports of high-tech products. This statement seems very attractive, because the high level of technology, high added value and the degree of processing are important «export landmarks,» which Ukraine should backup. But one should understand which exactly goods are assigned to each of the groups, what are the global trends and what the Ukrainian export represents. We should do this in order to avoid methodological errors, which can affect the general export policy of the country [3]. There are groups of products which are wholly or partially correspond to high-tech: aerospace products; computer and office equipment; electronics and telecommunications; pharmaceutical products; scientific equipment; electrical machinery and equipment; chemical products; non-electrical machinery and equipment [7].

The first place was occupied by Ukrainian exports of aerospace products (average for the period under review 36.2%), among the products of this group turboprop engines were exported by the total cost, as well as aircrafts and other devices with a mechanical movement weighing more than 15 tons, spacecrafts, satellites and turbojet engines [4].

The second and third place are occupied by high-tech exports of electronics, telecommunications and non-electrical machinery and equipment, which are very similar in their share in total exports of 17.7% and 17.6%, respectively [4].

In the group of «Electronics and telecommunications», transmission devices, control panels, radio equipment are highly exported. The main export of non-electrical machinery and equipment was gas engines [4]. The Ukrainian merchandise export share of high-tech products is about 3%. In 2015, this amounted to \$ 1.68 billion [8].

With the help of the Global Competitiveness Index of the World Economic Forum, we can determine the competitive advantages of Ukraine, due to which high-tech exports of Ukraine can expand and grow [2]:

- 1) higher education plays a critical role in shaping the intelligence of Ukrainian scientists and workers and the further development of technologies;
- 2) engineers and researchers training is of great importance.

However, Ukraine has still a problem with the modern technological equipment. One more problem is «brain drain» – when our highly qualified professionals go abroad.

Competitiveness of Ukraine is determined by most of its cheap labor market, training level, the quality of scientific and technological institutions. Among the problems to be solved are the following: the absorption of technologies at the firm level, the improvement of cooperation of educational and scientific institutions, and foreign direct investment [2; 5].

Conclusion. Thus, in order to increase and support high-tech exports, Ukraine should allocate money for new developments, buy technological patents for their operation on the territory of the country, also increase investing Research and Advanced Development, develop a clear national concept of scientific, technical and innovative priorities, develop a new strategy to increase the competitiveness of the national economy through the introduction of advanced technology, and the last but not least, – state the program of incentives and export support. In the context of clearly organized concepts and strategies, as well as political and economic stability in Ukraine, our country may rise to the fore of advanced places of exports of high-tech products.

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A COUNTER-CRISIS STRATEGY AT AN ENTERPRISE AS A PART OF MANAGERIAL PROCEDURE

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Miroshnik N.O., Kasianova V.G. A counter-crisis strategy at an enterprise as a part of managerial procedure. In the paper there are described preconditions of enterprise crisis and there is presented a broadened classification of the existing types of a crisis diagnosis. Considering the most acute challenges of management and economic development, the paper deals with a managerial procedure which contains gradual financial and economic measures to resist a corporate distress. The purpose of this paper is to consider the launch of a mechanism of taking and optimizing organizational and economic measures which enable resisting crisis at an enterprise. The most efficient should be the measures which are aimed at making a proper diagnosis, implementing changes in cost management, increasing sales, working with suppliers, optimizing assets, restructuring debts, raising cash, working with staff, as well as the measures of involving other economic tool in order to overcome undesirable crisis effects. It is outlined the necessity of organizational management of postcrisis phenomena which depends on the aims of managers, organizational structure of an enterprise, etc.

Мирошник Н.О., Касьянова В.Г. Антикризисова стратегія підприємства як частина процедури менеджмента. У статті описані передумови кризи на підприємстві та представлена розширена класифікація існуючих видів діагностики кризи. Беручи до уваги найбільш гострі проблеми управління та економічного розвитку, у статті подано алгоритм та описана послідовність фінансово-економічних заходів щодо подоланню кризи на підприємствах. Ціллю статті є опис поступового запуску механізму щодо виходу з кризи на підприємстві. Найбільшу ефективність відображають заходи щодо реалізації комплексу дій шляхом проведення відповідної діагностики, управлінні видатками, покращення

продажів, роботи з постачальниками, оптимізації управління активами, реструктуризації боргів, управління грошовими коштами, кадрової політики, а також залучення інших фінансових та економічних інструментів для подолання небажаних кризових наслідків. Відзначена необхідність організаційного управління посткризових явищ, які залежать від цілей управління, організаційної структури та ін.

Мирошник Н.А., Касьянова В.Г. Антикризисная стратегия предприятия как часть процедуры менеджмента. В статье описаны предпосылки кризиса на предприятии и представлена расширенная классификация существующих видов диагностики кризиса. Беря во внимание наиболее острые проблемы управления и экономического развития, в статье представлен алгоритм и описана последовательность финансово-экономических мер по предотвращению кризиса на предприятии. Целью статьи является описание пошагового механизма выхода предприятия из кризиса. Наибольшую эффективность демонстрируют меры по реализации комплекса действий путем проведения соответствующей диагностики, управлению расходами, повышению продаж, работе с поставщиками, оптимизации управления активами, реструктуризации долгов, управлению денежными средствами, ведению кадровой политики, а также меры по привлечению других финансовых и экономических инструментов для преодоления нежелательных кризисных последствий. Отмечена необходимость организационного управления посткризисных явлений, которое зависит от целей управления, организационной структуры предприятия и т.п.

Introduction. Any crisis in a company can be attributed to many causes, such as general market downturn, wrong strategy development and inefficiency of management. According to A.A. Shemetov [1], the process of development of a financial crisis can be divided into four main types. First, it is inefficiency of use of capital which results in reduced profitability and absolute values of profit. Second, it is decrease of margins as the result of higher production cost. Third, it is lack of reserve funds which can result in a sharp decline of a company's solvency; it is important to note that more often than not, such events are accompanied by a significant reduction in production. Forth, it is the acute insolvency: a company has no available credit lines or reserve funds to finance production and meet overdue commitments. This can increase possibility of bankruptcy. Regardless of the cause, in order to bring a company out of crisis, one can use universal tools. The speed and the methods of overcoming crisis will largely depend on its causes and the stage of their detection.

Literature review. From managerial standpoint, the issues of crisis management planning, crisis anticipation, analysis of crisis events were

revealed in the last decade in the scientific society by such researchers and practitioners as K. Smith [2], J. Bernstein [3], E. Devlin [4], A. Asaul [5]. The manuscripts of Ukrainian economists are also devoted to the financial aspects of crisis, the probability of the crisis events emergence, evaluation of a crisis state, improvement of a distressed company's situation and controlling over such situations. The problem of choosing and implementing a counter-crisis was researched by national and foreign scholars such as: V.O. Vasylenko [6], N.M. Tiurina, N.S. Karvatska, I.V. Hrabovska [7], D.V. Petukhov [8], etc. Moreover, there are various approaches to the strategy formation and to the problem of choosing appropriate under crisis conditions.

But still there remain the issues that describe a methodological base which reveals the whole complex of interconnection of the measures taken to improve managerial anti-crisis strategy and companies' performance. Nowadays, the necessity of a system theory approach to managing an enterprise should not be underestimated. One of the key elements of practical implementation of this approach is forming a business strategy of an enterprise. The above-mentioned makes the given research actual, since if any of the elements of a system is deteriorated, a deviation from the strategy is observed and thus it is necessary to develop a counter-crisis strategy.

There is no common way of the strategy formation. On the one hand, it can be represented through the hierarchical levels of its development and representation: strategic (mission and goals) – tactical (policies) – operational (procedures and processes). On the other hand, it can be represented through its functional parts. During the last years one of the relevant methods of such a representation of business strategy is a strategy map. This method is based on the elaborations of American economists Robert S. Kaplan and David P. Norton. According to their method, a strategy consists of four parts called “perspectives”: financial (“Finance”), production (“Internal business processes”), personnel (“Learning and Growth”) and marketing (“Customer”) [9].

The aim of the article is to describe algorithm of managerial procedure which enables to resist crisis at an enterprise. Poor managerial performance includes: a clash of interests of management and owners of an enterprise; low proficiency of management; discrepancy between the existing means of production and the tasks of a company.

The signs of a crisis are: steady company's stagnation in sales; exceeding the limits for shipping goods to buyers; availability of stocks and their dynamics; poorly diversified portfolio of customers; lack of budgeting; insufficient credit policy; rapid growth of overdue accounts payable.

A part of a counter-crisis program may consist of the next stages: a preparatory stage which is a comprehensive diagnosis of possible causes of a crisis in a company which includes definite types of diagnosis. Depending on the purposes of a company, its legal and organizational form of doing business, organizational structure and the necessity of a rapid crisis resistance, it is feasible to involve external consultants or create a so called internal crisis management team which can be also a core crisis communication team, an executive management team, a crisis management command center, etc.

The first stage is cost management which involves the following procedures:

- formation of a company's budget. Cost planning and delegation of the relevant authorities to middle managers would significantly reduce a company's costs. Horizontal and vertical integration. Horizontal integration involves the search for procurement opportunities with other buyers which may offer certain discounts. Vertical integration means working more closely with suppliers of key raw materials and items;

- analysis of the possibilities of outsourcing. A profound analysis of components should be made to determine which ones should be produced profitably in a company at the lowest possible costing point, and which ones may become outsource components and be produced at a lower costing point outside a company;

- introduction of new forms of payments to contractors;
- stringent cost controls;
- processes optimization. It is feasible here for top management to discuss technologies of production and quality of output. For example, such a decision may lead to reduction of waste production because of more effective use of resources and raw materials;

- reduction of labor costs. Downsizing bonus schemes should be developed for a company's staff to motivate it, potentially resulting in increased productivity and reduced costs. However, one should avoid downsizing. In most cases, the savings from lower wages are almost insignificant, but such measures could trigger a personnel crisis;

The second stage is sales increase in a crisis situation which may lead to the following activities:

- making a segmental marketing research. The main objectives of such a study are: determination of market capacity; assessment of the possibility to increase sales and selling prices, to have deeper knowledge about consumer preferences;

- selection of a group of products that yield the highest profit. There may be made an ABC-analysis in order to assess production profitability. Attention of sales managers should be focused on the first group of products;

- revision of the assortment and pricing policies of a company.

The third stage is working with suppliers which can ensure the following:

- refusal from former suppliers of the overpriced raw materials;
- centralizing all the purchases through the executive accounts;
- making a list of priority payments in a decreasing order;

The fourth stage is optimization of the use of assets may include such types of measures as:

- analysis of the use of fixed assets;
- redistribution of burden among the assets. This should help save property taxes and reduce maintenance costs;
- outsourcing of some processes.

The fifth stage is cash management which considers the following processes:

- structuring of debtors by terms of payment. For each group there should be assigned a responsible person who would control the terms and the result of meeting obligations in full compliance with counterparties. It is advisable to introduce a bonus scheme for managers which would depend on the terms of repaying the receivables;

- formation of the scale of discounts for early repayment and cash flows forecasting. Before introducing the new terms of payments with contractors, it is necessary to simulate the situation by building a cash flow budget and the budget of revenues and expenditures. If the optimal result is obtained, the new scheme may be approved by a special company's order.

The sixth stage is debt restructuring which considers granting certain delays from creditors. For instance, it may be reduction of liabilities or cutting an interest rate for a credit in exchange for various assets which belong to a company. Some types of accounts payable restructuring are given below:

- assignment of rights of ownership on fixed assets. A company can negotiate with the lender to pay off accounts receivable in exchange for fixed assets. Before proposing any assets as compensation, it is necessary to assess whether they are important for a company's performance;

- assignment of a company's shares. One of the types of compensation is to offer a holding of shares which is on the balance sheet of an enterprise. In this case a new emission of shares is used to reduce payables. The agreement is conducted between a creditor and the owners of a company which are willing to assign their shares in exchange for the improved credit conditions;

- repayment of debt by providing promissory notes. As a means of restructuring, a promissory note is a new obligation which should be met according to the newly set terms and often at a smaller interest rate. It releases a company from paying the debt for a certain period, thus enables a company to improve its key performance indicators;
- debt forgiveness. It is a voluntary cancellation of all or part of a debt obligations within a contractual arrangement between a creditor and a debtor.

Sustainable economic development of an enterprise under the condition of keen competition can be achieved in case of its security from internal and external threats. In order to provide a company's development, managers should take into account a lot of factors that influence it: effective use of all types of resources, application of innovative technologies to production, ability to react quickly to the market changes, etc. As a rule, companies make mistakes, and their periods of sustainable growth are followed by crisis processes. However, crisis should not be perceived only as a negative process: it's an imbalance of enterprise as a system which may have both positive and negative results. The further state of a distressed company depends on complexity of a counter-crisis strategy, one of the parts of which is marketing strategy.

A crisis marketing strategy has to be formed according to the general crisis strategy. Depending on the current market position, a distressed company may choose one of the four possible strategies: 1) an offensive strategy of overcoming a crisis; 2) an active defensive (offensive-defensive) strategy; 3) exit from the market; 4) strategy of the "last halftime".

The last two strategies are advisable when rehabilitation of a company is irrational. However, the most widespread marketing strategies are the offensive and defensive ones. An offensive strategy stipulates active and aggressive position of a company at the market and pursues the aim to gain and extend a market share. Defensive strategies are used when a company has reached the desirable level and are aimed at keeping a market position.

In order to choose the appropriate crisis strategy, a profound analysis of a market situation and competitor's behavior is required both before crisis occurs and in the course of it.

Conclusions and direction for further investigation. The approaches which dominate in enterprise management nowadays and are securing greater support among the majority of the scholars present crisis management in an integrated continuum of management activities proceeding from potential crisis identification and prevention through event response and

on to long term post-crisis management. Obviously, the best crisis management is to prevent a crisis occurring in the first place and to apply preventive crisis management, or it is much more effective to anticipate crises rather than to manage them. Thus, an effective preventive process firstly requires ability to find out all the external and internal risks, gather information, assess and evaluate the financial and economic state of a company and turn all the plans, techniques and preventive strategies into action. On the basis of the experiences evaluated to date, more reliable recommendations can be provided for the prevention of undesired impacts that exacerbate crises than for direct measures of crisis management when a crisis has already deepened.

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INTERCULTURAL COMMUNICATION IN THE MODERN WORLD

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Moskalenko A.R., Saprun I.R. Intercultural communication in the modern world.

The article analyzes the problem of intercultural communication in the modern world. The factors affecting the relationship between people of different cultures have been examined. The importance of intercultural communication and its influence on global processes has been spoken about. The analysis of the role of international tourism in the issue of intercultural communication has been carried out.

Keywords: culture, dominant group, globalization, intercultural communication, international tourism.

Москаленко А.Р., Сапрун І.Р. Міжкультурна комунікація у сучасному світі.

У статті аналізується проблема міжкультурної комунікації в сучасному світі. Розглядаються фактори, які впливають на взаємовідносини людей різних культур, йдеться про важливість міжкультурного спілкування та його впливу на світові процеси. Проаналізовано роль міжнародного туризму в питанні міжкультурної комунікації.

Ключові слова: глобалізація, домінантна група, культура, міжкультурна комунікація, міжнародний туризм.

Москаленко А.Р., Сапрун И.Р. Межкультурная коммуникация в современном мире. В статье анализируется проблема межкультурной коммуникации в современном мире. Рассматриваются факторы, которые влияют на взаимоотношения людей разных культур, говорится о важности межкультурного общения и его влияния на мировые процессы. Дан анализ роли международного туризма в вопросе межкультурной коммуникации.

Ключевые слова: глобализация, доминантная группа, культура, международный туризм, межкультурная коммуникация.

Intercultural communication is the communication between members of different human cultures. It is well known that the words bind people together, unite them through communication. The development, understanding and adoption of the mentality of people living nearby is an important requirement of our time. It is especially important now when the process of globalization is characterized by mixing of peoples, languages, cultures. This has led to a more acute problem of education of tolerance to other cultures, has awoken an interest and respect to them. In the early 21st century it is becoming increasingly obvious that humanity is evolving towards expanding the

interrelation and interdependence of different countries, peoples and their cultures. This process is called globalization, which covers different spheres of public life all over the world. This provoked some attention to the issues of intercultural and international communication and therefore the study of this subject is actual at the present stage [4].

To gain some knowledge about other people is the basis of culture formation of interethnic relations at any age. The formation of national identity and ethnic attitudes of the younger generation involves not only representatives of numerous teaching corps, but also political, public, religious leaders, artists, culture, media.

The modern world is extremely complex and diverse. It is home to different peoples and cultures which interact with each other or never intersect. In accordance with their cultures, millions of people are guided by different value systems: the principles, concepts, stereotypes, images have significant differences when compared to each other. The formation of images and stereotypes plays an important place in the system of modern intercultural communication. Such representations arise in the process of intercultural communication, when meeting with the representatives of different ethnic groups, states and cultures with others. This is an integral part of cultural exchange and international relations. A positive image arising from different peoples about each other in the process of intercultural communication, able to smooth, to neutralize various conflict situations. On the contrary, negative perceptions of the participants of the communication process of each other set the stage for misunderstandings, contradictions and tensions [2].

Today it is almost impossible to find an ethnic community that would not experience influenced by the cultures of other peoples and the broader social environment that exists in some regions and the world at large. This was reflected in the rapid growth of cultural exchanges and direct contacts between public institutions, social groups, social movements and individuals from different countries and cultures. However, in modern conditions a great cultural heritage, which evolved throughout the history of mankind must not be lost [6].

If you look at the current situation in the world, one of the main problems of intercultural communication is that of refugees and immigrants, whose number constantly increases due to regional wars, ethnic conflicts, the collapse of the economic systems of third world countries, etc. In this case, we can say that the representative of different cultures experience some psychological discomfort. The driving force of adaptation is the interaction, at least two groups of people of the dominant group, which has more influence and adaptable

group that undergoes a process of learning or adaptation. The dominant group intentionally or unintentionally impose changes, whereas the other group voluntarily or not accept them [1].

Taking root in the other culture, a foreigner experiences uncertainty and anxiety. This natural reaction to concern about their status and place in the host society may turn into overwhelming fear, mistrust and in extreme cases, may provoke the return of the native. Most immigrants can experience so-called culture shock. Culture shock occurs in a period of transition, symptoms of fear and anxiety accompany the person, as a rule, at the initial stage of introduction into a different structure [5].

We can't blame a man for what he is experiencing culture shock. It happens to millions of people worldwide, but has different consequences, depending in each case on the type of nervous system of the individual. When a person knows what to expect and how to act in case of culture shock, the initial period of living in another country and a different cultural environment is for him with less effects. However, there are those that are not wanting to accept a new culture trying to preserve his own. For example, in New York there are Chinatown, Russian Brighton beach and such examples are many. They continue to speak their native language, ignoring English, avoiding the dominant influence of the environment and conserving as possible, the trappings of the old way of life. However, the culture of ethnic groups in a foreign environment – it is not the culture of the ethnic group in its pure form, it is something modified, adapted to new conditions [6].

Speaking about the role of international tourism in the issue of intercultural communication it should be mentioned that international tourism occupies a significant place in modern society. Currently, tourism is of great cultural, economic and political importance. Tourism is an important means of mutual understanding, goodwill and strengthens relations between nations. International tourism has become one of the most important forms of intercultural communication, because people have the opportunity to get acquainted with the life of other peoples, their traditions, spiritual, natural and cultural heritage.

In the sphere of tourism is closely intertwined the interests of the economy and culture.

The beginning of the third Millennium, tourism has become a powerful planetary socio-economic and political phenomenon, greatly influencing world order and the politics of states and regions. Currently there are many types of tourism, which are significantly different from each other in their goals,

contents, objects: this is a recreational, therapeutic, educational, business, sports, ethnic, religious, transit, educational tourism etc, and almost all types of tourism meant that the tourist will inevitably encounter with representatives of other cultures during their journey. Given that in 2015 the number of tourists worldwide exceeded 1 billion people, you can imagine how important is tourism in the issue of intercultural communication [3].

As we can see, thanks to world globalization, the process of adaptation of cultures to each other has become more widespread. The whole world is connected to one economic chain, the deterioration of the situation in one country will impress other countries. Every player in the world economy is interested in the welfare of the world. But on the other hand, residents of many closed countries are just not ready for such a drastic change, and conflicts is inevitable in the result of this, therefore, studying the problems and finding proper solutions to the issues of intercultural communication are some of the most important and fundamental in the modern world.

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GLOBAL CRISIS AND EMPLOYABILITY OF YOUTH IN EUROPEAN UNION

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Nefyodova A.A., Startseva N.N. Global crisis and employability of youth in European Union. The world crisis that began in 2008 has negative influences not only over financial, economic and social structures but also the employment of youth, university graduates who do not have enough experience or skills required. The jobs are reduced, wages are cut and the market requires skilled labor.

Keywords: employment, job reductions, qualified labour force, wage cuts, work experience, world crisis, youth.

Нефёдова А.А., Старцева Н.М. Глобальна криза та працевлаштування молоді в Європейському Союзі. Світова криза, яка почалася в 2008 році, робить негативний вплив не тільки на фінансові, економічні, і соціальні структури, а й на працевлаштування молоді, випускників університетів, які не мають достатнього досвіду роботи або необхідних навичок. Вакансії скорочуються, зарплати урізують, а ринок вимагає кваліфіковану робочу силу.

Ключові слова: досвід, зайнятість, зниження заробітної плати, кваліфікована робоча сила, молодість, світова криза, скорочення.

Нефёдова А.А., Старцева Н.Н. Глобальный кризис и трудоустройство молодежи в Европейском Союзе. Мировой кризис, который начался в 2008 году, оказывает негативное влияние не только на финансовые, экономические, и социальные структуры, но и на трудоустройство молодежи, выпускников университетов, не имеющих достаточного опыта работы или необходимых навыков. Вакансии сокращаются, зарплаты урезают, а рынок требует квалифицированную рабочую силу.

Ключевые слова: квалифицированная рабочая сила, мировой кризис, молодежь, опыт работы, сокращения, трудоустройство, урезание зарплаты.

Employability of youth in a downturn society is an acute problem. The purpose of this article is to analyze how the global crisis has affected the employability opportunities for young people.

Creating new jobs represents a European goal of major importance. At European level there has been significant progress: the employment rate which reached 66% in 2008, advanced to the 70% target set in Lisbon for 2010.

The global crisis that was triggered eight years ago has negative influences over the financial, economic and social structures affecting primarily the young population that is fit for work. A question with disturbing implication arises if

the current global crisis is just the precursor of the real social crisis that will be triggered due to “aging population”. Young people are the most affected by the current financial and economic crisis population segment. Job offers for them were significantly reduced and they are among the most affected category of applicants, because of lack of experience and very high costs for training of new employees under the present conditions of competition on the labour market. In the European Union there are currently 96 million unemployed young people between 15-29 years, which means almost 20% of the Union’s total population [2].

Young people from European Union become an increasingly valuable resource of the work force for national economies. For every young person the chance to receive a quality education means the opportunity to develop his/her skills at a higher level, to take advantage of professional counseling and guidance and thus to have increased opportunities to be employed. Increased investments in education and initial training generate the most important gains for the future participation of individuals on the labour market. Social integration through work reaffirms the numerous opportunities for youth.

Unemployment among young people of age group between 16 and 24 increased in all member states of the European Union (data from 2008), except for Bulgaria, where it decreased from 13,9% in the first quarter of 2008 to 13,5% towards the end of the year. At the European level, young graduates faced the greatest difficulties in finding an appropriate job. The same statistics showed that in early 2009, approximately 17,5% of young Europeans did not have a job, compared with 14,7% in early 2008. This value of the analyzed indicator represented significant increase of the unemployment rate in the EU. After three years of sustained economic growth, while the indicator decreased, the unemployment rate among young people began to grow in the first quarter of 2009 so that in the countries of the European Union that adopted the Euro currency, the seasonally adjusted unemployment rate among young people was of 18,4%, twice higher than the European average of 27 countries (8,8%), the Euro area recording 3.1 million unemployed youth compared to 5 million unemployed youth in the European Union [1].

A study conducted by EUROSTAT provided for 2009 a youth unemployment rate of 60% at European level: 35,7% for women and 22,2% for men. The overall unemployment rate in Romania remained stable at 7,2%, compared to 2006, but it evolved to 7,6% at the end of 2009. The data of the National Agency for Employment (NAE) showed that the number of unemployed reached 601,673 at the end of August 2009 compared to the

403,400 level recorded at the end of 2008. In July 2008, in Bucharest the number of unemployed exceeded 18 200 persons, of whom 1,500 (8,2%) were university graduates. However, the statistical data were alarming with regard to youth unemployment rate for a rather long period of the time which was continuously increasing from 17,2% in 1999 to 23,8% in 2005. In 2010, data from a study of the National Agency for Employment showed that only 16,500 unemployed youth (under 25) obtained jobs within the first three months of 2010, a total of 105,007 young graduates were registered as unemployed, more precisely 6,36%. The number of university graduates who receive unemployment benefit reached almost 53,000 in September 2010, the highest level of post-December period, taking into account that every year, approximately 100,000 Romanians graduate from a higher educational institution [5].

Most university graduates failed to get a job because companies where there still vacancies had a broader range of experienced applicants, who came from those over 570 thousand people that had been fired since the economic crisis began. Under these conditions, university graduate in Romania received in 2009 due to the austerity imposed by the economic crisis an unemployment compensation of 255 lei, 15 percent less than in 2008 for a period of six months if they submitted the documents to the employment agency within 60 days from the date of graduation. Approximately 20% of the employees with higher education had wage cuts within the company they worked for, and for 10% of them working hours were reduced or were temporary laid off, according to a survey conducted in March 2004 by Daedalus Millward Brown and Catalyst Solutions, on a sample of nearly 1.160 employees with higher education [3].

In that period of downturn, job vacancies did not offer attractive wages corresponding to the youth's aspirations. However, according to statistics, many young graduates wanted to work. Also, skills and competences acquired by young people were not always fully relevant to labour market demand. But taking into account the downturn economy, secured jobs were increasingly scarce, many young people of the European Union were forced to accept temporary jobs or poorly paid jobs compared with their training. Frequently, in the desire to find a job, young people applied for a job at any company that accepted their CVs. A study conducted in Romania, based on the "Job-Shop" Fair, organized by the Board of European Students of Technology in Bucharest, showed that in 2009 young university graduates accepted wages that were lower up to 40% – 60% than those requested in the previous year. At the

same time the graduates with Master's degrees agreed to accept jobs that did not require higher education, but rather high school education. These compromises led to difficulties for many young graduates to support themselves, they had no opportunity to become economically and socially independent so that to be able to fully integrate into society.

Following this analysis, there appear contradictory aspects, on the one hand, young people's discontent with employment conditions, on the other hand, their need to obtain higher education regardless of the profile. At the same time the labour market suffers from the shortage of highly qualified work force and the Romanian secondary and university education produce "experts", however, something different from the most important requirements of the labour market for ceramic tile fitters, construction and civil engineers, electrical wiring plumbers, installers specializing in heating systems and home networking, etc. Meanwhile, at all job fairs the demand for skilled workers is about 80%. Under these circumstances vocational schools could be a proper alternative to higher education [4].

Conclusions. The spread of financial crisis and the associated recession imply that European countries should review their educational policies and renew their efforts to return to the path of increasing employment, particularly for youth.

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THE INTERNATIONAL TELECOMMUNICATIONS UNION'S MEASURES AGAINST CYBERCRIMES

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Nesterenko T.S., Manzhos Y.Y. The International Telecommunications Union's measures against cybercrimes. The article describes the ITU's contribution to the cybercrime prevention. It has been analyzed how the ITU promotes cooperation between countries in cyberspace, the results of the union's work in the legal sphere and connections with other international institutions. The article also points out the ITU's issues to improve cybersecurity in developing countries and to prevent international crimes.

Keywords: cybercrimes, cybersecurity, international crime, the International Telecommunications Union.

Нестеренко Т.С., Манжос Я.Ю. Заходи Міжнародного союзу електрозв'язку проти кіберзлочинів. У статті описується внесок МСЕ до попередження кіберзлочинів. Проаналізовано яким чином МСЕ сприяє співпраці між країнами у кіберпросторі, результати роботи союзу у правовій сфері та зв'язки з іншими міжнародними інституціями. Також у статті наголошується на таких завданнях МСЕ, як поліпшення кібербезпеки у країнах, що розвиваються та попередження міжнародної злочинності.

Ключові слова: кібербезпека, кіберзлочини, міжнародна злочинність, Міжнародний союз електрозв'язку.

Нестеренко Т.С., Манжос Я.Ю. Меры Международного союза электросвязи против киберпреступлений. В статье описывается вклад МСЭ в предупреждение киберпреступлений. Проанализировано, каким образом МСЭ способствует сотрудничеству между странами в киберпространстве, результаты работы союза в правовой сфере и связи с иными международными институциями. Также в статье подчеркиваются такие задания МСЭ, как улучшение кибербезопасности в развивающихся странах и предупреждение международной преступности.

Ключевые слова: кибербезопасность, киберпреступления, международная преступность, Международный союз электросвязи.

The subject of the article is the ITU's contribution to the cybercrimes prevention. The reality of the 21st century is that global security depends not only on traditional factors like refraining from armed conflict and cooperation between countries in political, economical, cultural and other spheres. Cybercrimes have already become one of the most dangerous threats in relation

to governments and every single individual all over the world. Cyber terrorism, using of telecommunications and global networks to commit international crimes are those problems that require solving on a global level, within international organizations and as a result – harmonizing legislation of different countries.

Being the world's only truly universal global organization, the United Nations has become the foremost forum to address issues that transcend national boundaries and cannot be resolved by any one country acting alone. While conflict resolution and peacekeeping continue to be among its most visible efforts, the UN, along with its specialized agencies, is also engaged in a wide array of activities to improve people's lives around the world [1].

Among the UN specialized agencies The International Telecommunication Union occupies the first position in the sphere of cybercrimes prevention. It is the United Nations specialized agency for information and communication technologies and is committed to connecting people from the whole world – wherever they live and whatever their means are. The ITU aims to protect and support everyone's fundamental right to communicate [3].

The Union is an international organization within which governments and the private sector coordinate global network and telecommunications services. One of the main aims of ITU is development: support and technical assistance in developing countries in the field of telecommunications, promoting the mobilization of human and financial resources necessary for the development of telecommunications, promotion of access to the benefits of new technologies to the world's population [6].

ITU provides a unique platform to address cyberthreats and cybercrime since cybersecurity is a multidimensional issue, cutting across different sectors and stakeholders. Cybercrime has developed from an «emerging crime» to a serious manifestation of crime with great practical relevance. In order to create both an enabling environment for enterprises and to protect users of Internet services in developing countries, it is necessary that countries should have a clear legal framework and sufficient law enforcement and technological capacities in place to effectively fight cybercrime. Such frameworks and capacities are critical both for the protection of internet users within the country, and for the provision of effective support to foreign law enforcement agencies requesting international cooperation in cross national cybercrime cases.

After the World Summit on the Information Society (WSIS) and the 2006 Plenipotentiary Conference of the ITU had taken place, the fundamental role of ITU became to strengthen confidence and security in the use of information and communication technologies (ICT) [5].

Following the growing mandate given to the organization by Member States during the past years, ITU's concrete response – back in 2007 – was to launch the Global Cybersecurity Agenda, the «GCA». The GCA is a global framework for international cooperation aimed at enhancing global public confidence and security in the use of ICTs. The GCA follows a comprehensive approach towards a safer and more secure information society by going beyond legislation and international cooperation, and including technical and procedural measures as well as organizational structures. Within an ITU / EU co-funded project, ITU is providing in-country assistance on improving legal frameworks addressing cybercrime as well as capacity building for various Asian, Caribbean and Pacific countries. The organization has also developed tools such as specific cybercrime training courses and related training materials for police, judges, lawyers and civil society. This includes a comprehensive publication on cybercrime that is made available free of charge in all UN languages [2].

Since its launch, the GCA has attracted the support and recognition of leaders and cybersecurity experts around the world.

The GCA has fostered initiatives such as the Child Online Protection and the ITU-IMPACT partnership, together with the support of leading global players from all stakeholder groups, and is currently deploying cybersecurity solutions to countries around the world.

The GCA is built upon the following five strategic pillars, also known as work areas: Legal Measures, Technical & Procedural Measures, Organizational Structures, Capacity Building, International Cooperation [4].

The ITU pays great attention to the problem of ensuring cyber security in developing countries. The reason for this is that cybercrimes have no borders and the crime committed in one of the world's countries could have an after-effect in another country or even group of countries. Because of lack of the relevant cyberlegislation in developing countries the punishment of cybercriminals becomes a challenge. In particular, in 2009 it was asked to draft a document called «Concept of cybercrime: instructions for developing countries». It should be mentioned that ITU plays an important role in the issues of unification of technical standards and ensuring confidence and security in the use of information and communication technologies.

Another important step was done in May 2011: the International Telecommunication Union and the United Nations Office on Drugs and Crime signed an agreement on the fight against cybercrime. These organizations are going to create the legal framework and legal mechanisms to counter threats to computer networks. The first step in the implementation of this joint initiative

was a training of more than 200 experts and 50 policemen with an aim to maintain cybersecurity and track illegal activities on the Internet

«This new alliance is an important milestone in the implementation of a coordinated global approach to a global problem, which is becoming more serious. Working together, our two institutions will achieve significant synergies that will help all countries to counter cyberthreats and cybercrimes and will create safer online environment for everybody», – mentioned ITU Secretary-General Hamadoun Touré [7].

To sum up, the International Telecommunication Union is the UN specialized agency that acts as a forum for discussion of the most crucial issues in the sphere of cybercrimes prevention. The ITU promotes cooperation between countries, exchange of experience and implementation of advanced technologies when it comes to cybersecurity. The Union pays much attention to cooperation with developing countries in legal sphere and to the protection of data on different levels, it also stresses the importance of children's rights protection in cyberspace. Due to the fact that crossnational crimes are one of the challenges experienced nowadays, the ITU coordinates its action with other UN agencies and international and regional organizations to develop measures against the unauthorized usage of technologies. Every world's country understands the value of cybersecurity and that is why the ITU is becoming an influential and progressive organization where the experts try to find solutions to the problems of modern society.

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NEW GENERATION OF MARKETING IN TOURISM

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Oginska V.S, Manzhos Y.Y. New generation of marketing in tourism. The article focuses on peculiarities of marketing in tourism industry, including ways of using Instagram for tourism marketing. The definition of marketing has been provided, the main reasons for developing a strategy have been given. Different types of marketing have been analyzed.

Key words: instagram, marketing, strategy, tourism.

Огінська В.С., Манжос Я.Ю. Нове покоління маркетингу в туризмі. У статті розглянуті особливості маркетингу в туризмі, включаючи способи використання інстаграму в маркетингу. Подано визначення маркетингу, надані основні причини розробки стратегії туристичної компанії. Проаналізовані різні види маркетингової діяльності.

Ключові слова: інстаграм, маркетинг, стратегія, туризм.

Огинская В.С., Манжос Я.Ю. Новое поколение маркетинга в туризме. В статье рассмотрены особенности маркетинга в туризме, включая способы использования инстаграма в маркетинге. Дано определение маркетинга, представлены основные причины разработки стратегии туристической компании. Проанализированы различные виды маркетинговой деятельности.

Ключевые слова: инстаграм, маркетинг, стратегия, туризм.

Marketing, the subject of the article, includes activities of a company associated with buying and selling a product or service. It covers advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure.

Marketing is everything a company does to get customers and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. The ultimate goal

of marketing is to match a company's products and services to the people who need and want them, thereby ensuring profitability [7].

With global international tourist arrivals reaching one billion each year, and this growth is expected to increase, opportunities in the tourism industry are endless. Yet many destinations and tourism businesses fail to achieve success. Why are so many destinations struggling in a climate that is ripe for tourism? Marketing is a major part of the problem, but it is also an integral part of the solution.

Today's traveler can virtually tour destinations at the touch of a finger, communicate with distant islands on their way to the office and plan customized adventures through simple online platforms. By failing to connect with and captivate this virtual audience, many tourism enterprises are fighting an uphill battle. Without the correct combination of tourism marketing strategies, tools, and technology, travel business will not be able to find potential clients, and even more importantly, those potential clients will not be able to find this business [5].

A successful tourism business requires a brand that speaks to its target markets, content that successfully generates potential clients and a level of service that listens to customers' demands, all within ever diminishing budget constraints. Inbound marketing – in contrast to outbound marketing (such as paid online advertisements or direct mailings) – is based on the concept of making the business easy to find and drawing customers to the website through inspiring content [4].

The main reasons for the necessity of having a marketing strategy are the following:

1. To identify the ideal customer. The ideal customer will dictate all of the marketing activities, so it is really important to identify this person before choosing the employed tactics. Without knowing the ideal customer, a company could be wasting time and those who are not necessarily interested can be target, thus spending time and money. Being not specific with the messages results is not optimizing the chances of making as many sales as possible.

2. To identify what is to be achieved by the marketing efforts. Setting goals and objectives is a big part in making the marketing dollars accountable, and also in being able to report on the return on investment – which is so important considering tourism businesses have a limited budget to spend on marketing activities.

3. To articulate what distinguishes the business from competitors. Knowing what makes the business unique or different from competitors in the industry

is a very powerful selling tool, and communicating this in a way that speaks to the ideal customers is a big part of creating sales.

4. To have an action plan to achieve the goals and objectives. A marketing action plan is literally a plan of what marketing tools and tactics are to be used to achieve the goals and objectives, selected basing on the marketing objectives and the ideal customer's predispositions. [1.]

Taking into account that, there are more than 400 million active users on Instagram every month, and every day 3.5 billion photos are liked, using Instagram for business purposes in the right way, can result in having an instant viral marketing success.

Instagram can be used to tell a visual story about the brand, instantly engage with the followers wherever they are, and even get very real user-generated content through hashtag photo contests.

For businesses, Instagram is just another way to increase visibility. Especially for tourism companies, Instagram is a no-brainer social media platform to adopt. For those who do it right, the social platform offers huge potential for return on investment (ROI). The best practices for tourism companies that include Instagram in their travel marketing initiatives are the following [4]:

1. Location. For any brand in the tourism marketing industry, adding a location to Instagram images should be a vital part of image uploading procedure. According to Social Media Today, 48% of users rely on Instagram to find a new travel destination, and 35% use it to discover a new place [5]. Adding the image location literally places the company on the map.

Using beautiful travel images and expanding the reach with location tagging help to captivate a new audience, both with the Instagram map and location based hashtags [2.].

The Instagram content strategy should be focused on the brand's unique way of seeing the world. The business should be connected with the 'tribe' on Instagram in a consistent and particular visual way.

2. Curating of creative content. A large part of holiday research includes looking up the country on Instagram. For instance there are over 1,823,046 photos tagged with "Cambodia" on Instagram, these images show people on holiday, drinks, food, sunsets, places of interest.

3. Using hashtags (#'s) in updates and especially using brand specific hashtags. Business name is to be included in some of post hashtags. Unique tags should be used. For example, if a photo contest is being hosted on Instagram, a unique tag must be made for that campaign. This tactics both

promotes the contest, and it gives consumers a distinct tag to connect with other participants to see their competition [6].

Any form of travel is impressive, exciting and interesting to learn about. Today, there are more than 94,520,530 images tagged as #travel, this fact is social proof that users, including tourism companies' customers, want to share and talk about their experience alongside learning something new. Travelling is now more accessible, with the new technologies, including Instagram, it has never been easier to discover a new location.

Moreover, as the technology becomes increasingly more capable of picking up on personal habits, travel experiences are set to engage with the user beyond the dimensions of a pretty Instagram filter, hopefully helping to build stronger brand-consumer relationships.

Summing up, the goal of all of the efforts is to inspire travelling to the destination. All of the content that is generated, the hashtags aggregating the content, the displays highlighting the content and the visitors and residents sharing the content are all a piece of the overall efforts to encourage more people to visit the destination. The content efforts on Instagram should work towards the goals of this inspiration and focus on driving people to check out the destination.

This focus should be kept in mind to create contests on Instagram that help satisfy the goal [3].

As beautiful as the destination may be, it is hard to stand out within the tourism industry. But when the product speaks for itself, and can be put on the map, the customers can spread the message, helping to set the brand up in the right direction [2].

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PUBLIC DIPLOMACY OF THE USA

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Pavlova T.S., Davydenko I.V. Public diplomacy of the USA. The article analyzes the US public diplomacy, reviews the history of its origin, structure, main goals and problems of implementation. The study works out a forecast for the future and tactics of US public diplomacy for better results.

Keywords: foreign policy, International broadcasting, legitimacy, Ministry of Foreign Affairs, mutual understanding propaganda, public diplomacy, public support, strategic objectives, USIA.

Павлова Т.С., Давиденко І.В. Публічна дипломатія США. У статті проаналізовано публічну дипломатію США, розглянута історія її виникнення, структура, основні цілі та проблеми її реалізації. Був розроблен прогноз на майбутнє та тактика ведення публічної дипломатії США для більш ефективного результату.

Ключові слова: взаєморозуміння, зовнішня політика, легітимність, МЗС, міжнародне радіомовлення, пропаганда, публічна дипломатія, стратегічні цілі, суспільна підтримка, ЮСІА.

Павлова Т.С., Давиденко И.В. Публичная дипломатия США. В статье проанализированы публичную дипломатию США, рассмотрена история ее возникновения, структура, основные цели и проблемы ее реализации. Был разработан прогноз на будущее и тактика ведения публичной дипломатии США для более эффективного результата.

Ключевые слова: взаимопонимания, внешняя политика, легитимность, МИД, международное радиовещание, общественная поддержка, пропаганда, публичная дипломатия, стратегические цели, ЮСИА.

The subject of the study is US public diplomacy. The purpose of the study is to analyze main function and goals of US public diplomacy and find out the main problems and its solving.

Public diplomacy is a term used to describe a government's efforts to conduct foreign policy and promote national interests through direct outreach and communication with the population of a foreign country. Public diplomacy activities include providing information to foreign publics through broadcast and Internet media and at libraries and other outreach facilities in foreign countries; conducting cultural diplomacy, such as art exhibits and music performances; and administering international educational and professional exchange programs [10]. The United States has long sought to influence the peoples of foreign countries through public diplomacy. After World War II, during which the U.S. military conducted most information and communication activities, authority for U.S. public diplomacy was placed in civilian hands. During the Cold War, the United States Information Agency (USIA) led U.S. public diplomacy efforts, with a primary mission of combating Soviet propaganda and the spread of communism. Once the Soviet Union dissolved in 1991, USIA's role was diminished, and its resources were reduced during the 1990s. Finally, USIA was abolished in 1999 as part of a post-Cold War reorganization, with public diplomacy responsibilities folded into the Department of State [10].

Public diplomacy differs from traditional government-to-government diplomacy in that it deals not only with foreign officials but also with nongovernmental individuals and institutions, as well as mass audiences. Depending for its long-term success on candor, credibility and open interchange, public diplomacy does not include black propaganda, psychological warfare or other forms of covert action, which by their nature seek tactical and short-term gain. Nor, by most definitions, does it refer to activities of private citizens and organizations (such as media and educational institutions) that take place without government financial support [5].

The mission of American public diplomacy is to support the achievement of U.S. foreign policy goals and objectives, advance national interests, and enhance national security by informing and influencing foreign publics and by expanding and strengthening the relationship between the people and Government of the United States and citizens of the rest of the world [3].

Coming back to the roots, on February 1, 1942 – almost 72 years ago – seven weeks after Pearl Harbor forced America into war – the US government started engaging in public diplomacy. In the course of the war, the US built powerful short-wave transmitters that reached every corner of the world in multiple languages. Years later, television was added as a facility. Then internet appeared on the horizon. Today facebook and twitter have been added.

International broadcasting is and will continue to be a vital element of public diplomacy which in turn is a vital element of diplomacy [4].

Talking about the goals, public diplomacy can be used to accomplish five strategic objectives:

1. informing, engaging, and persuading foreign publics in support of specific policies;
2. promoting understanding of America, its institutions, values, and people in all their complexity in order to, at a minimum, help publics to put information about the United States in proper context and – more ambitiously – enhance nation’s appeal;
3. creating a climate of mutual understanding, respect, and trust in which cooperation is more feasible;
4. encouraging support for shared values – whether environmental protection, the rule of law, support for free markets, or the illegitimacy of suicide bombing—that support American interests;
5. strengthening the dense network of personal relationships between current and future societal leaders, opening channels of communication that can reduce conflict and confusion, creating opportunities for collaboration, and facilitating the achievement of common goals [2].

As a necessary part of achieving these objectives, it is essential to understand foreign societies, cultures, economies, institutions, politics, communication networks, and values. Building, maintaining, and accessing this knowledge efficiently is a substantial undertaking in itself [2].

USIA supported a coordinated and extensive approach to public diplomacy. The United States Information Agency (USIA) is an independent foreign affairs agency within the executive branch of the U.S. Government. USIA explains and supports American foreign policy and promotes U.S. national interests through a wide range of overseas information programs. The agency promotes mutual understanding between the United States and other nations by conducting educational and cultural activities. USIA maintains 190 posts in 142 countries. Overseas, USIA is known as USIS, the U.S. Information Service [8].

USIA operates the U.S. Government’s programs of educational and cultural exchange. The best known of these is the Fulbright exchange program, which operates in over 125 countries. Additionally, each year over 2,400 foreign leaders and professionals come to the United States at USIA’s invitation as International Visitors, and some 1,800 – 2,000 voluntary visitors come under private auspices for up to 30 days of professional appointments arranged by USIA. Many partners cooperate in USIA exchange activities: the academic

community, U.S. private organizations, foreign governments and American volunteers [8].

Its stated goals were:

- To explain and advocate U.S. policies in terms that are credible and meaningful in foreign cultures;
- To provide information about the official policies of the United States, and about the people, values and institutions which influence those policies;
- To bring the benefits of international engagement to American citizens and institutions by helping them build strong long-term relationships with their counterparts overseas;
- To advise the President and U.S. government policy-makers on the ways in which foreign attitudes will have a direct bearing on the effectiveness of U.S. policies [7].

Concluding, public diplomacy is the promotion of the national interest by informing, engaging, and influencing people around the world. Public diplomacy helped win the Cold War, and it has the potential to help win the war on terror [11].

To be effective, the U.S. government needs a comprehensive interagency strategy for public diplomacy and strategic communication. This strategy should include overall objectives, goals, actions to be performed, and benchmarks and timetables for the achievement of these goals and objectives. The strategy should also be closely aligned with the National Security Strategy. It should include, but not be limited to, countering terrorism and the extremist ideologies that nourish and sustain terrorist networks [2].

To engage the world effectively, USA must understand it. Understand foreign cultures and societies, how people communicate, which leaders they trust, how they prioritize competing values, where they get their information, and why. With an intelligence budget in the tens of billions of dollars, USA could be expected to know this. But they do not, at least not sufficiently [6].

To conduct public diplomacy well, America should have a range of instruments at its disposal and understand how best to use them to reach different audiences, in different places, for different purposes, at different times. As noted earlier, the world is changing in ways that require new approaches, greater speed and flexibility, engagement of new technologies, the savvy use of networks, more collaboration, and a tone that resonates with the audiences we are trying to reach [1].

America faces a rapidly evolving world, characterized by new centers of power, new ways of communicating, new opportunities, and new perils.

Achieving national interests in this environment will require legitimacy and public support, domestically and around the world. The country is well endowed to rise to this challenge. However, it will continue to need new thinking, new capacities, and new approaches that recognize the complex global environment USA face now and the evolving threats they must brave in the future [9].

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THE RIGHTS OF THE EUROPEAN UNION CITIZENS

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Pronina B.D., Manzhos Y.Y. The rights of the European Union citizens. The main legal documents of the European Union, which govern political human rights, and fundamental rights of citizens enshrined in the founding EU treaties and directives (EC Treaty, the Treaty on the functioning of the EU, the Charter of fundamental rights of the European Union, Directive No. 2004/38/EC) are considered in the article.

Key words: citizenship, European Union law, political human rights.

Проніна Б. Д., Манжос Я. Ю. Права громадян Європейського Союзу. У статті розглядаються основні правові документи Європейського Союзу, що регулюють політичні права людини, та розглянуті основні права громадян, які закріплені в установчих договорах ЄС та директивах (Договір про ЄС, Договір про функціонування ЄС, Хартія ЄС про основні права, Директива № 2004/38/ЄС).

Ключові слова: інститут громадянства, політичні права людини, право Європейського Союзу.

Пронина Б. Д., Манжос Я. Ю. Права граждан Европейского Союза. В статье рассматриваются основные правовые документы Европейского Союза, регулирующие политические права человека, и рассмотрены основные права граждан, которые закреплены в учредительных договорах ЕС и директивах (Договор о ЕС, Договор о функционировании ЕС, Хартия ЕС об основных правах, Директива № 2004/38/ЕС).

Ключевые слова: институт гражданства, политические права человека, право ЕС.

Fundamental rights of citizens of the European Union (EU), which are enshrined in legal documents, are the subject of the article, the aim of the research is to analyze the main EU documents in the field of the rights of human and citizens.

The legal concept of citizenship of the European Union was formally introduced into the EC Treaty in 1993 by the Treaty of Maastricht. It is now addressed in Part II of the Treaty on the Functioning of the European Union (Articles 18-24). Citizenship is also given a formal constitutional status in the EU legal order, through its inclusion in Article 9 of the Treaty of European Union which provides that «every national of a Member State shall be a citizen of the Union. Citizenship of the Union shall be additional to and not replace national citizenship» [3, 5].

Any person who holds the nationality of an EU country is automatically also an EU citizen, EU citizenship is additional and does not replace national citizenship. It is for each EU country to lay down the conditions for the acquisition and loss of nationality of that country, citizenship of the Union is conferred directly on every EU citizen by the Treaty on the Functioning of the EU [4].

The Treaty on the Functioning of the European Union [1] entails a number of rights, which can be grouped into six main categories: the right to non-discrimination on the basis of nationality, the right to move and reside freely within the EU, the right to vote for and stand as a candidate in European Parliament and municipal elections, the right to be protected by the diplomatic and consular authorities of any other EU country, the right to petition the European Parliament and complain to the European Ombudsman, the right to contact and receive a response from any EU institution in one of the EU's official languages.

The first one is the right to non-discrimination on the basis of nationality. This right is enshrined in article 18 TFEU «Within the scope of application of the Treaties, and without prejudice to any special provisions contained therein, any discrimination on grounds of nationality shall be prohibited. The European Parliament and the Council, acting in accordance with the ordinary legislative procedure, may adopt rules designed to prohibit such discrimination» [1,4].

The second one is the right to move and reside freely within the EU, to work in any job and in any position (including national civil service, but with the exception of work in the Defence Area). Citizens of the EU and their family members have the right to move and reside freely within the territory of the EU, subject to certain conditions. This right is conferred directly on every EU citizen by Article 21 of the Treaty on the Functioning of the European Union [4]. EU citizens can reside on the territory of another EU country for up to three months without any conditions other than the requirement to hold a valid identity card or passport; to reside in another EU country for more than three months, EU citizens are required to meet certain conditions depending on their status (i.e. worker, student, etc.) and may also be required to meet certain administrative formalities. EU citizens can acquire the right to permanent residence in another EU country after legally residing there for a continuous period of five years, family members of EU citizens have the right to accompany or to join them in another EU country, subject to certain conditions [2].

The third right is to vote for and stand as a candidate in European Parliament and municipal elections. EU citizenship gives every EU citizen the right to vote for and stand as a candidate in municipal and European Parliament

elections in whichever EU country the citizen resides, under the same conditions as nationals. This right is conferred directly on every EU citizen by Article 22 of the EU Treaty. It is also taken up in Articles 39 and 40 of the Charter of fundamental rights of the European Union of 2001. There are however a few exceptions and limitations.

According to the Council Directive 94/80/EC of 19 December 1994 which gives detailed arrangements for the exercise of the right to vote and to stand as a candidate in municipal elections by citizens of the Union residing in a Member State of which they are not nationals, there are two exceptions to the right to vote and to stand as a candidate in municipal elections. Firstly, an EU country may stipulate that the office of elected head of the executive body of a basic local government unit can only be held by its own nationals. Secondly, an EU country may require an additional period of residence for participating in local elections if more than 20% of the eligible voting population are non-nationals [4].

The right to vote and to stand as a candidate also has another limitation according to Council Directive 93/109/EC of 6 December 1993 laying down detailed arrangements for the exercise of the right to vote and stand as a candidate in elections to the European Parliament for citizens of the Union residing in a Member State of which they are not nationals – a person may not vote in more than one EU country in the same European elections. In general, each EU country decides on the procedures of its election, but there are common principles that govern elections to the European Parliament. Members of Parliament are elected on the basis of proportional representation, by direct universal suffrage, and by a free and secret ballot [4].

The fourth right is the right to be protected by the diplomatic and consular authorities of any other EU country. According to Article 23 TFEU any EU citizen in a non-EU country where his / her own national state has no representation is entitled to protection by the diplomatic or consular authorities of any other EU state. EU citizens are entitled to protection under the same conditions as the nationals of that country. The protection offered by embassies or consulates of other EU countries includes assistance in cases of death, serious accident or illness; assistance in cases of arrest or detention; assistance to victims of violent crime [1].

The fifth right is the right to petition the European Parliament and complain to the European Ombudsman. Petitions are valuable means of enabling individuals to obtain a formal hearing by the EU institutions, establishing a direct link between them and their elected representatives. European citizens

can also refer to the European Ombudsman in any case of alleged maladministration by the EU institutions or bodies, with the exception of the Court of Justice and the Court of First Instance acting in their judicial role, directly affecting them. Anyone living in an EU country, whether as a European citizen or as a resident, or any entity having its registered office in an EU country can petition the European Parliament, complain to the European Ombudsman concerning instances of maladministration; can receive a response from the Council, the European Commission, the Court of Justice, the Court of Auditors, the Economic and Social Committee, the Committee of the Regions or the Ombudsman in any one of the official languages [1; 4].

The sixth right is the right to contact and receive a response from any EU institution in one of the EU's official languages. According to article 24 of the Treaty, every citizen of the Union may write to any of the institutions, bodies, offices or agencies referred to in this Article or in Article 13 of the Treaty on European Union in one of the languages specified in paragraph 1 of article 55 of the Treaty on European Union and to reply in the same language [1].

Summing up, the rights of EU citizens are enshrined in the founding EU treaties – Treaty on EU and Treaty on the functioning of the EU, the Charter of fundamental rights of the European Union of 2001, as well as in various directives and recommendations that contain different elements of EU citizenship. Political human rights in the European Union are on a high level and they operate throughout the European Union, regardless of how many countries it unites.

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SOCIAL ENTREPRENEURSHIP: DEFINITION AND BOUNDARIES

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Pustovoytova A.I., Davydenko I.V. Social entrepreneurship: definition and boundaries. The article considers the notion of social entrepreneurship, reveals necessity of understanding its boundaries. The paper analyses the main problems and offers their approximate solutions. The author also presents some prospects of the industry development.

Keywords: economic growth, entrepreneurship, social enterprise.

Пустовойтова А.І., Давиденко І.В. Соціальне підприємництво: визначення і межі. У статті розглянута суть поняття соціального підприємництва, виявлено необхідність розуміння його обмежень. Проаналізовано основні проблеми та запропоновано можливі шляхи їх вирішення. Представлені перспективи розвитку галузі.

Ключові слова: економічне зростання, підприємництво, соціальне підприємство.

Пустовойтова А.И., Давыденко И.В. Социальное предпринимательство: определение и границы. В статье рассмотрена суть понятия социального предпринимательства, выявлена необходимость понимания его ограничений. Проанализированы основные проблемы и предложены возможные пути их решения. Представлены перспективы развития отрасли.

Ключевые слова: предпринимательство, социальное предприятие, экономический рост.

Nowadays social entrepreneurship is attracting growing amounts of talent, money, and attention. But along with its increasing popularity less certainty has come as to what exactly a social entrepreneur is and does [2, p. 23]. That is why, the purpose of this research is to be aware of the definition of social entrepreneurship; to define the boundaries of socially-oriented companies for business doing; to learn the roles and positions the social entrepreneur in the spectrum of entrepreneurship. The novelty of this paper is to study how to make sense of the social mission for a company by looking at a business as a whole, at a marketplace, and the best routes in a market.

Any definition of the term “social entrepreneurship” must start with the word “entrepreneurship.” The word “social” simply modifies entrepreneurship. If entrepreneurship doesn’t have a clear meaning, then modifying it with social won’t accomplish much, either. According to the business management literature,

entrepreneurship is an exceptional set of activities carried out by individuals with an exceptional mind-set in order to maximize profit. Therefore, the process is closely tied to success. The business literature differentiates entrepreneurs from business people by including statements such as: entrepreneurs “create needs”; while business people “satisfy needs”. Entrepreneurs are conceptualized as individuals who see the world differently and envision the future better than others do. They seize opportunities that otherwise would go unnoticed. They perceive and accept risks differently than others [2, p. 22].

Considering all the previous studies, the following definition is proposed:

the *social entrepreneur* is a mission-driven individual who uses a set of entrepreneurial behaviours to deliver a social value to the less privileged, all through an entrepreneurially oriented entity that is financially independent, self-sufficient, or sustainable. This definition combines four factors that make social entrepreneurship distinct from other forms of entrepreneurship [3].

This article also distinguishes between social entrepreneurship and other non-entrepreneurial, mission-driven initiatives. As discussed earlier, the term social entrepreneurship is becoming more popular and is attracting growing amount of resources. It is frequently observed in the media, used by public officials, and is commonly referred to by academics. This is in part because of the support social entrepreneurs are receiving from complex network of organizations that highlight their work and contributions to society [1].

However, the lack of consensus on the definition of social entrepreneurship means that other disciplines are often confused with and mistakenly associated with social entrepreneurship. Philanthropists, social activists, environmentalists, and other socially-oriented practitioners are referred to as social entrepreneurs. It is important to set the function of social entrepreneurship apart from other socially oriented activities and identify the boundaries within which social entrepreneurs operate. While all these agents are needed and valued, they are not social entrepreneurs.

In defining social entrepreneurship, it is also important to establish boundaries and provide examples of activities that may be highly meritorious but do not fit our definition. Failing to identify boundaries would leave the term social entrepreneurship so wide open as to be essentially meaningless.

There are two primary forms of socially valuable activity that we believe need to be distinguished from social entrepreneurship. The first type of social venture is social service provision [1].

Social entrepreneurs use cutting-edge, innovative business methods to promote positive social change. While profit is still the primary yardstick for

assessing business, social entrepreneurs also measure the extent to which business makes a positive impact on society. Traditional nonprofits and citizen groups have been mainly distinguished by their benevolent intent. In contrast, social entrepreneurs stand out by their pragmatic emphasis on getting results.

Perhaps once it was enough to want to do good. Now it is necessary to do good in the most effective ways possible. Social entrepreneurs make a difference by applying original business strategies to doing good. A social enterprise faces the same issues that any traditional business faces in its growth and operations. But social entrepreneurs also face unique challenges in delivering the social value, social returns or social impact of the enterprise in addition to commercial value.

Based on our proposed definition of social entrepreneurship, we propose boundaries to properly position social entrepreneurs in the spectrum of entrepreneurship [2, p. 25]. Social entrepreneurs operate within the boundaries of two business strategies:

1. Non-profit with earned income strategies: a social enterprise performing hybrid social and commercial entrepreneurial activity to achieve self-sufficiency. In this scenario, a social entrepreneur operates an organization that is both social and commercial; revenues and profits generated are used only to further improve the delivery of social values.

2. For-profit with mission-driven strategies: a social purpose business performing social and commercial entrepreneurial activities simultaneously to achieve sustainability. In this scenario, a social entrepreneur operates an organization that is both social and commercial; the organization is financially independent and the founders and investors can benefit from personal monetary gain.

Social entrepreneurship has recently emerged as a field of academic inquiry, but the lack of a common definition of social entrepreneur impedes research in this field. In this research paper, I reviewed literature that defined profit-oriented entrepreneurship and social entrepreneurship in order to extract the core characteristics of each type. Then I proposed a definition of social entrepreneurship, which contributes to the literature on social entrepreneurship by clarifying and bounding the scope of research in this field.

Social entrepreneurship has flourished significantly at the practical level, but not at the theoretical level. Future research should focus on linking social entrepreneurship as a new discipline and research field to the theory of entrepreneurship. Scholars should also focus their attention on introducing new research questions that are meaningful to the different domains and

intersect with social entrepreneurship, including social innovation and the management of non-profit organizations.

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THE RIGHT OF STATES TO SELF-DEFENSE

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Rodina K.G., Manzhos Y.Y. The right of states to self-defense. This article focuses on the State’s right for self-defense. The conditions under which this right can be realized have been analyzed, namely the existence of an armed attack, the principle of necessity (the need to stop the attack) and the principle of proportionality (any act of self-defense must be reasonably proportionate with the use of force taken against the state).

Key words: armed attack, collective self-defense, principle of necessity, proportionality, self-defense.

Родина К.Г., Манжос Я.Ю. Право держав на самооборону. У даній статті розглядається право держави на самооборону. Проаналізовані умови, за яких це право може реалізуватися, а саме, наявність збройного нападу, принцип необхідності (потреба зупинити напад), принцип пропорційності (будь-яка дія з самооборони має бути пропорційною тій силі, що була застосована проти держави).

Ключові слова: збройний напад, колективна самооборона, принцип необхідності, пропорційність, самооборона.

Родина Е.Г., Манжос Я.Ю. Право государств на самооборону. В данной статье рассматривается право государства на самооборону. Проанализированы

условия, при которых это право может реализоваться, а именно, наличие вооруженного нападения, принцип необходимости остановить нападение, принцип пропорциональности (любое действие по самообороне должно быть пропорционально той силе, которая была применена против государства).

Ключевые слова: вооруженное нападение, коллективная самооборона, принцип необходимости, самооборона, соразмерность.

The subject of the article is the peculiarities of the State's right to self-defense, the aim is to reveal the factors which make the self-defense of States legitimate. Nowadays peace and security are one of the most important constituent part of the interstates' collaboration. The people had to survive two World Wars until the rulers of the strong countries reached a compromise and created the United Nations. The Charter of the United Nations consists of rules obligatory for the Members of the United Nations and the Organization even "shall ensure that states which are not Members of the United Nations act in accordance with these Principles so far as may be necessary for the maintenance of international peace and security" [6]. The most important rule is that States are prohibited from committing any act of aggression against any other States. The prohibition of the use of force is at the heart of the Charter, in Article 2, where it is stated that the most fundamental aim of the Charter and the UN organization is to "save succeeding generations from the scourge of war" and "to maintain international peace and security, and to that end: to take effective collective measures for the prevention and removal of threats to the peace, and for the suppression of acts of aggression or other breaches of the peace, and to bring about by peaceful means, and in conformity with the principles of justice and international law, adjustment or settlement of international disputes or situations which might lead to a breach of the peace" [6]. Therefore, all Members shall refrain in their international relations from the threat or use of force against the territorial integrity or political independence of any state, or in any other manner inconsistent with the Purposes of the United Nations.

However, the U.N Charter recognizes two exceptions to this general prohibition. Firstly, under Article 51, force can be used in case of individual or collective self-defense against an armed attack by other sovereign States. The article provides that "nothing in the present Charter shall impair the inherent right of individual or collective self-defense if an armed attack occurs against a Member of the United Nations" [6]. Secondly, under Chapter VII, Article 42, force can be used when the Security Council has directed or authorized the use of force to maintain or restore international peace and security [6].

Moreover, the right to self-defense is mentioned in Resolution 56/83 “Responsibility of States for Internationally Wrongful Acts” 2001, where by Article 21 “The wrongfulness of an act of a State is precluded if the act constitutes a lawful measure of self-defense taken in conformity with the Charter of the United Nations” [1]. The essential effect of Article 21 is to preclude the wrongfulness of conduct of a State acting in self-defense vis-à-vis an attacking State. But there may be effects vis-à-vis third States in certain circumstances. Article 21 leaves open all issues of the effect of action in self-defense vis-à-vis third States.

The exercise of the right to self-defense must be reported to the United Nations Security Council as soon as possible as the Article 51 of the Charter of the United Nations provides that “the measures taken by Members in the exercise of the right to self-defense shall be immediately reported to the Security Council. Once the Council seized of the situation and the matter, the invocation of right to self-defense is no longer valid and any military actions must be stopped [4].

Article 51 provides that not only the State which has been attacked can invoke the right to self-defense, this right is also applied collectively when the State requests for assistance from other States. By virtue of Article 51, it is also provided that the Member States may conclude among themselves collective self-defense treaties [6]. Among the well-known treaties of this kind are the North Atlantic Treaty, 4 April 1949; the Security Treaty between the U.S and Japan, 8 September 1951; the Conference and Mutual Assistance, 14 May 1955 and many others. For example, as provided under Article 5 of the North Atlantic Treaty, if a NATO’s ally becomes a victim of an armed attack, each and every member of the Alliance will consider this as an armed attack against all members and they will take the collective defensive actions necessary to help the State [3]. This provision was invoked for the first time by the U.S. after 9/11 terrorists attacks in New York and Washington [2].

The right to self-defense must be used upon the principle of necessity, which assumes the existence of an ‘on-going attack’ and the need to stop the attack. In order to validate the use of force, a State must show that the action it has taken was the only option available that could repel the attack. Thus, self-defense is limited to ‘an on-the-spot reaction’, that is, the necessary, immediate response to the armed attack. This means that the actions by the State are necessary to protect its citizens [4]. This principle is well denoted in Article 25 of “Responsibility of States for Internationally Wrongful Acts” as it said that “necessity may not be invoked by a State as a ground for precluding

the wrongfulness of an act not in conformity with an international obligation of that State unless the act is the only way for the State to safeguard an essential interest against a grave and imminent peril and does not seriously impair an essential interest of the State or States towards which the obligation exists, or of the international community as a whole” [1]. The peril has to be objectively established and not merely apprehended as possible. In addition to being grave, the peril has to be imminent in the sense of proximate. Moreover, the course of action taken must be the “only way” available to safeguard that interest. The plea is excluded if there are other (otherwise lawful) means available, even if they may be more costly or less convenient. In other words, the interest relied on must outweigh all other considerations, not merely from the point of view of the acting State but on a reasonable assessment of the competing interests, whether these are individual or collective. In addition, necessity may not be invoked by a State as a ground for precluding wrongfulness if the State has contributed to the situation of necessity. The term “necessity” is used to denote those exceptional cases where the only way a State can safeguard an essential interest threatened by a grave and imminent peril is, for the time being, not to perform some other international obligation of lesser weight or urgency [1].

The existence of necessity has been invoked by States and has been dealt with by a number of international tribunals. In these cases the plea of necessity has been accepted in principle, or at least not rejected. As embodied in article 25, the plea of necessity is not intended to cover conduct which is in principle regulated by the primary obligations. This has a particular importance in relation to the rules concerning the use of force in international relations and to the question of “military necessity” [1]. It is true that in a few cases, the plea of necessity has been invoked to excuse military action abroad, in particular in the context of claims to humanitarian intervention. The question whether measures of forcible humanitarian intervention, not sanctioned pursuant to Chapters VII or VIII of the Charter of the United Nations, may be lawful under modern international law is not covered by article 25. The same thing is true of the doctrine of “military necessity” which is, in the first place, the underlying criterion for a series of substantive rules of the law of war and neutrality, as well as being included in terms in a number of treaty provisions in the field of international humanitarian law. In both respects, while considerations akin to those underlying article 25 may have a role, they are taken into account in the context of the formulation and interpretation of the primary obligations [1].

Any act of self-defense must be reasonably proportionate with the use of force launched against it. Proportionality is a well-established requirement for taking countermeasures, being widely recognized in State practice, doctrine and jurisprudence. By article 51 in “Responsibility of States for Internationally Wrongful Acts” self-defense must be commensurate with the injury suffered, taking into account the gravity of the internationally wrongful act and the rights in question. This principle however does not focus on some measure of equilibrium between the original attack and the use of force as a response, but focuses on whether the measure of the self-defense invoked is proportionate to the targets of neutralizing the original attack [5]. Proportionality provides a measure of assurance in as much as disproportionate countermeasures could give rise to responsibility on the part of the State taking such measures. Considering the need to ensure that the adoption of countermeasures does not lead to inequitable results, proportionality must be assessed taking into account not only the purely “quantitative” element of the injury suffered, but also “qualitative” factors such as the importance of the interest protected by the rule infringed and the seriousness of the breach. Article 51 relates proportionality primarily to the injury suffered but “taking into account” two further criteria: the gravity of the internationally wrongful act, and the rights in question. The reference to “the rights in question” has a broad meaning, and includes not only the effect of a wrongful act on the injured State but also on the rights of the responsible State. Furthermore, the position of other States which may be affected can also be taken into consideration [1].

The scope of the geographical area, where the military action is taken, is sometimes important in determining the proportionality. An isolated attack in one particular area would not justify a defensive action in other areas that are completely unrelated. However the situation may change if the source of the attack was actually at a different place from where the attack was launched. Furthermore, the principle of proportionality can also be measured through the means of warfare adopted by the States based on the existing international humanitarian law. This includes the types of weaponry and level of damages it can potentially incur to the adverse parties [5].

It therefore follows that three important criteria such as the existence of an armed attack, the principle of necessity and the principle of proportionality must be strictly observed before the exercise of the State’s right to self-defense to make it legitimate under international law.

To sum up, international law forbids the use of force or a threat to use it. However, the subjects of international law sometimes cannot foresee and be

prepared for possible inter-attack. That is why the Charter of the United Nations includes the right for self-defense. The use of self-defense is an exceptional right in the main principles of international law and an exercise to self-defense can be justified only if the State is exposed to an armed-attack of another State and the victim-State cannot find other alternatives that can be used to achieve the same result other than by using the force, which must be not greater than the target it seeks to achieve.

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WITNESS PROTECTION IN DIFFERENT COUNTRIES

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Rudenko O.E., Kalyuzhna A.B. Witness protection in different countries. This paper discusses the problem of witness protection, namely features of witness protection programs. The peculiarities of implementation of such programs in different countries have been analyzed.

Keywords: law enforcement authorities, witness protection, witness protection programs, witness.

Руденко О.Е., Калюжна А.Б. Захист свідків у різних країнах світу. У даній статті розглядається проблема захисту свідків, зокрема, функціонування програм захисту. Проаналізовано особливості реалізації таких програм у різних країнах світу.

Ключові слова: захист свідків, правозахисні органи, програми захисту свідків, свідок.

Руденко О.Э., Калюжная А.Б. Защита свидетелей в разных странах мира. В данной статье рассматривается проблема защиты свидетелей, в частности, функционирования программ защиты. Проанализированы особенности реализации таких программ в разных странах мира.

Ключевые слова: защита свидетелей, правоохранительные органы, программы защиты свидетелей, свидетель.

In the investigation and prosecution of crime it is essential that witnesses, the cornerstones for successful investigation and prosecution, have trust in criminal justice systems. An increase in organized Mafia-type crimes has given rise to the need for special programs to protect witnesses. Although there are different means of protection, witness protection programs are considered to be a last-resort response in providing security to threatened witnesses. Significant differences exist among the legal traditions, political environment, stage of development, society and culture, and levels and types of criminality in different countries. Even where measures of witness protection have been legislated, implementation remains less than satisfactory and further progress is needed particularly with regard to international cooperation especially regarding such programs as the change of identity and relocation of at-risk witnesses. This explains the relevance of the article.

The goal of the article is to study the peculiarities of witness protection systems in different countries. It is generally recognized that the State has an obligation to provide assistance and protection to individuals who are likely to be harmed because of their collaboration with the criminal justice system.

The object of this research is a problem of witness protection. The subject – peculiarities of witness protection under national legislations and steps to cooperation in this field.

The analysis provided in the article is based on the sources which include both primary materials of the United Nations Offices and a variety of legal literature containing opinions of experts in the field of witness protection, publications, recommendations and materials of international seminars relating to the issue.

Protection of witnesses is a set of measures, which exists to ensure the safety of witnesses at the time of the trial and after its completion. In some

cases, the term «witness protection» also refers to the protection of the accused, victims and officials involved in the process [8]. Such measures may be necessary since usually protection of witnesses is used in the proceedings of cases related to organized crime [8]. Protection can be implemented as simple physical protection in order to prevent pressure on the participants in the process, as complete changing of personality (including changes in appearance) and as change of residence. Witness protection may include the protection not only of the participants in proceedings, but also their relatives.

The necessity of witness protection exists all over the world. The differences in protection systems reflect the type and extent of protection that each country is able to provide. In most jurisdictions, witness protection is associated with simple police measures, such as the temporary placement of witnesses in safe houses or the provision of psychological support. Before the early 1990s, only a handful of countries had established programs to provide the extraordinary protection measures required for criminals who decided to cooperate with the prosecution by providing critical and otherwise unavailable evidence in cases of national significance [8].

The activities of the USA in this field represent a program of large-scale and more global nature. In the USA witnesses are under protection of the publicly funded special federal witness protection program implemented in 1971. In addition, the provisions of protection of witnesses are described in Chapter 224 of the US Code. This chapter regulates in detail the procedure, grounds and types of security measures [3]. The United States of America launched the federal witness protection program after the country adopted the Act on the Supervision of organized crime in 1970. In the last 40 years more than 15 thousand of people became participants of the program [8]. Every year the USA government spends about \$ 60-100 million on the witness protection program, although in reality the figure may be much higher (according to the experts, it is impossible to determine it due to the high degree of secrecy) [8].

The witness protection program is provided by the special US Marshals Service that has its headquarters, a dozen regional offices and an office in every city, including a similar department in the Federal Bureau of Investigation (FBI). In every case, the final decision on the participation of citizens in the program is made by the USA Attorney. After the candidacy is approved, representatives of Marshals Service make an agreement with the witness. According to paragraph 3521 of the Code of Laws of the United States of America the issue of the necessity of security measures towards

the witness is determined by General Attorney, on the basis of the social danger of the crime and the potential danger to the witness and his family [3]. There are some other measures of protection. In accordance with Part 3 of this section (Witness relocation and protection) the responsibility for disclosure of information results in a fine of \$ 5,000 or imprisonment for a term of 5 years, or simultaneously both types of punishment [2, p.199].

Participation in the program is completely voluntary. Changes of names and surnames are always official and legal, and this information is opened only to a limited number of people. Ordinary police, FBI agents, social workers and other public servants usually do not have access to this information [4]. Situations in which a man and his family can get the status of a protected witness are precisely defined by Federal Law and are as follows: 1) any crime related to racketeering and organized crime (section 18, United States Code, Section 1961 (1); 2) any crime related to drug trafficking (Title 21, United States Code); 3) any other serious federal criminal offense for which a witness may give evidence, and because of which the life and health of the witness and his family are in danger; 4) any other crime which by its nature is similar to that described above [3]. Apart from that, the law provides the necessity of mandatory psychological testing of the witness and his family, as a condition for inclusion in the program. It is obligatory for a witness to be tested at the «Polygraph» in order to reveal the truth of his testimony and his future intentions and actions [9].

It should be noted that in the US the issue of ensuring the safety of witnesses has been elaborated and the primary means of protection is to move the person to a safe place. However, among scientists and practitioners there are critical points of view on the actions concerning this program. Scientists note that nearly 7,000 witnesses and 16,000 members of their families have been introduced into the program. The approximate cost of the safety of the witness and his family is about \$150,000 [9]. At the same time, they noted that many of the witnesses had a rich criminal past, and they might have valuable information for the investigation. It is known that one of four of those who agreed to cooperate with the authorities previously had a criminal record and is inclined to go back to the crime, as a participant of the program. For example, Salvatore Gravano, who committed 19 murders and left the federal correctional prison Phoenix, Arizona, in a helicopter under armed guard, testified against the main boss of New York's Italian mafia John Gotti and became a participant of the witness protection program afterwards [6].

Other countries face similar problems with ensuring the protection of witnesses. The formation of the European system of witness protection is connected with the establishment of Europol (based on the Maastricht Treaty in 1992). One of the achievements of Europol is creation of an informal network of institutions for the protection of witnesses. Under article 24 of the United Nations Convention against Transnational Organized Crime (General Assembly resolution 55/25, annex I), States parties are to take appropriate measures to provide effective protection from retaliation or intimidation for witnesses who give testimony in cases involving transnational organized crime [8].

In the United States and in the European Union goals of the programs are very similar. In the EU they are also aimed at protection of life, health of the witness and his family and social integration (finding of a new job, a school for children in the relocation of the witness and his family) in case of possible intimidation and abuse resulting from organized crime and terrorism. In most EU Member States there are national or federal witness protection programs. Some countries (the UK, Germany, Spain) take regional or local programs. In the USA, there are also the federal and regional (state) witness protection programs, but they are less effective compared to the federal one.

Institutional framework of the protection of witnesses in the EU varies according to the state - member. In practice, the witnesses' protection program can be implemented on the basis of police structures (Austria, Slovakia, the United Kingdom), the prosecutor's office (the Netherlands) or the system of justice (Italy).

In Italy the witness protection programs are carried out by interdepartmental bodies, the Central Commission represented by the Deputy Minister of the Interior, two judges or prosecutors, and five experts on organized crime. In Slovakia the Minister of Justice appoints a permanent commission consisting of two police officers, prosecutors, judges and a representative of the prison system. In Belgium the decision of including somebody in the program is made by the commission, which includes representatives of the Prosecutor's Office and the General Director of the Federal Judicial Commission [7, p. 29]. To sum up, in the US and EU the leading role for the implementation of the program is assigned to prosecutors, police and bodies of justice.

The difference between such programs lies in the methods of implementation and in financing of programs. To address that issue, programs operate on the principle that the main aim of granting admission to a witness protection program is to save a witness's life, not to substantially enhance his

or her living standard. Furthermore, the financial benefits granted by a witness protection program are not meant to maintain a criminal's standard of living if his or her lifestyle was financed by illegal activities. In some circumstances, inclusion in the national welfare system works as an incentive for witnesses to become financially independent as soon as possible. Unlike countries with developed economies where subsistence payments are often unattractive, in developing economies, social security benefits (a regular salary, medical care, education etc.) may be attractive. As a general rule, upon entering the program, the witness is required to cooperate fully with law enforcement and judicial authorities and to strictly observe all rules imposed by the protection authority. For instance, in Australia, legislation requires that all benefits given to the witness, including financial assistance, be revealed to the defence. In New Zealand, the benefits granted by the witness protection authority rarely exceed a witness's social security benefits. A common feature of all systems of protection it is a high degree of control over the implementation of program by law enforcement agencies [8].

A more substantial distinction in witness protection programs is found in case of the loss of membership status. In countries with a developed legal system this procedure is regulated very strictly. In the United Kingdom, as an example, the witness protection policy of the Association of Chief Police Officers recommends that decisions to terminate the witness protection program be communicated to the witness, in writing, with at least 21 days' advance notice. The witness then has the opportunity to prepare for life outside the program or to appeal the decision. Notifications should indicate the method and procedure for appealing the decision [8].

It should be noted that the existing diversity of witness protection measures is connected with the difference of legal systems of different countries, their legal traditions, as well as the state of the fight against crime in general, and its organized part. In comparison with laws in the Russian Federation, the law of the USA in the field of security of participants in criminal proceedings contains clear guidance in what cases witness protection programs can be implemented, namely in cases of organized crime groups. In addition, this program can be used in administrative and civil proceedings in case of application of violence to the witness [9].

In the EU victims of crime and witnesses at risk in connection with their participation in a criminal trial, are offered special security measures as well, among them: 1) universal, which are used in legal proceedings; 2) measures implemented within the framework of criminal procedure, and only to the

participants. In Russia and in other countries they are expressed in the national law of criminal procedure [1, p. 59–66].

Legal authorities at national level face similar difficulties concerning implementation of the programs. First of all, the ensuring of secrecy. Secondly, their high cost [1]. But in today's world security of the person is particularly important. Witness protection is one of the fastest growing areas of Europol's activities in the pan-European area. Organizational aspects in the EU are at a very high level (the exchange of experience, training of staff). But the legal mechanisms of interaction between the police and other law enforcement authorities responsible for witnesses' protection programs in the country are less effective [8]. In the future, the EU needs to prepare a unified leadership for the protection of witnesses in the EU.

The cooperation in this area expands due to participation of other countries (Australia, Canada, New Zealand, South Africa) with extensive experience in witness protection [5]. Moreover, in response to a call from the police for reform in 1994, the Hong Kong Police Force set up an ad hoc witness protection program. A similar program was set up in 1998 under the Independent Commission against Corruption (ICAC). Colombia's witness protection program has its origins in the Constitution of 1991, which listed among the main functions of the Office of the Attorney General the obligation to provide protection for witnesses, victims and other parties to criminal proceedings [8]. In 2000, the Witness Protection Ordinance was enacted to provide the basis for protection and other assistance to witnesses and persons associated with witnesses [8].

Conclusion. As a result of our research we can draw a conclusion that the question of legal protection of witnesses raises a lot of issues for consideration in terms of international law. Despite various approaches to the problem at national levels, mutual experience in this field can be used to reach an efficient solution in combat with transnational organized crime. The attention should be paid to the joined efforts of different countries in the field of witness protection.

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THE EFFECT OF FIRM'S LOGO ON ITS PERFORMANCE

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Ryabenkova A.A., Startseva N.N. The effect of firm's logo on its performance.
The article examines the main characteristics of the trade mark or brand – descriptive-cognitive, functional, and aesthetic or brand image. Logo brand – one of the most important components of the product, from the point of view of the buyer and the manufacturer. The logo helps to identify the brand, the manufacturer wants to be associated with this brand. The study highlights the positive impact of the logo on the buyer's commitment to the brand.

Keywords: aesthetic benefits, brand image, customers commitment, descriptive-cognitive, functional, logo, trade mark.

Рябенкова Г.О., Старцева Н.Н. Вплив логотипу фірми на її продуктивність.
У статті розглядаються основні характеристики торгової марки чи бренду – описово-пізнавальна, функціональна і естетична чи імідж бренду. Логотип

торгової марки – один з найважливіших компонентів товару, як з точки зору покупця, так і виробника. Логотип допомагає ідентифікувати торговельну марку, виробник хоче, щоб його асоціювали з цією торговою маркою. У дослідженні підкреслюється позитивний вплив логотипу на прихильність покупця торговій марці.

Ключові слова: естетична характеристика, імідж бренду, логотип, описово-пізнавальна характеристика, прихильність покупця, торгова марка, функціональна характеристика.

Рябенкова А.А., Старцева Н.Н. Влияние логотипа фирмы на ее производительность. В статье рассматриваются основные характеристики торговой марки или бренда – описательно-познавательная, функциональная и эстетическая или имидж бренда. Логотип торговой марки – один из самых важных компонентов товара, как с точки зрения покупателя, так и производителя. Логотип помогает идентифицировать торговую марку, производитель хочет, чтобы его ассоциировали с этой торговой маркой. В исследовании подчеркивается положительное влияние логотипа на приверженность покупателя торговой марке.

Ключевые слова: имидж бренда, логотип, описательно-познавательная характеристика, приверженность покупателя, торговая марка, функциональная характеристика, эстетическая характеристика.

It's common knowledge that a recognizable logo of a brand is a key element of the company's success on the market. In order to create and maintain a certain opinion about a brand among customers it is vitally important to communicate the essential characteristics of the goods through the logo. The purpose of this article is to find out why logo has a great influence on people, why do people easily recognize a certain brand, trust it and want to be associated with it.

A good brand adds benefit and value to goods and generates some advantages for consumers. Consumers adhere to names which create value for them and establish a significant relationship with a brand logo. According to Kotler, brand can be defined as «a name, term, sign, symbol or combination of them intended to identify a product or service to a seller or a group of sellers and distinguishes the goods or services from that of a competitor» [1]. Trademarks resolve the lack of recognition by the customers. It is essential to note that the positive image of the brand achieved through the marketing efforts of the firm is not eternal and the emergence of newer products with attractive logos will affect it.

Brand is an intangible asset which has considerable influence on performance of goods [6]. For example, the ancient Chinese used symbol of

the dragon to express imperial power. In addition to being a means of distinguishing, logo helps to convey a meaning and information about the product or service. Good logos can result in a good reputation and form positive customers' attitudes, their goal is to encourage purchasing and loyalty. The studies about branding suggest that logos work as a visual display of the original meaning of the brand and public image. Logos could affect the economic value of a company [5].

Brand awareness include a descriptive-cognitive benefits, functional benefits and brand image [2].

Descriptive benefits. Brand has the ability to help describe a particular customer. It will differentiate the customers from others, for instance, a brand may represent various parts of the identity of customers such as core beliefs/values or a life cycle of a product which they believe in [4].

Logos connect people to each other who share similar values and beliefs. Since logos represent trademarks, they could potentially be the source of connection of customers through strengthening the brand's core values. In other words a trademark logo is an essential tool for communication between brands and people which, in turn, help customers feel the sense of belonging. Besides, since logos build a form for trademark, they enhance their credibility and tend to incite customers. Logos have the potential to empower brands [3]. Engendering a symbolic relationship with a brand is essential, but there would be a stronger affinity with the trademark that fostered relationships with customers.

Functional benefits. The researchers suggest that the brand can be managed to reduce uncertainty in people's lives and enable them to facilitate the efficient control in obtaining the desired results. Therefore, the brand may have an effective sense to help people perform their daily activities well. Logos are visual display of a trademark which reminds functional advantage to customers. For instance, consider Red Bull logo that two opposing striker bull with the sun shining in front of the brand ensures that this product gives life to the mind and body. Customers are normally familiar with companies, which could meet their requirements because they make their life easier and they will not shift to competitor companies as long as they are happy with the service they receive. Trademark has the potential to empower commitment among customers through its logo [5].

Aesthetic tendencies. Throughout history, beauty and design trends have been of human interest. Creating handicrafts and admiring objects with attractive shapes have a long history. In addition to visual delight, aesthetic

tendencies in logo can foster emotional bond with customers. Trademarks with aesthetic attraction facilitates communication with customers. For instance, the Walt Disney Company's brand logo with an image of a fairy castle may contain a substantial effect on customers. Similarly, Hello Kitty with a funny image of a white kitty fosters a deep relationship with customers around the world based on the funny design. Therefore, aesthetic tendency is the key factor which exhibits the power of a firm to form mutual relationship with potential customers and will result in customer loyalty [6].

Theoretical framework. Brand bears a connotation more than a product or a service. Nowadays, many goods and services, especially in petrochemical and oil industry, are not different significantly and it is the brand that makes the basic distinctions. The resulting image of the brand, the advantages for its performance and descriptive-cognitive benefits, come from brand logo and can effect customer commitment and performance of the brand. Creating a positive attitude to a brand logo can influence consumer identity. It should always be kept in mind that a positive attitude comes from a good experience of a product.

Conclusion. The managers should always consider their products' trademark from three points of view: of its cognitive-descriptive benefits, functional benefits and aesthetic tendencies, as well as a visual sign in a brand logo. A customer's rapid detection of a brand logo does not mean that customer spends his/her time and resources to establish and maintain communication with a brand. Visual signs of a brand logo give a good opportunity to repeat presentation (viewing this particular brand of goods) The studies found that brands with a visual sign logo were performing better than logos which were formed merely by name. Future studies should focus on descriptive-cognitive factors such as color, font and a set of other elements associated with a logo in order to identify the relationships between brand and customers' behavior.

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RECREATION AND TOURISM POTENTIAL OF KYIV REGION

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Ryndych A.S., Manzhos Y.Y. Recreation and tourism potential of Kyiv region.

The article focuses on Kyiv's recreational resources, historical and cultural heritage, which are regarded as the basis for tourism development in this region. Medical and cognitive types of tourism have been analyzed, objects included in the UNESCO World Heritage list have been given.

Key words: cognitive, historical and cultural heritage, recreational resources, UNESCO, World Heritage list.

Риндич А.С., Манжос Я.Ю. Рекреаційно-туристичний потенціал Київської області. У статті йдеться про рекреаційні ресурси, історичну та культурну спадщину Київської області, що розглядаються як основа для туристичного розвитку цього регіону. Проаналізовані такі види туризму, як медичний та когнітивний, наведені об'єкти, що включені до Списку об'єктів світової спадщини ЮНЕСКО.

Ключові слова: історична та культурна спадщина, когнітивний, рекреаційні ресурси, Список об'єктів світової спадщини, ЮНЕСКО.

Рындич А.С., Манжос Я. Ю. Рекреационно-туристический потенциал Киевской области. В статье идет речь о рекреационных ресурсах, историческом и культурном наследии Киевской области, которые рассматриваются как основа для туристического развития этого региона. Проанализированы такие виды туризма, как медицинский и когнитивный, рассмотрены объекты, которые включены в Список объектов всемирного наследия ЮНЕСКО.

Ключевые слова: историческое и культурное наследие, когнитивный, рекреационные ресурсы, Список объектов всемирного наследия, ЮНЕСКО.

The tourism sector is one of the most significant economic activities in most countries worldwide. Tourism's total contribution to the global economy rose to 10% of global GDP, turning it into a rapidly growing industry and the most important sector in business activities in the coming years. Recreational tourism resources are the basis for developing tourism. Kyiv region, the resource potential of which is the subject of this article, remains one of the most popular places and tourist centers of Ukraine for foreign visitors, that is why its recreation potential should be examined for the successful development of tourism.

Kyiv region is situated in the northern part of Ukraine, in the basin of the Dnipro river. The forest steppe zone covers all the territory which is 28.1 thousand sq. km. (4.7% of the area of Ukraine). The region is divided into 25 administrative districts, there are 10 cities of regional subordination, 14 towns of district subordination, 29 settlements of urban type, 1134 rural settlements in its territory. It borders on the Zhytomyr, Vinnytsia, Cherkasy, Poltava, Chernihiv regions, as well as on the Homel region of Bilorus Republic.

Kyiv region has many natural, cultural and historical resources, which are the basis for the development of many types of tourism. The most common types of tourism are recreational, medical and cognitive. Favorable climatic conditions, water and plant resources are the basis for the development of recreational tourism.

There are more than 150 rivers in the region, including the Dnipro, the Ros', the Desna, the Irpin', the Teteriv, the Pryp'iat' rivers, etc. There are 50 reservoirs on its territory with Kaniv and Kyiv reservoirs being the biggest at the Dnipro cascade.

The development of recreational tourism is also stipulated by the big amount of plant resources of this area. Currently only 15–20% of Ukraine give a true and fair view of the features of its plant life. The region has small mountains and slopes on the right bank of the Dnipro River, this entire area is surrounded by a continuous belt of greenery and forests. The region's «green area» covers 436 km² (168 sq. miles), characterized by 250 different sorts of trees and bushes.

The climate of Kyiv region is characteristic of the Polissia area and other neighboring forested areas, the region has a moderately continental climate with relatively mild winters and warm summers, the medium temperatures range from ? 5.5°C in January to 19.2°C degrees in July. The climate is characterized by soft, moderate humidity, absence of sharp fluctuations in temperature, and plenty of sunny days [3, p. 125–126].

The second type of tourism, medical tourism, is developing dynamically in Kyiv region because of the unique combination of hydrothermal mineral water, curative mud and climatic resources. Some of the famous spa centers in this region include Puscha Vodytsia, Myronivka, Bila Tserkva, where using mineral water, a lot of diseases such as cardiovascular, gynaecological, skin diseases, can be treated. The healing mud is located in the northern part of Kyiv region, in the Desna and Pryp'iat' floodplain.

Good climatic conditions on the resorts of Boiarka, Vorzel', Irpin', Koncha-Zaspa, Sviatoshyn can help to deal with chronic diseases of the cardiovascular system, respiratory system, functional disorders of the nervous system [2, p. 31–36].

The third type of tourism, a cognitive one, is also developing in the region. Among the visitors, 70% come to Kyiv with this goal. The feature of this region is uneven arrangement of cultural and historical resources; about 75% are located in Kyiv. The region has three objects included in the UNESCO World Heritage List (Saint Sofiia Cathedral, Kyievo-Pechers'ka Lavra, Church of the Spas in Brest). Also, Kyiv region has 17 nature reserves, 35 natural monuments, 8 parks – memorials of landscape art and 12 natural reserves.

Historical and cultural heritage of Kyiv includes 6,000 monuments, 1500 architectural monuments, 1194 monuments of different ages, ancient settlements, burial mounds, places of battles and historical events. Moreover, 2010 archaeological monuments have been entered into the Register of Monuments, 8 cities belong to Ukrainian cities of importance. The list of monuments of Kyiv region covers 24 monuments of national importance, including a large number of palaces, religious buildings of XVI–XIX centuries.

The main attractions of Kyiv region are the national historical and ethnographic reserve «Pereyaslavl'», State Historical and Cultural Reserve in Vy'shgorod, Dendrology Park in Bila Tserkva, the remains of fortifications of X–XIII centuries, ancient settlement of XII–XIII century, Cathedral of St. Vasy'l' and Feodosiy 1756–1758 years, Saviour Church of XI century, the Museum of Applied Arts of Kiev region and many others. Registry of Cultural Heritage in Kyiv includes 380 monuments, 23 archeological sites, 25 historic sights and 9 monumental art attractions.

In the city there are more than 100 museums including 32 museums of municipal subordination (fund of more than 2 million exhibits), 33 theaters and theatrical studios, 53 religious buildings, 141 libraries, 19 concert organizations, a circus [4].

The basis for the development of nature-based tourism is the Nature Reserve Fund. In the region there are 193 protected areas, including those of state value: 15 nature reserves, 3 natural monuments, 12 parks, landscape architecture, 3 botanical gardens, zoos, 2 arboretums, 4 regional landscape parks, 16 natural reserves. The region's natural reserve fund covers 112895.67 hectares. One of the most interesting places of The Natural Reserve fund is arboretum "Oleksandriia", which is attractive and interesting for tourists at any time due to its unique plants, compositions of century-old trees and bushes.

Although the development of cognitive tourism in Kyiv has not been systematic, culture has always been a constituent part of the tourism offer. This region is full of architectural and urban monuments of civil architecture: Kyiv city (historical center), Hostynnyi dvir, Taras Shevchenko University, Actor's House, Verkhovna Rada of Ukraine and the Winter Palace in Bila Tserka. Religious buildings include Kyivo-Pechers'ka Lavra, Saint Sofiia Cathedral, Saint Mariia Mahdalena Church in Bila Tserkva and Trinity Church in Bohuslav. Also monuments of military and industrial architecture can be found. Monumental art is represented by Independence Square, monument to Bohdan Khmel'nyts'kyi, the Motherland monument and Arkhanhel Mykhail's monument. The best landscape architecture is represented by Mariins'kyi Palace. The most famous archaeological site is the village Trypillia, the ancestral hunters' village of Paleolithic times on the territory of Kyiv, Fastov and village Dobranychivka. The historical resources belong to the museum «Battle for Dnipro near Pereiaslav-Khmel'nyts'kyi,» National Museum «Battle for Kyiv in 1943,» National Museum «Chornobyl'».

Many tourists are also attracted by Kyiv's bio social resources: V.H. Zabolotnyi's museum, memorial to het'man Ivan Mazepa, the museum of H.S. Skovoroda, Museum in Pereiaslav-Khmel'nyts'kyi.

The events resources are represented by different festivals, including the Festival of Ukrainian song «Lisova Fiiesta» in Boiarka, cultural and history festival «Park Kyivs'ka Rus'» in Kopachev, «Trypil's'ke kolo» in Rzhyschiv and so on.

Homogeneous resources include the place of execution of Polish citizens which is located in Bykivnia, a village near Kyiv.

The examples of supertochka tour are a panoramic view of the Right-Bank Kyiv and Kyivo-Pechers'ka Lavra [1].

Also, in this region business tourism is developing because Ukrainian capital is one of the largest European scientific and cultural centers. Every year a lot of tourists visit Kyiv region with this goal. For them there are 194 accommodation facilities in Kyiv which include 157 hotels (29% of all hotels in Ukraine), over

2500 businesses (24% of the total tourism businesses in Ukraine) are involved in tourism market.

Summing up, a significant amount of resources contributes to the development of many types of tourism in the region, namely recreational, medical and cognitive ones.

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ECOTOURISM IN THE WORLD AND IN UKRAINE

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Sahaidachna A.V., Manzhos Y.Y. Ecotourism in the world and in Ukraine. The article focuses on ecotourism, which is regarded as a major tool for sustainable development of natural areas and includes gentle attitude to flora and fauna, and does not damage the integrity of ecosystems. The ecotourism in the USA, Europe, Asia and Africa has been analyzed, special attention has been paid to the problems of ecotourism in Ukraine.

Key words: ecosystem, ecotourism, fauna, flora and integrity.

Сагайдачна А.В., Манжос Я.Ю. Екотуризм в Україні та світі. У статті розглянуто питання екотуризму, що вважається ефективним інструментом екологічно стійкого розвитку природних зон, передбачає дбайливе ставлення до флори та фауни та не наносить шкоди цілісності екосистем. Проаналізовано екотуризм у США, Європі, Азії, Африці, особливу увагу приділено проблемам екотуризму в Україні.

Ключові слова: екосистема, екотуризм, фауна, флора, цілісність.

Сагайдачная А.В., Манжос Я.Ю. Экотуризм в Украине и мире. В статье рассмотрен вопрос экотуризма, который считается эффективным инструментом экологически устойчивого развития природных зон и предусматривает бережное отношение к флоре и фауне, не наносит вреда целостности экосистем. Проанализирован экотуризм в США, Европе, Азии, Африке, особое внимание уделено проблемам экотуризма в Украине.

Ключевые слова: фауна, флора, целостность, экосистема, экотуризм.

The subject of the article is ecotourism in different countries of the world. This issue has become extremely topical because today we experience global environmental problems humanity did not know a few decades ago. Now it is not easy to find clean countries and cities on the world map as their number is decreasing each year. As a result the modern concept of ecotourism as a major tool for sustainable development of natural areas originated at the junction of the most pressing environmental, economic and social problems [4, с. 98].

The term «ecotourism» was proposed in 1980 by Mexican economist Hector Ceballos Lascurain and is regarded as a new phenomenon that consists of traveling to and visiting natural areas, the features of the landscape, flora, and fauna as well as involving the local people so that they can have socioeconomic benefits from this process. It also implies having strict guidelines for minimum negative impact on the environment. According to the World Tourism Organization and George Washington University, adventure travelling including ecotourism is the fastest growing segment of tourism in the world [3].

Ecological tourism includes gentle attitude to local flora and fauna objects, inanimate nature. Such trips do not damage the integrity of ecosystems and are focused on generating ideas about the natural, cultural and ethnographic features of the territory [5, p. 86].

Ecotourism should encourage people to preserve surrounding beauty of nature. Moreover, it involves the improvement of environmental protection, prevention of the possible negative impact on the environment and culture, thus the negative effects of social, cultural and ecological character are minimized. Ecotourism also provides support for environmental sustainability of the natural environment, can attract funds for environmental protection in the region and for support of local residents. In addition, it aims to raise awareness of people in the field of ecology and environmental education. The ecological public worldview of recreational areas is formed while organizing ecological paths and routes, working as guides and instructors, entertainers, cleaners and etc. The local residents should be sure of the recreational

attractiveness of their natural landscape, realize that it is ecological and aesthetic value that can bring financial benefit [4, p. 9].

Central America, north and east of South America, Southern and Eastern Africa, South and South-East Asia, Australia and Oceania are the main regions of international nature tourism and ecotourism. It is the main kind of tourism in Costa Rica, Ecuador, Belize, an important sector of tourism in Mexico, Venezuela, Peru, in the island nations of the Caribbean. Kenya, Tanzania and South Africa are the most developed regions of ecotourism in Africa. It is actively developing in such countries as Botswana, Madagascar, Mauritius, Namibia, Cameroon. Tourism revenue reached 650 million dollars per year in Costa Rica. Ecotourism in South Africa takes the second place after diamond production, in Alaska it is the second only to oil. Annual income from the use of Kenya's national parks is 450 million dollars. Ecuador annually receives more than 180 million dollars from ecotourism in the Galapagos Islands [2].

The local population, its way of life and traditions attract considerable attention of ecotourists to new destinations. Nepal which popularity has increased dramatically in recent years stands out in Asia. The ecotourism in Thailand, Indonesia, Sri Lanka, China, Australia and New Zealand where the exotic nature is successfully combined with interesting cultural and ethnographic objects has considerable importance. There is also growing interest in Antarctica, however, the lack of proper control because of its neutral status, could lead to disastrous consequences for the Antarctic landscape. [4, p. 108].

Ecotourism is also promoted in Europe and the USA. In Europe there are 280 national parks that together occupy an area of 11.8 million hectares, the top five include those in Finland, Sweden, Poland, Norway, Italy. The total number of different kinds of protected areas in the United States is 1.5 thousand [2]. Europe and the USA have specialized types of ecotourism, for example, bird watching – observation of birds, especially popular in the UK, Germany, Australia, USA and Canada. Overall, the growth and diversification of demand leads to expansion of geography of ecotourism [5, p. 75].

In Ukraine, ecotourism is well developed, but should also use the experience of other countries such as Costa Rica, Germany, Kenya, USA and others. Ukraine has favourable natural climatic conditions, rich flora and fauna, curative mineral sources, mud, rich historical and cultural heritage, human and material resources. The role of ecotourism should not be underestimated in the Ukrainian economy, because the development of this industry allows increasing the income of local budgets and creating jobs, contributing to the solution of both economic and social problems. Each region of Ukraine has a

unique natural resource potential, which is the basis for the development of ecotourism [1, p. 250], and includes reserves, national and landscape parks, natural monuments, rivers, lakes (such as Shatsky), mountains, canyons and areas with spectacular views. National parks occupy 20.9% of the natural reserve fund of the state, biosphere reserves equal to 9.6%, regional landscape parks occupy 17.2% [6].

In Ukraine, ecotourism is most popular in the Carpathians, the Black Sea, Podillia, Polesie, Transcarpathia. The Carpathian region with Chernivtsi, Lviv, Zakarpattia, Ivano-Frankivsk is the leader of tourism in Ukraine; in the east of Ukraine ecotourism is the least developed.

According to the latest research, the main problems of ecotourism in Ukraine include: the need to develop an overall strategy of ecotourism industry, to improve management of the sector at the regional level, and to improve training for ecotourism; lack of scientific support, of information and advertising of this type of tourism; insufficient financial support; the necessity of ensuring comprehensive environmental protection as the basis of existence of ecotourism and sustainable development of the regions [3]. One of the major environmental problems of Ukraine is the Chernobyl disaster (April 26, 1986), as a result of it, health of the population, surface water, air masses, soil were much affected. Radioactive contamination of soil entails considerable problems in agriculture and a forecast of the radiation environment in the Chernobyl zone and adjacent areas suggests that significant changes are not expected in the near future [6]. The situation with Chernobyl shows that global problems of modern society can have an irreversible impact.

Summing up, it is very important to pay attention to the development of ecotourism in Ukraine, study and apply international experience and involve local people in the development of recreational areas of the country. Ecotourism can enrich the culture of different peoples, preserve the unique flora and fauna, and strengthen mutual trust.

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CONVERSION IN MODERN ENGLISH LANGUAGE

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Saprun B.I., Startzeva N.M. Conversion in modern English language. This article examines conversion as one of the principal means of word formation in modern English language. The definition of the conversion and its main varieties have been provided. Its functional characteristics and properties have been described. Two parts of speech especially affected by conversion have been pointed out. Examples on how the words are formed under the influence of such a word formation phenomenon as conversion have been provided.

Keywords: conversion, derivation, lexicology, noun, types of conversion, verb, word formation process.

Сапрун Б.І., Старцева Н.М. Конверсія в сучасній англійській мові. У статті розглядається конверсія як один із основних видів словотворення в сучасній англійській мові. Визначено поняття конверсії та її основні варіації. Описано її функціональні особливості та властивості. Визначено дві частини мови, які знаходяться під особливим впливом конверсії. Наведено приклади слів, які сформовано внаслідок такого феномену словотворення, як конверсія.

Ключові слова: види конверсії, деривація, дієслово, іменник, конверсія, лексикологія, словотворення, частини мови.

Сапрун Б.И., Старцева Н.Н. Конверсия в современном английском языке. В статье рассматривается конверсия как один из основных видов словообразования в современном английском языке. Дано определение понятию конверсии и ее основным вариациям. Описаны ее функциональные характеристики и качества. Определены две части речи, подверженные особому

влиянию конверсии. Приведены примеры слов, сформированных в результате такого словообразовательного феномена, как конверсия.

Ключевые слова: виды конверсии, глагол, деривация, конверсия, лексикология, словообразование, существительное, части речи.

Creation of new words is implemented as the reflection of the needs of society to denote certain notions, which arise constantly as a result of the development of science, technique, culture, public, social and political relations and other spheres which find its reflex in the language. Researchers consider that the emergence of new words in the English language occurs in different ways: 1) by loaning from other languages; 2) by means of word-building (affixation, composition, conversion, contraction and others); 3) as a result of emergence of yet existing words in language [6, p. 153].

It should be noted that the issue of derivation, which plays an important role not only in English grammar but in phonetics as well, has always been and remains one of the relevant issues of modern lexicology. The term derivation (*lat. Derivatio «creation, allocation»*) can have two meanings: first of all, it is a branch of linguistics that studies word in terms of ways and means of their creation and word building structure; secondly, it is the process of creating words that are thought to be derivatives and complex, usually based on the existing models and models using affixation, composition, conversion or other means of word building [6, p. 193].

One of the most important means of word formation in the English language is considered to be conversion. The phenomenon of conversion was examined by a great many of prominent scientists, namely: A.I. Smirnitkiy, V.N. Yartseva, I.V. Arnold, T.S. Bochkareva, G.B. Antrushina.

The relevance of this study is determined by the need of a more complete description of the conversion – one of the most characteristic ways of word formation in the English language based on modern research methods. Better understanding of this word formation process will facilitate language acquisition. The aim of this research is to study conversion as a word-formation process in modern English economic lexis. The object of this study are verbs and nouns of the English language business sphere which are in derivational relationships through conversion. The material of the article are language units selected by a continuous sampling method from dictionaries.

Researchers say that there are many different ways of word-formation in the English language. The most productive one is the morphological way of word-building when new words are formed through combining morphemes.

The peculiarities of the historical development of the English language vocabulary have led to the fact that the morphological structure of the word base may not always be the indicative of the speech. The base and even root in many words coincide with the basic form of the word. This contributed to the formation of the already existing homonymous pair of words without adding or changing any morpheme, but in the other part of speech. Conversion as a linguistic phenomenon can be defined as a non-affixal way of word formation, as a result of which categorically different word is produced, which morpheme form remains unchanged [3, p. 240]. The main varieties of conversion are:

1. **verbalization** (the formation of verbs): *to demand* (from *demand* (n));
2. **substantivation** (the formation of nouns): *a private* (from *private* adj.);
3. **adjectivation** (the formation of adjectives): *down* (adj) (from *down* (adv));
4. **adverbialization** (the formation of adverbs): *home* (adv) (from *home* (n)).

For example, in economic terms, *put* – the option to sell, *to put* – to place; *cost* – price, value, *to cost* – to be of some value, to set a price. The main prerequisite for the formation of a new language unit by conversion is a change in the functioning of syntactic words, accompanied by a change in meaning. A new word has value that differs from the original, but, nevertheless, can be associated with it, for example: *demand*, n. and *demand*, v.; *set*, n. and *set*, v.; *stock*, n and *stock*, v.; *supply*, n, and *supply*, v.; *review*, n. and *review*, v. This is what discerns conversion from other methods of derivation. The absence of any formative elements in this case leads to simplicity and efficiency of conversion [2, p. 288].

Scientists point out that the two categories of parts of speech especially affected by conversion are nouns and verbs. Verbs converted from nouns are called denominal verbs. If the noun refers to some object of reality (both animate and inanimate) the converted verb may denote:

a) action characteristic of the object: *ape* (n) – *ape* (v) – «*imitate in a foolish way*»; *butcher* (n) – *butcher* (v) – «*kill animals for food, cut up a killed animal*»;

b) instrumental use of the object: *screw* (n) – *screw* (v) – «*fasten with a screw*»; *whip* (n) – *whip* (v) – «*strike with a whip*»;

c) acquisition or addition of the object: *fish* (n) – *fish* (v) – «*catch or try to catch fish*»; *coat* (n) «*covering of paint*» – *coat* (v) – «*put a coat of paint on*»;

d) deprivation of the object: *dust* (n) – *dust* (v) – «*remove dust from something*»; *skin* (n) – *skin* (v) – «*strip off the skin from*».

The most productive form of conversion in English is noun to verb conversion. Nouns converted from verbs are called deverbal substantives.

The verb generally referring to an action, the converted noun may denote:

a) instance of the action: *jump* (v) – *jump* (n) – «sudden spring from the ground»; *move* (v) – *move* (n) – «a change of position»;

b) agent of the action: *help* (v) – *help* (n) – «a person who helps»; it is of interest to mention that the deverbal personal nouns denoting the doer are mostly derogatory, for example, *cheat* (v) – *cheat* (n) – «a person who cheats»;

c) place of the action: *drive* (v) – *drive* (n) – «a path or road along which one drives»; *walk* (v) – *walk* (n) – «a place for walking»;

d) object or result of the action: *peel* (v) – *peel* (n) – «the outer skin of fruit or potatoes taken off»; *find* (v) – *find* (n) – «something found, especially something valuable or pleasant» [5, p. 128].

The following list provides examples of verbs converted from nouns:

access – to *access*; *bottle* – to *bottle*; *can* – to *can*; *closet* – to *closet*; *email* – to *email*; *eye* – to *eye*; *fiddle* – to *fiddle*; *fool* – to *fool*; *Google* – to *google*; *host* – to *host*; *knife* – to *knife*; *microwave* – to *microwave*; *name* – to *name*; *pocket* – to *pocket*; *salt* – to *salt*; *shape* – to *shape*.

Due to the rapid development of technique and implementation of all innovations in the sphere of economy, English is subject to constant changes. The conversion process can widely be illustrated in economic terminology and words that are widely used in business English, for instance:

merchandise (n.) – «goods to be bought and sold», *merchandise* (v.) – «promote the sale of (goods), especially by their presentation in retail outlets»;

supply (n.) – «a stock or amount of something supplied or available for use», *supply* (v.) – «make (something needed or wanted) available to someone; provide»;

commission (n.) – «an instruction, command, or role given to a person or group», *commission* (v.) – «order or authorize the production of (something)»;

retail (n.) – «the sale of goods to the public in relatively small quantities for use or consumption rather than for resale», *retail* (v.) – «sell (goods) to the public by retail»;

advance (n.) – «money paid to someone before the usual time, especially someone's salary», *to advance* (v.) – «to give someone money before they have earned it»;

stock (n.) – «the goods or merchandise kept on the premises of a shop or warehouse and available for sale or distribution», *stock* (v.) –

«have or keep a supply of (a particular product or type or product) available for sale».

Summing up, conversion in the English language is a highly productive way of forming new words. Words from any part of speech can be in conversion relations. Indisputable cases of conversion are: 1) formation of verbs from nouns and adjectives and less frequent from other parts of speech; and 2) the formation of nouns from verbs and less frequent from other parts of speech. Such productivity can be explained with the existence of a huge variety of non-productive words, which are not fixed to any part of speech with affixes, the relative paucity of inflectional affixes and grammatical forms, as well as the ease of formation of the latter [7, p. 5]. As a number of converted English words is growing every year, therefore, the study of conversion is a synchronic phenomenon which requires constant research.

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GLOBAL VALUE CHAINS FOR DEVELOPING UKRAINE'S FOREIGN TRADE

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Sereda I.S., Oliynyk N.A. Global value chains for developing Ukraine's foreign trade. The article considers the essence of the terms “value chain” and “global value chain” used to understand how the companies create value. In terms of economic integration within the European Union and other countries, Ukraine should develop a comprehensive targeted GVC strategy involving domestic producers.

Keywords: competitive advantage, foreign trade, global value chain, global trade promotion index.

Середа І.С., Олійник Н.А. Глобальні ланцюжки створення вартості для розвитку зовнішньої торгівлі України. У статті розглядається суть термінів «ланцюжок створення вартості» та «глобальний виробничо-збутовий ланцюжок», які використовуються для розуміння того, як компанії створюють цінність. З точки зору економічної інтеграції у рамках Європейського Союзу та інших країн, Україна повинна розробити комплексну цільову стратегію глобальних ціннісних ланцюжків із залученням вітчизняних виробників.

Ключові слова: глобальний індекс розвитку торгівлі, глобальний ланцюжок створення вартості, зовнішня торгівля, конкурентна перевага.

Середа И.С., Олейник Н.А. Глобальные цепочки создания стоимости для развития внешней торговли Украины. В статье рассматривается сущность терминов «цепочка создания стоимости» и «глобальная производственно-сбытовая цепочка», которые используются для понимания того, как компании создают ценность. С точки зрения экономической интеграции в рамках Европейского Союза и других стран, Украина должна разработать комплексную целевую стратегию глобальных ценностных цепочек с привлечением отечественных производителей.

Ключевые слова: внешняя торговля, глобальный индекс развития торговли, глобальная цепочка создания стоимости, конкурентное преимущество.

In development studies, the concept of a value chain was first introduced by M. Porter in 1985 [4] and has been used since then to analyse international trade in global value chains. The latter comprises “the full range of activities that are required to bring a product from its conception, through its design, its sourced raw materials and intermediate inputs, its marketing, its distribution and its support to the final consumer” [1] so it is critical to understand how the company creates value, and look for ways to add more value in developing a competitive strategy.

The object of this article is a value chain as a current pattern used to establish and maintain a competitive advantage in international markets and in the market of Ukraine, in particular.

M. Porter proposed a general-purpose value chain that companies can use to examine all of their activities, and see how they’re connected. The way in which value chain activities are performed determines costs and affects profits, so this tool can help to understand the sources of value for some particular organization.

The purpose of this research is to analyze the types of value chains used in international trade these days in terms of their structure and determine the ways to introduce them in the Ukrainian market.

Nowadays international production, trade and investments are increasingly organized within the so-called global value chains (GVCs) where the different stages of the production process are located across different countries. It is globalization that motivates companies to restructure their operations internationally through outsourcing and off-shoring of activities.

The first references to the GVC concept date from the mid-1990s and were enthusiastic about the upgrading prospects for developing countries that joined them. In his early work based on research on East Asian garment firms, the pioneer in value chain analysis, G. Gereffi, describes a process of almost ‘natural’ learning and upgrading for the firms that joined GVCs [2]. According to him, there are two major types of governance: buyer-driven chains, where the lead firms are final buyers such as retail chains and branded product producers such as non-durable final consumer products (e.g., clothing, footwear and food) and producer-driven chains. Here the technological competences of the lead firms (generally upstream in the chain) defined the chain’s competitiveness.

Current research suggests that GVCs exhibit a variety of characteristics and impact communities in a variety of ways or **GVC governance patterns**: hierarchical chains represent the fully internalized operations of vertically

integrated firms; quasi-hierarchical (or captive chains) involve suppliers or intermediate customers with low levels of capabilities, who require high levels of support and are the subject of well-developed supply chain management from lead firms (often called the chain governor); relational and modular chain governance exhibit durable relations between lead firms and their suppliers and customers in the chain, but with low levels of chain governance often because the main suppliers in the chain possess their own unique competences (and/or infrastructure) and can operate independently of the lead firm.

The transformation of the geographic organization structure of the international business through the GVCs creates opportunities for new entrants in the international economy. As production systems become decentralized, fragmented, and more specialized, new market opportunities emerge for all types of companies, including small- and medium scale enterprises (SMEs) to enter global markets, and upgrade into higher value export activities through specialization. Many firms, particularly smaller enterprises conclude that it is possible to success in “creating value” that may be achieved through specialization in a limited and sometimes in a very narrow range of market (market niches). However, the use of these advantages and opportunities requires that enterprises are able to supply specified products in the right quantity, right quality and price and at the right time. It must be borne in mind that its entry requirements can be high, as well as the payoffs from participation in GVCs.

It should be noted, that the effectiveness is determined not only by what happens within a firm, but also by activities and relationships outside the firm that are characterized by the features of the specific GVCs. Moreover it should be borne in mind, that inter-companies logistics and import/export procedures identify critical delivery times. Therefore competitive effectiveness of the company within the GVCs – is a function of relations between enterprises within a specific GVCs. Emphasis is also made on general factors that influence the effectiveness of specific value chains: legislative, regulatory and policy environment; availability and quality of support services such as financing, training and information technology.

The basic principle of the effective functioning of GVCs is “match the best or outsource to the best”. To be competitive, the enterprises effectiveness must be constantly matched in relevance with the “best in its class” that concerns each activity, function or product, such as manufacturing, design, logistics or marketing. If they are unable to “match the best”, they most likely will not be able to compete effectively on international markets as suppliers in the GVCs [3].

Furthermore, the specialization of a participant is important within the GVCs as there are opportunities for value creation across the whole chain due to specialization and modernization. The enterprise level modernization requires access to information, technology and finance and it is closely linked with incentives that encourage or discourage it by other GVC participants.

It is also necessary to cooperate in order to be effective. This cooperation may take different forms (vertical and horizontal) in order to provide an effective mechanism for achieving collective efficiency through joint actions and support each enterprise. Besides, in global terms, domestic producers should be considered as potential TNC members of global chains so that the government should provide support at the company level, e.g., terminals, logistics, customs, etc.

Today the main participants in the global value creation process are North American, Central and Eastern European and South-East Asian countries. Other countries practically do not participate into it. According to GVC development, Ukraine as a country that possesses the sufficient industrial potential takes a low 79th place in the world ranking in 2014, Poland – 53, China – 21, Russia – 96, Azerbaijan – 75, Kazakhstan – 109, Turkey – 54 [6]. The main factor for Ukraine's joining the GVCs is the level of transaction costs. The transaction costs level of country's foreign trade reflects its rating in global trade promotion index and its components, calculated annually by the World Economic Forum (WEF).

Within the framework of GVC higher-level buyers can provide access to know how in technology, management, marketing, to intermediate resources and to credits. However, to compete in the world of international business, enterprises of these countries, including Ukraine, should change the concept of its development and to base it primarily on efficiency of the whole GVC, i.e., the main goal is to achieve systemic efficiency by meeting a number of the basic requirements.

In 2014 Ukraine was placed 83th among 138 countries in trade promotion index; in sub-indexes: access to the national market – 22; access to foreign markets – 61; custom procedures quality and effectiveness – 100; availability and quality of transport infrastructure – 55; availability and quality of transport services – 61; availability and use of information technology in trading procedures – 70; operating quality environment (protection of intellectual property rights, access to financial resources, openness to foreign participants, etc.) – 103 [5]. As can be seen, in the country virtually no efforts is currently made on trade facilitation under the WTO Agreement which are necessary conditions to reduce costs and attract customers on GVC and outsourcing services.

The second important point is to make foreign trade and industrial policy of the country clear and predictable for TNCs. Unfortunately, Ukraine so far remains for international corporations as a country of uncertain institutions and future. Therefore, as a consequence, in 2013 Ukraine was placed 117 among 191 countries in the global index of investment country attractiveness; by comparison, Lithuania – 29, Poland – 33, Slovakia – 34, Hungary – 37 [7].

In conclusion, the global value chains (GVCs) have become an important component of the global economy providing significant opportunities for countries to expand exports. GVCs allow even small enterprises to become internationally competitive, based on a one single function or a small number of functions as suppliers in global value chains. It is possible through participation in global value chains to achieve large-scale exports of specialized outputs in niche markets that are regional or even global in scale. Taking into account different needs and economy condition, Ukraine should have a comprehensive targeted GVC strategy involving domestic producers. This strategy is crucial to meet challenges in deepening regional economic integration within the European Union and other countries through bilateral and multilateral trade and economic agreements. This requires a rethinking of the country's foreign economic and industrial policy objectives and mechanisms. Therefore, it is important for Ukraine to join these chains as soon as possible by creating the necessary prerequisites for it.

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FRANCHISING IN TOURISM

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Shapoval V.V., Saprun I.R. Franchizing in Tourism. The article deals with the benefits and the role of franchising in tourism. The main ideas, advantages and disadvantages of this type of business have been analyzed. The factors that influence this development have been clarified. The examples of different brand, including its financial component have been analyzed. The current state of the sector have been examined.

Keywords: business, franchising, tourism, TUI.

Шаповал В.В., Сапрун И.Р. Франчайзинг в туризмі. У статті розглянуто переваги та роль франчайзингу в туризмі. З'ясовані основні ідеї, переваги та недоліки цього виду бізнесу. Визначені фактори, які впливають на їхній розвиток. Розглянуто приклади деяких брендів, зокрема їхньої фінансової складової. Вивчено сучасний стан даного сектора.

Ключові слова: бізнес, туризм, франчайзинг, TUI.

Шаповал В.В., Сапрун И.Р. Франчайзинг в туризме. В статье рассмотрены преимущества и роль франчайзинга в туризме. Выяснены основные идеи, преимущества и недостатки этого вида бизнеса. Определены факторы, влияющие на их развитие. Рассмотрены примеры некоторых брендов, в том числе их финансовой составляющей. Изучено современное состояние данного сектора.

Ключевые слова: бизнес, туризм, франчайзинг, TUI.

Franchising as a method of expanding the network of sale of goods and small business support is widespread in Europe, Australia and other countries. Some large franchisors have a thousand or more partners-franchisees, providing a broad regional distribution of its branded goods and services. This makes this topic be relevant nowadays. The object of study is a complex of theoretical and practical issues which relates to franchising in the development of tourism as an option in business.

According to the American heritage dictionary, franchising is a business model in a certain area for a fee. It does not matter how the transaction or agreements are done whether it includes license, joint venture, consulting and supply agreement, and dealership when these terms are included in the contract, it is a franchise. Legally franchising is viewed as contractual arrangement between the two legally independent parties where the franchisee pays the franchisor for the right to sell the franchisor's product or the right to use his trademarks in a given location for a specified time period. As franchising sector is growing at rapid pace franchisor should look for expansion in international market as the home market specifically developed countries like us Canada, Europe is becoming saturated. It is vital import for a firm to have a strategic plan to successfully establish in global economy [4].

The concept of franchise is flexible and basically suits service sector. Franchise relations are influenced to an extent to which the system can be transfer and sustain in local market in terms of product acceptance, local support and service. Thus due to consistent economic importance of franchise we can find lots of research and literature to help us understand the concept [1].

Franchising is a major expansion strategy for hospitality firms into a global market, especially hotels and restaurants to name a few Marriott's, Hyatt, Hilton Accor, IHG, McDonalds, KFC are a very few examples. The rapid development and expansion of franchising as a method of business refers to the second half of the twentieth century and is associated with the transition of most industrialized countries from industrial to postindustrial era, inaugurating the new patterns of business organization.

In the world of franchising firms are very advanced and profitable. Franchised networks have been long covered in civilized countries (Europe, the USA, Canada) by most travel agencies.

In global markets franchising add value to the chain by enhancing and understanding the local values culture and customs. Franchising is one of the two main types of operations of which the other one owning. Franchising provides restaurants and hotels with stable franchising revenue through royalties and fees regularly according to the agreement and the time frame of the period. Unlike most other service sectors, the hotel industry is generally capital-intensive and its logistics and supply chain can be as complex and difficult to manage as those in manufacturing operations. Thus, for hospitality related organization, this can be a huge complication to an equity-based expansion model in various markets, particularly in the international market. In this way, it raises the issue of the importance of the internationalization process through

franchising as a non-equity-based expansion strategy. As a matter of fact, franchising in international market delivers a scope for rapid expansion and global presence and hotels do have potential to overcome the hurdles like cultural, linguistic, technical, legal, and employment problems commonly associated with franchising internationally [3].

At first glance, the franchise is a very convenient form of work in the tourist industry where you can pay a franchise then work and earn. Indeed, there are many advantages of such a form of cooperation.

At the same time, it should be noted that the franchise has certain disadvantages. One of the biggest problems of any travel company is staff training. Responsible and intelligent person learns itself by investing in their development. At the same time, their own «brains» will not «flow away» as opposed to personnel who may at any moment leave for another place in search of better lives. The franchise system has a learning system. And this system is that it is very intense, relatively short, lasting two to three weeks, «right concerned.» Those who teach are interested to learn all the secrets of the business. If you buy a franchise, in advance, you buy a reliable business. It cannot be unsuccessful. Franchise networks that develop in a few tens, hundreds, some a few thousand companies- it is really a successful business. There are a number of positive moments. There is no travel agency which can afford an advertising campaign that can afford a network with several hundred companies: national and sometimes even trans-national scale. An important factor, especially for start-ups – this is an opportunity to apply at any time with any question to a senior business partner. Such a permanent advisory service is in any franchise system. It ensures the success of the whole system.

The disadvantage of the franchising is that you should pay for everything. And if the owner wants to buy a business, you have to pay money. In addition, we need money to invest in facilities, equipment and so on. If you buy a franchise, to the usual investment costs are added to the cost of the initial franchise fee. Also there is the moral factor that should be taken into account. Entrepreneurs find it pressing to to work under someone’s rules as they have much freedom-loving character, so franchising is not recommended for them. This system has very strict standards where the initiative is not something that is punishable, but it is not welcome.

There are examples of such large networks as the TUI (the largest global network, it has own 97 aircraft, cruise and charter fleet), Thomas Cook, «have fun till late. TUI is a tourist company, one of the largest in Europe tourist

companies. European tour operator TUI travel is a joint venture company, bringing together the German TUI AG and the first choice. The TUI is constantly expanding its network. For example, building new hotels, expanding its hotel network Iberotel in Egypt, Italy, and the United Arab Emirates. Iberotel consists of 14 hotels in Egypt and four in turkey, as well as two cruise ships on the Nile. In 2005, Iberotel filled my tenure in Egypt and turkey, three new hotels and acquired the second buses on the Nile cruise ship.

Nowadays there are 125 companies who are working with «TUI». The company has very strong franchise. It is shown in quality control of the provided services, ensuring high level of training of personnel, tough rules of using a brand and decoration an office. Requests of nonprofessionals (even if they have an entrepreneurial experience in other spheres) are not considered at all. Restyling (including obligatory availability of the plasma screen) rooms and its parameters is explained in details. It is necessary to have fast Internet in the sales office. Right after personnel training at the franchisee the software based on 1C is installed. The Central office can see the sales volume of rounds all franchisees, statistics, directions and even which ads were added by the client [2].

The franchisee is obliged to approve the local advertising, to use only the unified prototypes of leaflets, business letters and the presentations. Also every action is coordinated: the single policy of discounts is performed under a single brand. Such dense guardianship, on the one hand, gives the chance of the franchisee not to trouble itself about marketing and to stand together with clients, competitors and suppliers of the necessary goods and services, another – it is difficult for such partners to leave the franchiser in case of some disagreements, creativity among them, one may say, is reduced to zero. The license agreement is signed with selected franchisee for three years with a possibility of the subsequent prolongation. Introductory fee is about 40000 rubles, a royalty – about 18000 rubles, depending on various regions. Also the discount for a royalty in the amount of 50% for a current month in case of accomplishment of sales plans for last month which is monthly reviewed is provided. Free promo tours to Turkey, Egypt and Europe are provided.

Now the travel agency «TUI» continues to create and develop franchising network actively. Due to this the tour operator provided special conditions for the introduction in it regional offices (travel agencies are exempted from the admission fee on condition of the accession to network to certain terms and receive a privilege on payment of a royalty; at the same time also rebranding of office is provided to the agency). A certain size of a lump-sum fee is

necessary for covering of costs for the software, personnel training for work techniques, the help in opening of office and other consultations [2].

Summing up, we can see that franchising is a general trend in tourism, which is manifested both in the operating and in agency business. The reason for this lies in the increase in competition. Moreover, companies worldwide unite to strengthen their position in the market. Franchising allows you to open a new business at the same time reduce the level of risk which often occurs in the initial period of the activities of travel agencies, this allows them to reach greater profits.

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PECULIARITIES OF EXTRADITION IN THE LEGISLATION OF UKRAINE

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Shestopalova A.S., Karpusenko M.V. Peculiarities of extradition in the legislation of Ukraine. This article suggests a definition of extradition, its legal regulation in Ukraine, particularly, it focuses on application conditions for extradition and situations when such application is impossible. The article sums up provisions showing disadvantages of legal regulations on extradition in Ukraine.

Key words: application, extradition, regulation, Ukraine.

Шестопалова А.С., Карпусенко М.В. Особливості екстрадиції в законодавстві України. У статті розкривається зміст поняття екстрадиції, особливості її регулювання в Україні, зокрема, увага зосереджується на умовах застосування екстрадиції та випадках, коли таке застосування є неможливим. У висновках зазначаються положення про недосконалість правового регулювання екстрадиції в Україні.

Ключові слова: екстрадиція, застосування, регулювання, Україна.

Шестопалова А.С., Карпусенко М.В. Особенности экстрадиции в законодательстве Украины. В статье раскрывается содержание понятия экстрадиции, особенности её регулирования в Украине, в частности, внимание сосредотачивается на условиях применения экстрадиции и случаях, когда такое применение есть невозможным. В выводах указываются положения о несовершенстве правового регулирования экстрадиции в Украине.

Ключевые слова: применение, регулирование, Украина, экстрадиция.

This article focuses on extradition as one of the most important international institution. The subject of this work is peculiar properties of extradition according to the legislation of Ukraine. This paper aims to analyze international treaties between Ukraine and other states regarding extradition, show its features and main provisions, enumerate situations when extradition cannot occur, and suggest reasons why extradition in Ukraine is not regulated enough.

There are two main resources used in this article: international treaties and Ukrainian legislation such as the Criminal Procedure Code of Ukraine, the Constitution of Ukraine (indirectly) [2, p. 9] etc. The methods used in the paper are mainly comparison, data analysis and others.

As it was mentioned, regulation on extradition is not developed enough in Ukraine. So, it is essential to be aware of the main provisions and contentious issues of this international practice. Moreover, considering the recent Ukrainian developments it is important to understand peculiarities of extradition, especially for specialists of international relations.

So, first of all, we need to be aware of the etymology of the word “extradition”. It derives from Latin “ex” which means “out” and “tradition” which verbatim means “delivery”. So, in simple terms extradition is delivery of criminals from one state to another. Looking more precisely, we can state that extradition is the whole process or international practice whereby one country transfers a suspected or convicted criminal to another country. International treaties provide the regulation that occurs in such situations. As a sovereign state has legal authority over the people within its borders, its government is not obliged to surrender a person to a foreign country unless there is an extradition treaty between two states or under the reciprocity principle in the absence of a treaty under international law. Every extradition is regarded as a separate agreement by which the state of residence denounce its jurisdiction over the offence for the benefits of the other countries [3, p. 256].

There are two major multilateral treaties which regulate relations regarding extradition in Ukraine. The first one is the European Convention on Extradition

of 13 December 1957, as well as an extended protocol of 15 October 1975 and an extended protocol of 17 March 1978 relating to the Convention [4]. The second one is the Convention on Legal Assistance and Legal Relations in Civil, Family and Criminal Cases of 22 January 1993 and the Protocol of 29 March 1997 to the Convention. However there are a lot of bilateral international treaties between Ukraine and other countries, in particular: Agreement between Ukraine and the Republic of China on Extradition of December 10, 1998, Agreement between Ukraine and the Republic of India on Extradition of 3 October 2002, Agreement between Ukraine and the Federative Republic of Brazil on Extradition of 21 October 2003, Agreement between Ukraine and the Republic of Panama on Extradition of 4 November 2003, Agreement between Ukraine and the Islamic Republic of Iran on Extradition of 11 May 2004 and others [5].

However, requests can sometimes be rejected because of a challenge to the warrant or procedure or they can be rejected by successfully raising a bar to extradition.

Bars to extradition include the following:

- Double jeopardy – that means a person has already been dealt with for these offences;
- Extraneous considerations – the warrant is either issued to persecute a person, or a person would be prejudiced on their return as because of their race, religion, gender, sexuality or political beliefs;
- Passage of time – it would be unfair or oppressive to extradite a person if the statute of limitation has expired (i.e. the time an offender could be convicted of a certain offense has passed)
- Age – a person couldn't have committed the act in question because at the time they were below the criminal age of responsibility;
- Hostage taking considerations – that a person is accused of a hostage taking offence;
- Specialty – if there are no 'specialty' arrangements with the requesting state (specialty is a technical legal rule that protects a person from being dealt with for offences that are not contained within the extradition warrant) [6].

Besides that, there are some provisions where regulation is confused and not developed enough in Ukraine. The first one is that a person has to have the nationality of the country which they are going to be transferred to. Generally, this provision is absolutely reasonable. However the legislation of Ukraine states no terms and conditions that would regulate that, which

caused a controversial situation when an alleged criminal changed his citizenship being prosecuted in Ukraine. As a result, his new country had all the rights to make a request for extradition, and the person was transferred. What is more unreasonable, the Ukrainian legislation states no terms for prosecution after extradition, so a convict may wait for the trial for years and then they are able to get a citizenship of another country and wait for the next prosecution there. So, it is a fairly simple way to escape punishment. The second provision sounds the following way: if a person is expected to get capital punishment or any punishment connected with tortures they are able to ask for an asylum in a country without capital or physical punishment. And similarly to the previous case it is often a cause for manipulations as a person may persuade the government of a country where they have found a shelter that they will get, say, capital punishment if they return to the country where they are citizens, even if it is not exactly the case. And the last point considered here will be about situations when a person commits a crime abroad and then comes back to their own state where their act is not regarded as a crime according to the legislation of their country [1].

Obviously, this list of cases is not exhaustive but it shows the major points of extradition lacking regulation. The other feature indicating insufficient regulation concerning extradition in Ukraine is the absence of treaties between Ukraine and numerous other countries. As we already know – if there are no ‘specialty’ arrangements with the requesting state, requests can be declined and are actually very often declined.

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EVOLUTION OF UKRAINIAN HIGHER EDUCATION

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Skorobagatskaya O.L., Startseva N.N. Evolution of Ukrainian higher education.

The article concerns the main features of the Ukrainian reform in higher school, its positive characteristics, among which are free education, mandatory distribution, a clear curriculum, and a number of negative characteristics. The stages of evolution of the educational system in post-Soviet Ukrainian higher education are presented. The main tendencies, problems and prospects of Ukrainian educational system that meet the requirements of the market and modern society are described. The ways of overcoming systemic crisis of higher education are identified.

Keywords: the curriculum, educational system, evolution of free and paid training, higher education, the requirements of the market, systemic crisis.

Скоробагатська О.Л., Старцева Н.М. Еволюція української вищої освіти.

У статті розглядаються основні риси радянської освітньої системи вищої школи, її позитивні характеристики, серед яких безкоштовне навчання, обов'язкове працевлаштування, чіткі навчальні програми, і ряд негативних характеристик. Представлені етапи еволюції освітньої системи в пострадянську українську вищу школу. Виділено основні тенденції, завдання та перспективи української освітньої системи, які відповідають вимогам ринку і сучасного суспільства. Визначено шляхи подолання системної кризи вищої школи.

Ключові слова: безкоштовне та платне навчання, вимоги ринку, вища освіта, еволюція, навчальна програма, освітня система, системна криза.

Скоробагатская О.Л., Старцева Н.Н. Эволюция украинского высшего образования. В статье рассматриваются основные черты советской образовательной системы высшей школы, ее позитивные характеристики, среди которых бесплатное обучение, обязательное распределение, четкие учебные программы, и ряд негативных характеристик. Представлены этапы эволюции образовательной системы в постсоветскую украинскую высшую школу. Выделены основные тенденции, задачи и перспективы украинской

образовательной системы, которые отвечают требованиям рынка и современного общества. Определены пути преодоления системного кризиса высшей школы.

Ключевые слова: бесплатное обучение, высшее образование, образовательная система, платное обучение, системный кризис, требования рынка, учебная программа, эволюция.

Modern Higher Education in Ukraine has a difficult period of protracted reforms. Understanding the current processes and prospects of Ukrainian higher education is a problem of vital importance for the Ukrainian society because of the only alternative – to keep and save the effective educational system. The Ukrainian high school should be recognizable in the European market of education so we must gain a success in changing our place in international ratings of the High schools. The purpose of the article is to determine the positive and negative aspects of the system of higher education and its prospects of development.

Soviet higher education in its traditional form was created in the early 1930s. After the revolution of 1917, the educational system of the former Russian Empire was subjected to a range of experiments. The term of study in higher educational establishments was reduced from 5-6 to 3 – 3.5 years. Special courses were organized for those who planned to do academic work after high school graduation.

In the mid-70s of XX century, the system acquired a final format. There were established three levels in the educational system: secondary or comprehensive school (10 years), special or vocational school (2-3 years) and high school (4-6 years depending on specialty) [1].

The high school was focused on a single task – training specialists with general basic and fundamental knowledge. In addition, the specialist received research skills. The educational system was in full compliance with the needs of the socialist state: a guidance of state ideology, providing a sufficient level of training, effectively controlled by party and state bodies; easy to plan and to forecast the training process.

The positive characteristic features of the system were free tuition; a clear curriculum; an easy access to higher education, the system was aimed at professional, high level of general training, guaranteed employment, students learned the skills of scientific work, there was a correspondence between school and university courses. The negative aspects of the system were the following: the system was not aimed at growing up personality; the students were not allowed to choose the courses and the length of training; the complexity to enter high schools – no more than 10% of school leavers became students; the lack of competition between universities.

The systemic crisis of Soviet society, associated with the restructuring and the subsequent collapse of the USSR, led to the beginning of the reform in higher education. The start of market reforms, the emergence of private ownership and entrepreneurship caused a high demand for specialists with higher education. Private business demanded new specialists – economists and lawyers. Unfortunately, the level of training was not the main criterion for employment in the small and medium-sized businesses.

The main goal of the educational process for a short period became just a diploma in economic or/and law fields. Ukrainian high schools faced the significant deficit of business professionals in the market. As a result, there was a rise in the number of universities and the appropriate specialties opened in the existing state universities. There was established a system of private high schools, where training was provided at a particular tuition fee [3].

Nowadays, higher education industry in Ukraine has about 800 higher educational establishments, which enroll about 80% of secondary (comprehensive) school graduates. As the number of high school students is reduced, being affected by the demographic crisis of 90s, the universities are in fierce competition with each other for the entrants. In this struggle, the main task is to save schools or specialties. The Soviet higher education has undergone substantial changes: the state planned management of the higher education system was replaced by the market of educational services, free education has to be paid, one-level education has become a multi-level (Bachelor's and Master's degrees), and curricula are flexible and have variable components – the disciplines at the students' choice.

There is a need for improvements in the educational system. The large number of high schools with weak administrative control over their educational process inevitably led to a decrease in the level of training. Strategic objective of the reform of higher education in Ukraine is transforming quantitative educational services into qualitative ones. This process should be based on the principle of flexibility of the educational system that can dynamically respond to changing requirements of the labor market and the needs of society.

High school is experiencing a systemic crisis and only the understanding of the importance of higher education to the community will help to overcome this crisis. High School has a lot of special problems:

1. Mismatch of degrees and differences in the understanding of credit-modular system. There is a sharp disparity in curriculum and credit-modular system between Ukrainian and European institutions [2].

2. Differences remain between the number of subjects in Ukrainian and European universities.

3. Degradation of science in provincial high schools. The state does not finance research and development, private business usually invests in top rank universities. There is the gap between science and higher education. The challenging tasks are development of innovative technologies, balancing the level of funding in depressed areas, extending access to scientific information.

4. The problem of guaranteed employment after graduation – even a diploma with honors, does not guarantee work placement. Many graduates are not working in the obtained specialty.

5. The educational system is out of balance and requires targeted and planned actions. Possible solutions to the problem can be seen as a removal of the requirement as for the number of students per teacher in the situation of demographic crisis, preservation of individual disciplines in the absence of students and refocus of teachers to other activities.

6. The state should reconsider the system of financing higher education. Society itself should decide the value and importance of higher education. Ukrainian universities are actively involved in international projects, but Ukraine feels great shortage in the domestic financing of such projects.

Besides the wages of the university employees equal about 11-12 euros per day. Low reward does not encourage competition between employees of high school.

7. Although the students' mobility has been made available thanks to the numerous funds and scholarships, but it is still one-sided – mainly in the direction of Western Europe but not backwards.

8. There must be a close link between science, higher education and industry. High school has already completed its mission to the community concerning preparation of lawyers and economists. However, out of inertia, these specialties are still in demand. Society now needs qualified professionals in other fields: engineering, environment, information technology, technical professions, computer science as well as sociology and psychology.

Therefore, the solution of educational problems in Ukraine requires intensive development of production, the creation of a significant number of new jobs for young people and according to Ukrainian legislation the right for the first job, which is still just a slogan. The strategy of Ukraine is internationalization of the educational system and the inclusion of Ukrainian higher education into the international scientific and educational sphere. High school should develop technology to improve the quality of education with a view of new challenges of the society. The demand for professionals in production depends on adequate training to settle particular production tasks:

there must be so called "tuning" between the production requirements and opportunities of higher education.

Conclusion. The Soviet high school educational system had both positive and negative features. It corresponded to the needs and demands of the Soviet society and economic system. The existed high school was not adequate for social, political and economic changes in the post-socialist transition period. The modernization was inevitable but wasn't planned or organized. Social reforms and European orientation in modern development of Ukraine requires the internationalization of Ukrainian educational system. The Ukrainian high school should be recognizable in the European market of education. The task is complex but is quite solvable taking into account the real level of professional training. Education in Ukraine must become cost-effective, highly efficient and competitive. This is a demand of time and the real need of our society.

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GLOBAL FINANCIAL CENTRES: CONTEMPORARY STATE AND DEVELOPMENT PROSPECTS

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Sokolan D.S., Karpusenko M.V. Global financial centres: contemporary state and development prospects. The article focuses on main world financial centres and analyses their present characteristics. The research shows the further prospects of world financial market development.

Key words: economic system, emerging markets, financial growth, global financial centres, financial system.

Соколан Д.С., Карпусенко М.В. Світові фінансові центри: сучасний стан та перспективи розвитку. У статті охарактеризовані основні світові фінансові центри, проаналізовано їх сучасний стан, зроблено висновки про подальші перспективи розвитку на світовому фінансовому ринку.

Ключові слова: економічна система, ринки, що розвиваються, фінансове зростання, світові фінансові центри, фінансова система.

Соколан Д.С., Карпусенко М.В. Мировые финансовые центры: современное состояние и перспективы развития. В статье охарактеризованы основные мировые финансовые центры, проанализировано их современное состояние, сделаны выводы о дальнейших перспективах развития на мировом финансовом рынке.

Ключевые слова: экономическая система, развивающиеся рынки, финансовый рост, мировые финансовые центры, финансовая система.

The international financial market unites national financial markets of countries around the world. Due to economic globalization, there is a fierce competition between countries for the opportunity to impact and influence on the international financial processes.

Nowadays many countries are interested in creating the global or at least regional financial centres on its territory, as these centres contribute to a significant influx of capital into the country, improve the investment climate, increase tax revenues and provide employment growth [5].

Currently, the international financial market includes a number of international financial centres that collect and regroup world capital. The vast majority of all international currency, deposit, credit, equity and insurance operations are conducted in these centres [3].

As a result of competition, global financial centres emerged: New York, London, Zurich, Frankfurt, Singapore, Hong Kong, Tokyo.

Global financial centres (GFS) are the encampment centres of banks and specialized credit and financial institutions engaged in international currency, credit, financial transactions, transactions with securities, gold. Historically, they have arisen on the basis of national markets, and then on the basis of international currency, credit, financial markets, gold markets.

London took several centuries to create the international financial market. In New York and Tokyo this process took about a hundred years. Berlin was one of the most important European financial markets, but its importance declined after the Second World War. Many offshore banking centres are working as international transit centres (Hong Kong, Singapore, Bahamas). They conduct banking transactions mainly with the euro. These financial

centres also serve as a tax haven, since operations there are free from currency restrictions and tax deduction [5].

English expert in social and economic geography, Vice-Chancellor of Warwick University, Nigel Thrift distinguishes global, zonal and regional centres based on a detailed analysis of the placement of the main headquarters of multinationals, their branches and regional offices [6]. Despite the fact that he refers Hong Kong and Singapore to the zonal centres (table. 1), role of these cities has increased significantly in recent years. In particular Hong Kong has a great chance to become a leading global financial centre in the coming years. This is due to the rapid development of the Asian region and especially development of China, which strengthens its position in the global economic system year by year.

Table 1

Global, zonal and regional centres N. Thrift

Global centres	Zonal centres	Regional centres
New York	Singapore	Sydney
London	Hong Kong	Chicago
Tokyo	Paris	San Francisco
	Los Angeles	Dallas
		Miami
		Honolulu

Source: [5]

There is annual index of global financial centres (GFCI – The Global Financial Centres Index) to assess the competitiveness of financial centres. This index has been published since March 2007 by order of the City of London. The main idea of this index is to assess and rank the competitiveness of 75 international financial centres on the basis of existing indices in combination with regular surveys of CEOs of world’s largest companies (the highest possible rating of 1000). Data sources GFCI are instrumental factors, which include: business climate, financial sector development, infrastructure, human capital, reputation and general factors [6].

In recent years, competition especially between major financial centres has increased significantly. According to table 2 London has left New York behind again, thus returning to the first position in the ranking. London has risen by 12 points in the ranking, ahead of New York by only 8 points (if the gap in 1.000-point scale is less than 20 points, it indicates relative equality between financial centres).

Table 2

The ranking of international financial centres in 2014–2015

Centre	2015		2014		Ratingchange	
	Rank	Rating	Rank	Rating	Rank	Rating
London	1	796	2	784	↑1	↑12
NewYork	2	788	1	785	↓1	↑3
HongKong	3	755	3	758	-	↓3
Singapore	4	750	4	754	-	↓4
Tokyo	5	725	5	722	-	↑3
Seoul	6	724	7	718	↑1	↑6
Zurich	7	715	6	719	↓1	↓4
Toronto	8	714	11	704	↑3	↑10
SanFrancisco	9	712	8	708	↓1	↑4
Washington	10	711	12	703	↑2	↑8

Source: [6].

London, New York, Hong Kong and Singapore remain the top four global financial centres. New York (2nd place) was only 33 points ahead of Hong Kong (3rd) in 2015. Tokyo (5th) is only 25 points behind the leading quartet.

The highest place among the cities of the CIS is Almaty (51st) and Moscow (78th, in 2014 the Russian capital was on the 75th place).

It is also worth noting that Asian (4 centres) and American (4 centres, three of which are located in the US) financial centres dominated in top 10 global financial centres, the role of European financial centres is gradually weakened.

The rating of financial centres was also affected by a number of economic indicators of their home countries (table 3).

Table 3

The positions of London, New York, Hong Kong and Singapore in different economic rankings

Ranking	Year	London	NewYork	Hong Kong	Singapore
Ease of Doing Business	2015	6	7	5	1
Involvement in international trade	014	6	15	2	1
Global competitiveness	2015-2016	10	3	7 (3 in Asia)	2 (1 in Asia)
Attracting investments	2014	10	2	3 (2 in Asia)	6 (3 in Asia)
Economic freedom	2015	13	12	1	2
The simplicity of the tax system	2014	12	76	3	5

Compiled by the author based on [4].

The data of table 3 demonstrate the leading position of Asian international financial centres for many indicators that positively affect the development of their financial systems and strengthen the position on the global capital market. This situation can considerably increase the role of Hong Kong and Singapore in the international financial market in the coming years, and also can displace the main international financial operations from Europe to Asia.

Despite the fact that New York, London, Singapore, Tokyo, Paris and Frankfurt are well-known world financial centres, it is impossible to ignore the rapid development of financial centres in China. Over the past three decades, rapid economic growth has contributed to the emergence of important financial centres in China, such as Shanghai, Beijing and Shenzhen.

The average rating of the top five centres in each region shows that the historic dominance of the leading centres in Western Europe and North America has eroded over time and is now lower than the average rating of the top five centres in the Asia/Pacific region. Chart 1 shows that the top centres in other regions, especially in Latin America and Eastern Europe are also rapidly closing the gap with leading Western European and North American centres [6].

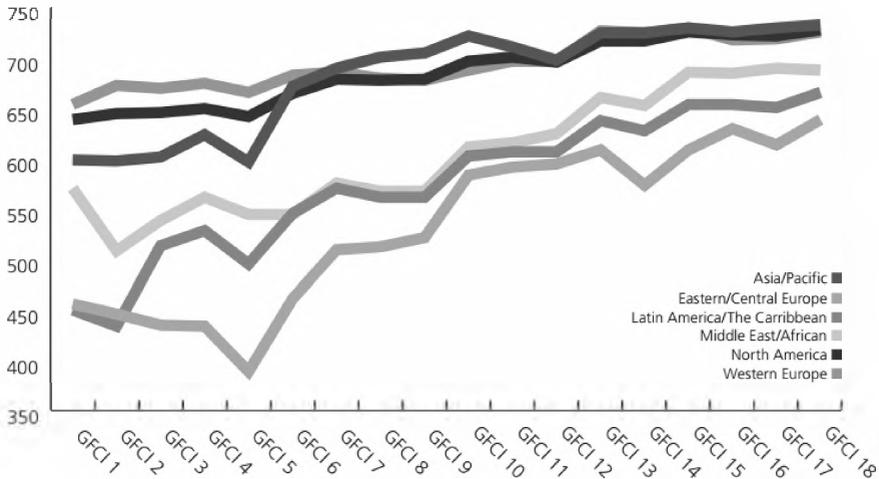


Chart 1. The Mean of the Top Five Centres GFCI in Each Region

Source: [6].

The GFCI questionnaire asks respondents which centres they consider likely to become more significant in the next few years. Eight of the top 15 are in the Asia-Pacific region.

This trend of active development of Asian financial centres is connected with an increase of capital flows to emerging markets in Asia. In turn the increase of capital flows is a consequence of large economic growth of Asian countries, particularly China. The rise in the share of Asia in international trade, attracting huge foreign investment also has a positive impact on the development of financial centres in the region.

A study by McKinsey Global Institute showed that in 2012 32% of global financial flows were directed to the emerging economies, compared with 5% in 2002. McKinsey published a forecast that the consumer class will increase by approximately 1.8 billion people by 2025, and almost all of these people are in developing countries. The company expects that consumers in emerging markets will spend 30 trillion dollars a year in 2025, compared to 12 trillion dollars a year today [1].

To sum it up it should be noted that in today's world the financial centres in the Asian region begin to occupy a significant position. In many respects the Asia-Pacific region has a potential for the development of the world economy. Developed corporate law in the largest financial centres of Asia allows to create individual solutions for both private and corporate investors [2].

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THE PROBLEMS OF UKRAINIAN STOCK EXCHANGE ON BASE OF ANALYSIS OF FOREIGN EXPERIENCE

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Sokolova A.V., Skrypnyk T.I. The problems of Ukrainian Stock Exchange on base of analysis of foreign experience. The article deals with examining of functioning of Stock Markets in different countries. The author makes an overview of the biggest Stock Exchanges, analyses the functioning of Ukrainian Stock Exchange to reveal its problems and find possible ways of improving.

Keywords: listing, market capitalization, Stock Exchange, Ukraine.

Соколова А.В., Скрипник Т.І. Проблеми української фондової біржі на основі аналізу зарубіжного досвіду. У роботі розглянуте функціонування фондових ринків різних країн. Автор роботи виконав огляд найбільших фондових ринків, проаналізував функціонування української фондової біржі для виявлення її проблем та знаходження можливих заходів для поліпшення ситуації.

Ключові слова: лістинг, капіталізація ринку, фондова біржа, Україна.

Соколова А.В., Скрипник Т.И. Проблемы украинской фондовой биржи на основе анализа зарубежного опыта. В работе рассмотрено функционирование фондовых рынков разных стран. Автор работы выполнил обзор крупнейших фондовых рынков, проанализировал функционирование украинской фондовой биржи для выявления ее проблем и нахождения возможных мер для улучшения ситуации.

Ключевые слова: листинг, капитализация рынка, фондовая биржа, Украина.

The inclusion of securities of a certain plan in exchange's official list to the provision of certain benefits established for these securities exchange is called *listing*.

Market capitalization (also known as market value) is the money estimates of capital existing in the form of securities traded on the stock exchanges in the form of shares. The capitalization of the stock market listed companies is a total capitalization of represented companies whose shares are included in the stock register so as to meet the requirements of the relevant listing. Investment funds, unit trusts, and companies whose core business is to hold shares of other listed companies are excluded. Commonly referred to as «market cap», it is calculated by multiplying a company's shares outstanding

by the current market price of one share. The investment community uses this figure to determine a company's size, as opposed to using sales or total asset figures.

The subject of this research is Stock Exchanges of different countries, their market capitalization. The goal is to analyze the functioning of different Stock Markets and find the main problems of Ukrainian Stock Exchange in order to find the best options to fix these problems.

Relevance of the topic. In recent years, the trend towards an increase of the number of issues on the international capital markets has been due to several factors. As markets and businesses are getting increasingly global character, make a decision on selecting the most appropriate exchange becomes more difficult. The Stock market is an inalienable and important part of the financial system of the market economy. Therefore, the establishment of effective and efficient Stock Market is an important step in completing the transformation of the national economy.

As a foreign experience a few Stock Exchanges, such as London SE, NYSE Euronext, NASDAQ QMX, Hong Kong SE, Singapore Exchange Limited are analyzed in this paper. For now they are considered to be the most successful ones with a high level of market capitalization. In 2015 level of market capitalization in Hong Kong was 1000% of GDP while we had only 0.7%

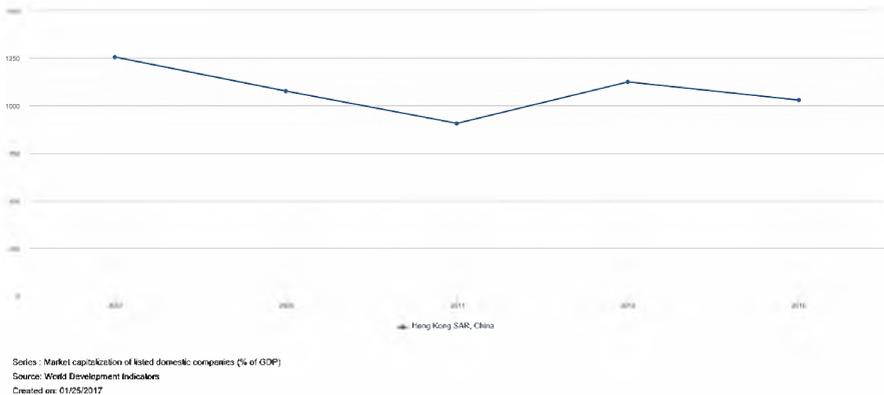
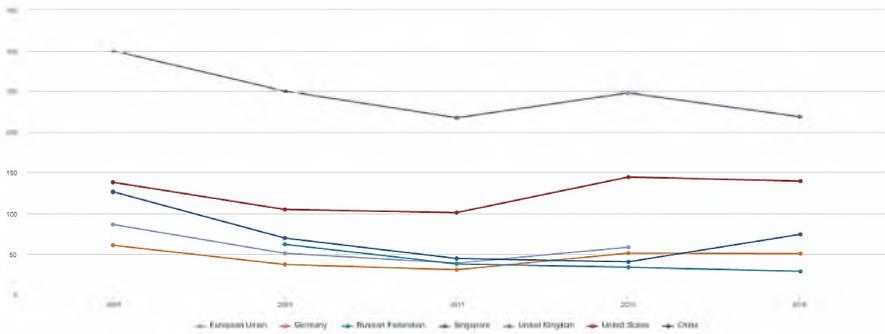


Figure 1. Market capitalization of Hong Kong stock exchange (% of GDP)



Series : Market capitalization of listed domestic companies (% of GDP)
 Source: World Development Indicators
 Created on: 01/25/2017

Figure 2. Market capitalization of listed companies (% of GDP)

Table 1

Overview of the stock exchanges

Stock	Overview	Type of securities admitted to trading
London Stock Exchange (LSE)	Main Market LSE is the main market for the different sizes of British and foreign public companies from all industries and sectors of the economy. The Company may be admitted to listing on the main market in the «Premium» segments «dynamic enterprise» or «Standard» (shares or global depositary receipts (GDRs)). For listing in the segment of «Premium» set more stringent rules on compliance with legal and regulatory requirements, as well as the disclosure requirements, compared with the minimum EU standards applied for listing in the segments of «dynamic enterprise» and «Standard» (shares or GDRs).	<ul style="list-style-type: none"> • Shares • Depositary Receipts
	Alternative Investment Market (AIM) is the international market of LSE for relatively small growing companies.	<ul style="list-style-type: none"> • Shares • Depositary Receipts
NYSE Euronext (USA)	NYSE Euronext is the owner and operator of the New York Stock Exchange, which accounts for a third of the world market in terms of share's trading.	<ul style="list-style-type: none"> • Shares • Depositary Receipts

NASDAQ OMX	NASDAQ is known for its appeal to high-growing companies, mainly from the technology industry, including biotechnology and biopharmaceutical sectors. There are three different markets in NASDAQ structure: NASDAQ Global Select Market, NASDAQ Global Market and NASDAQ Capital Market. NASDAQ Global Select Market provides the highest initial listing requirements.	<ul style="list-style-type: none"> • Shares • Depositary Receipts
Hong Kong Stock Exchange (HKEX)	The main site of the Hong Kong Stock Exchange is suitable for solid companies that meet the requirements for the level of profit and other financial indicators.	<ul style="list-style-type: none"> • Shares • Depositary Receipts
	Hong Kong Stock Exchange Growth Enterprise Market (GEM) is for growing companies.	<ul style="list-style-type: none"> • Shares
Singapore Exchange Limited	SGX is an investment holding company located in Singapore. SGX operates several different divisions, each responsible for handling specific businesses. The companies listed on SGX belong to one of two groups: the companies listed on the SGX Mainboard and the companies listed on SGX SESDAQ. In order to be listed on the mainboard, a company has to fulfill some requirements set forth by SGX, while a listing on SESDAQ is not tied to the fulfillment of any additional conditions.	<ul style="list-style-type: none"> • Shares • Depositary Receipts

Source: World Federation of Stock Exchanges, stock statistics, Dealogic

The main features of NYSE:

- **Reputation:** New York Stock is 217 years. In addition, NYSE – the oldest in the United States and the world’s largest market. NYSE own assets excess \$ 20 billion;
- **Capitalization and trading volume:** securities of more than 3500 listed of companies are quoted. The volume of daily trades – from 4 to 8 billion shares (Around \$ 100 billion);
- **Liquidity:** According to the highest number of represented companies and outstanding shares as well as traders, this market is also considered to be the most liquid, i.e., the speed with which the operation can be carried out, whether the purchase (BUY, LONG), sales (SELL), or SHORT bear transaction, they are measured in fractions of a second;
- **Moderate volatility:** thanks to the huge capitalization and its own specific resistance to changes in global markets, the New York Stock Exchange is the least subjected to sharp fluctuations in stock prices;

- **Control:** the system of regulating the stock market in the US is the most rigid, effective and well elaborates. Control and regulation by the Commission on the Securities and Exchange Commission (Securities Exchange Commission, SEC). There are traded securities, which are from only those companies that have passed a rigorous registration process (listing) on the NYSE\$;
- **The availability of information:** statistics, quarterly reports of companies come out on schedule and are available for free at special sites where anyone can track the most important news on the companies.

Let's go through the performance of Ukrainian Stock Exchange. At the end of seven months in 2016 capitalization of listed companies to the stock market amounted to \$27.22 billion, whereas in the beginning of the year reached \$63.49 billion.

Capitalization decrease was primarily due to the entry into force on the 1st the January that year the new rules of listing and delisting of securities. In August 2015 National Commission for Stock Market and Securities approved changes in the «Regulations on the functioning of stock exchanges», which significantly increased the requirements for issuers to stay in the listing on the stock exchanges.

As for the total exchange contracts with securities in January-July 2016, it decreased by 35.12% compared to the same period of 2015 and amounted to \$130 billion. Consolidation of securities trading was observed on two stock exchanges, «Perspective» and «PFTS». The total trading volume on the two exchanges amounted to 97.42% of the total value of exchange contracts.

Urgent problems that exist in the stock market of Ukraine and prevent its further development are a low level of liquidity and capitalization, a major shortage of domestic financial resources for investment, low share exchange segment of the market, lack of legislative regulation of pricing, limited amount of liquid and attractive investment financial instruments, high fragmentation of exchange and depository structure. They are a direct reflection of the post-crisis period, which is Ukrainian stock market currently going through.

Conclusion. Ukraine has sufficient economic potential for the development of national stock market, which growth rates will outstrip the growth dynamics of gross domestic product. The securities market should function as an integrated element of regulated financial system, synchronized with the banking sector and public finances. The future development of the stock market is impossible without reforming most components market and remove obstacles that hinder this development. The role of the stock market

must be rethought and its value must be significantly increased in attracting investment resources and directing them to upgrade production capacity, creating conditions for the emergence of powerful institutional investors.

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THE KEY PRINCIPLES OF DEVELOPING A MARKETING STRATEGY FOR A TOURISM DESTINATION

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Stakhovska V.S., Manzhos Y. Y. The key principles of developing a marketing strategy for a tourism destination. The article focuses on the key principles of developing a marketing strategy for a tourism destination and the role of marketing experts in promoting a destination. The main stages of developing a marketing strategy have been analyzed, the criteria for demographic segmentation of international tourists have been given.

Key words: criteria, demographic, destination, marketing expert, marketing strategy.

Стаховська В.О., Манжос Я.Ю. Ключові принципи розробки маркетингової стратегії туристичної дестинації. У статті розглянуті ключові принципи розробки маркетингової стратегії туристичної дестинації та роль експертів з маркетингу у просуванні туристичного напрямку. Проаналізовані основні етапи розробки маркетингової стратегії, наведені критерії демографічного сегментування міжнародних туристів.

Ключові слова: демографічний, експерт з маркетингу, критерії, маркетингова стратегія, місце відпочинку.

Стаховская В.О., Манжос Я.Ю. Ключевые принципы разработки маркетинговой стратегии туристической дестинации. В статье рассмотрены ключевые принципы разработки маркетинговой стратегии туристической дестинации и роль экспертов по маркетингу в продвижении туристического направления. Проанализированы основные этапы разработки маркетинговой стратегии, рассмотрены критерии демографического сегментирования международных туристов.

Ключевые слова: демографический, критерии, маркетинговая стратегия, место отдыха, эксперт по маркетингу.

The subject of the article is developing a marketing strategy of a tourism destination, which is extremely topical, taking into account that over the decades, tourism has experienced continuing growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. This dynamics has turned tourism into the key driver for socio-economic progress. Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. According to the World Tourism Organization [4] tourism has become one of the major players in international commerce, and at the same time represents one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors – from construction to agriculture or telecommunications [4].

According to the World Travel and Tourism Council [6], travel and tourism's impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values. To fully understand its impact, however, governments, policy makers and businesses around the world require accurate and reliable data on the impact of the sector. The information is needed to help assess policies that govern future industry development and to provide knowledge to help guide successful and sustainable travel and tourism investment decisions [5].

According to research [3], in any business, a solid marketing strategy is critical to build a brand, attract new customers and maintain loyalty, and hospitality industry is not different. Customer loyalty is the key factor, marketing managers and executives devote a lot of time and resources to building brand

awareness and creating ongoing, interconnected campaigns. These marketing efforts usually include both print and digital collaterals that target former guests while also attract new clientele. However, this particular industry has a unique set of challenges that must be overcome. Customers choose hotels and other hospitality services for a variety of reasons. From locations to facilities and perks, companies have to be sure that they're providing what buyers are looking for. The role of marketers is to identify what factors make customers choose a particular hospitality service, and this requires extensive research. By speaking to current and former guests, monitoring customer reviews on websites, reviewing industry data, marketing professionals learn what makes a hospitality service stand out, as well as how it can be improved [3].

It is important to formulate a detailed marketing and promotional plan for the sector taking into account the quality and quantity of tourism products, the diversity of domestic, regional and international source markets, image and positioning, branding, quality and distribution of promotional materials (including e-marketing) and institutional mechanisms for marketing and promotion including public-private partnership. The methodology used includes the following stages:

- Reviewing and assessing the current quality of the country's tourism product, both existing and potential, and existing institutional framework for marketing the country as a tourism destination. Identifying and recommending organizational changes required to ensure the effective implementation of the marketing strategy.
- Analyzing past and present tourist patterns of the country and conducting several visitor surveys at key locations and assessing the current domestic, regional and international image of the country as a tourism destination.
- Developing profiles of the long term prospective source markets and segments within those markets that can be attracted to the country. Setting arrivals and accommodation requirements targets for five year periods by type, category and segment from international and domestic source markets.
- Evaluating and assessing the current marketing and promotional programs in the country including promotional materials produced, their distribution channels, as well as e-marketing techniques.
- Preparing a medium and long-term marketing strategy including recommendations for destinations, branding and identification of the financial and technical resources required to implement the strategy [1].

The overall marketing strategy has to include a detailed short-term marketing and promotional program for the first five years, outlining activities, targets and cost estimates on a yearly basis.

Another aspect is market segmentation strategy which plays an important role in the success of tourism marketing objectives. A tourist market may be identified corresponding to each tourist product. In that sense, we can define a market as a set of actual and potential buyers of each product. There are five segmenting variables: geographic, demographic, geo-demographic, psychographic and behavioral. For segmenting the target market it is necessary to emphasize two variables: demographic segmentation and psychographic segmentation. Demographic segmentation is usually large because in this segment a tourist product can attract a limited number of groups and age provides the biggest range of options for defining a large number of groups. Psychographic segmentation provides detailed information and statistics on interests of tourists. This segmentation gives data on tourists' personal interests, motivations, aspirations and emotions. Demographic segmentation for international tourists is carried out according to the following criteria:

- Ethnic identity and nationality: tourists from Europe, South Asia, the USA, East Asia and the Pacific Rim, England, Australia and New Zealand and others.
- Age: Tourists groups are usually young and middle aged people; sometimes families with children and even retired people.
- Sex: Men and women both equally like travelling, however different regions have different demand among men and women.
- Religion: Muslims, Buddhists' and Christian pilgrims are interested in different tourism destinations [2].

Summing up, it is important to mention that the key factors for developing a marketing strategy for a tourism destination are of geographic, demographic, geo-demographic, psychographic and behavioral origin. In modern society, tourism development in all economic, social and cultural dimensions is interesting for public and private planners in all national, regional and international areas. The countries have come to the conclusion that tourism provides substantial foreign exchange earning for the economy of a country. Tourism revenue can bring country's economy out of being single product and stability of revenues from tourism can bring economic stability for the country.

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INFORMATION-ANALYTICAL WORK IN FOREIGN INSTITUTIONS

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Tkachenko D.Yu., Davydenko I.V. Information-analytical work in foreign institutions. The article highlights the operation and informational and analytic activity in diplomatic establishments. The study reveals the concepts and functions of diplomatic and consular missions, as well as the system of diplomatic functions. The author considers the organization of information and analysis, the basic documents of diplomatic missions taking into account the fact that information and analytical activities are considered to be specific diplomatic documents.

Keywords: consular mission, document, diplomatic establishment, information, information-analytical activity.

Ткаченко Д.Ю., Давиденко І.В. Інформаційно-аналітична робота в закордонних установах. Статтю присвячено функціонуванню та інформаційно-аналітичній діяльності в дипломатичних установах. У роботі розкриваються поняття і функції дипломатичних і консульських представництв, а також система дипломатичних функцій. З огляду на те, що результатом і показником інформаційно-аналітичної діяльності є конкретні дипломатичні документи, автором була розглянута не тільки організація інформаційно-аналітичної роботи, але також основні документи дипломатичних представництв.

Ключові слова: документ, дипломатична установа, інформація, інформаційно-аналітична діяльність, консульське представництво,.

Ткаченко Д.Ю., Давыденко И.В. Информационно-аналитическая работа в заграничных учреждениях. Статья посвящена функционированию и информационно-аналитической деятельности в дипломатических учреждениях.

В работе раскрываются понятия и функции дипломатических и консульских представительств, а также система дипломатических функций. Учитывая то, что результатом и показателем информационно-аналитической деятельности являются конкретные дипломатические документы, автором была рассмотрена не только организация информационно-аналитической работы, но также основные документы дипломатических представительств.

Ключевые слова: документ, дипломатическое учреждение, информация, информационно-аналитическая деятельность, консульское представительство.

Analytical activity is the development of information, and is considered to be a necessary condition for the existence of the modern world which is becoming more and more informational. Nowadays it has become an integral part of the working process of different organizations, starting from governmental bodies and powerful financial-industrial corporations – to small private companies and firms. And the reason for this, is the following: grounded forecasts of a situation, based on the analysis of information, are vital for their existence. That is why the structure of professional competence of a specialist of any profile, particularly in the sphere of international relations, should include information and analytical activity.

The subject of the article is information and analytical activities carried out in foreign institutions. The purpose of the article is to describe the concepts and functions of international institutions, diplomatic missions and work papers, which are the results of the works of these institutions.

The study of the situation in the host country and notification of their government is one of the most important functions of conventional and foreign institutions. Therefore, information work is an extremely important area of the diplomatic mission abroad due to its function. We understand the information work within the diplomatic service as the continuous process of collecting, processing and reporting the information within the host country, its internal situation, foreign policy, economy, scientific and technical condition and development, as well as other issues of interest of the administration.

Information from foreign institutions in central diplomatic service usually appears in the form of certain information documents.

Internal diplomatic organizations cover all official communications and relations on the internal arena, including foreign ministries. In Ukraine, they are the Ministry of Foreign Affairs and its diplomatic service, i.e. the system of diplomatic staff in the central office and abroad with diplomatic tasks of the state. Diplomacy implements the general course of the state in international affairs – its foreign policy [1].

Diplomatic establishment is a permanent foreign state body of external relations, based on a joint agreement by one State on the territory of another to maintain regular official contacts. The diplomatic representation acts on behalf of their country in all matters relating to relations with the other party.

A Consulate is the representation of the public administration of a country in a foreign town.

First of all it is responsible for its own fellow- citizens, living or travelling in the host country. The most important duties of a consulate are: to establish and renew passports and other official documents, to report births, deaths, marriages, divorces, adoptions etc. happened in the host country to the competent authorities home, to inform its own citizens living abroad about the social security situation, to handle the military formalities and control for its own citizens liable to military service, to help its own citizens in distress or other emergency situations, to look after its own citizens in detention or arrest and to watch over the rule of law and fair trials, to establish entry visas to foreign citizens and to inform them about immigration-, residence- and work permits.

Consular offices as foreign bodies of external relations of the state compared with the diplomatic missions have their own characteristics [1].

The establishment of consular relations between States is carried out by their mutual agreement.

Consulate can be opened in the territory of the host country only with the consent of that State. But there are no consulates across the entire state, and within the so-called consular district.

Consular property should be inviolable, that the authorities of the receiving State may not, without the allowing of a consular, get into office space. Consular property and the residence are free from all national, regional and municipal taxes, charges and fees. The consular archives and documents shall be inviolable at any time and wherever they are [1].

Direct diplomatic negotiations are the most common international practice, effective and flexible way to solve any cases and disputes between states. Using this method, states seek to solve specific issues and problems that are not of controversial nature, though sometimes they contain controversial elements and even signs of conflict. Such negotiations may be bilateral and multilateral or take the form of an international conference [2].

The hosting State should provide all employees with consular freedom of movement and travel in its territory. Also the rules of entry into the zone of the host country takes into account due to the reasons of national security.

The functions of the diplomatic mission include:

- representation of the sending State in the hosting State;
- protection of the interests of the sending State's citizens within the limits permitted by international law;
- negotiation with the government of the host country;
- clarification of the information, using all legal ways, as to conditions and events in the hosting State and reporting the Government of the sending State;
- promotion of friendly relations between the sending State and the hosting State and in the development of their relations in economy, culture and science [3].

Information is submitted to the foreign institutions in the central bodies of diplomatic service in the form of information or documents by diplomatic mail or through technical communication channels.

To gather information about the host country diplomatic mission uses the following main sources: mass-media; people; documents and other materials.

Documents and other materials, in their turn, can be divided into three groups:

- departmental tools, intended to be used in certain specialized areas within individual departments (construction, statistical manuals, protocols, standards, reports, essays etc.);
- information specific documents (brochures, newsletters, directories, encyclopedias, dictionaries, directories, etc.) intended to inform within certain areas;
- letters received by the embassy and its staff in the official order.

Gathering information from these sources is carried out in the following ways:

- studying documents and media materials;
- monitoring various objects, events, phenomena by the diplomats.

Thus, the information-analytical work is a broad and multifaceted field of activity. It includes the selection and systematization of facts concerning the question of evaluation, selection, interpretation, clear and thoughtful presentation, made orally or in writing.

Diplomatic and consular missions do a great job of compiling various information documents. This type of information is governed by certain rules and traditions, as well as binding regulations that are defined for instructions, regulations, orders which are reviewed periodically.

Information and analytical support of foreign policy is a component of foreign communications, which is one of the elements of modern international

cooperation and unreliability of information may cause serious problems in international relations. That is why one of the most important functions of the foreign institutions is to study the situation in other countries and to report about it the government.

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ROLE OF ENGLISH IN THE LABOUR MARKET OF UKRAINE

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Topchiy G.O., Oliynyk N.A. Role of English in the labour market of Ukraine. The article suggests that English language skills form a part of Ukrainian labour market in terms of professional occupancy and expertise of the perspective employees on the one hand and play a significant role in the development of foreign trade, direct financial investment and migration remaining the most widely spoken foreign language on the other hand.

Key words: English language skills, labour market of Ukraine, professional occupancy.

Топчій Г.О., Олійник Н.А. Роль англійської мови на ринку праці України. Стаття розглядає знання англійської мови як складову ринку праці України з точки зору професійної зайнятості та знань перспективних співробітників з одного боку, яка відіграє значну роль у розвитку зовнішньої торгівлі, прямих фінансових інвестицій й міграції, залишаючись при цьому найбільш вживаною іноземною мовою з іншого боку.

Ключові слова: знання англійської мови, професійна зайнятість, ринок праці України.

Топчий Г.О., Олейник Н.А. Роль английского языка на рынке труда Украины.

Статья рассматривает знание английского языка как составляющую рынка труда Украины с точки зрения профессиональной занятости и знаний перспективных сотрудников с одной стороны, которая играет значительную роль в развитии внешней торговли, прямых финансовых инвестиций и миграции, оставаясь при этом наиболее употребляемым иностранным языком с другой стороны.

Ключевые слова: знание английского языка, профессиональная занятость, рынок труда Украины.

As a result of the rapid globalisation in the last few decades, communication and the knowledge and use of foreign languages have become increasingly important in many economic activities. These changes encouraged numerous findings on this topic which state that the relationship between economics and languages can be divided into three strands: language and economic status, dynamic development of languages (from an economic perspective) and language policy and planning (also from an economic perspective) [6]. These works mostly apply game theory to model linguistic issues to show how languages in affect international trade, foreign direct investment and migration.

The object of the study is English language as a means of intercultural communication undoubtedly playing a significant role and revealing robust relationship between these economic and social phenomena in the labour market of the world and Ukraine, in particular, which is the subject of the article.

We aim to study how foreign language skills and English, in particular, contribute to the development of the labour market in Ukraine and thus affect the education and training offered in schools, universities and job centres.

According to M. Beblavý et al. (2016), in the Visegrad group (Poland, the Czech Republic, Hungary and Slovakia), “English is the most requested foreign language <...> (mentioned in 52% of the vacancies (across all occupations) and the demand for English language skills appears to go up as occupations become increasingly complex”. Despite the cultural, historical and economic ties with their German speaking neighbours, German is the second-most-in-demand foreign language in the region. Interestingly, in this case there is no clear link with the complexity of an occupation. Other languages, such as French, Spanish and Russian, are hardly requested. The table below demonstrates the percentage rate of the command of English and German in EU countries and the Visegrad group countries.

Table 1

**Share of people able to have a conversation
in English or German in the EU-27 and the V4**

	English	German
EU-27	38%	11%
Czech Republic	27%	15%
Hungary	20%	18%
Poland	33%	19%
Slovakia	26%	22%

It is clear from the table that English strongly dominates over German showing the most remarkable distinctions in EU countries and Poland – 27% and 14% respectively and proving the general assumption that English is the most widely spoken foreign language [3].

Employers are increasingly concerned with foreign language skills both with English and individual languages which are requested in one-third to three-fourths of all vacancies stated in job advertisements. As you can see from the table below [1], 52% of them require English language skills, 12% demand German language skills, 2% list French language skills and less than 2% request Italian, Spanish or Russian language skills. However, these aggregates likely hide differences between the countries and could certainly be affected by the number of vacancies for each country.

Table 2

**Percentage of job advertisements for each country
and in total that list language requirements**

	Czech Republic	Hungary	Poland	Slovakia	Total
English	28.19%	38.92%	63.99%	49.26%	51.89%
German	10.15%	10.86%	12.45%	14.59%	12.36%
French	0.65%	1.25%	3.56%	1.50%	2.33%
Italian	0.19%	0.67%	1.65%	0.55%	1.05%
Spanish	0.15%	0.52%	2.13%	0.48%	1.23%
Russian	0.54%	0.21%	1.6%	0.48%	0.96%

We can notice that English is the most frequently demanded language: while only 28% of the Czech vacancies refer to English language skills, 64% of the Polish advertisements demand English language skills (or, in other words, whereas 28% of all vacancies published on the Czech job board are tagged

‘English’, this percentage is equal to 64% in the Polish case). For Hungary the share is 39% and for Slovakia it reaches 49%. German is the second most demanded language in all countries of the Visegrad group. For German, the shares seem to differ to a smaller extent. Across the four countries the share of advertisements with German language demands ranges from 10% in the Czech Republic to 15% in Slovakia (again, this means that on the four job portals, between 10% and 15% of all advertisements published is tagged “German”). Even though French, Italian and Spanish are used extensively in the European Union, these three languages are not demanded at all on the Visegrad labour markets. On the job portals, hardly any vacancies are published that carry these tags. This is an interesting finding because all three languages are broadly spoken native.

English language knowledge is improving rapidly in Ukraine. Given the improved English language skills, high quality of workforce in certain sectors and low salary expectations, there is an increasing interest by foreign businesses to recruit qualified candidates from Ukraine. An increasing number of foreign companies are opening remote offices in Ukraine to support their businesses overseas as well as Ukrainians who work remotely for foreign customers (especially in IT area).

Lindemann & Kogan (2013) discuss the issue of language proficiency in labour market entry among young workers in Estonia and Ukraine. According to them, “In Ukraine, being able to speak Russian – in addition to the national language – appears to be much more important than in Estonia” [5, p. 120] which, in our opinion, can be explained by close historical, cultural and economic ties between these countries. Thus, that is why certain language skills are still relevant on the labour market.

Though the Ukrainian labour force is characterized as highly qualified and skilled, the level of labour pay is much lower than in developed countries. Ongoing political and economic instability has led to rapidly increasing labor migration, in which both skilled and unskilled workers leave the country in order to find more reliable sources of income. The countries where most Ukrainians emigrate or go to work for shorter or longer periods of time include Russia, Western Europe, Canada and the United States where English is a working language.

In addition to fighting a linguistic shadow of the Soviet era, according to Education First English Proficiency Index (EF EPI) [2], Ukraine lags behind its European neighbors in English proficiency, ranking 23rd of 27 European countries listed by the 2015 Education First English Proficiency Index (EF EPI).

The survey carried out in different industries showed that consulting and professional services market takes the leading position as to the English proficiency level with 59% for the linear staff and 64% for the management. Machinery industry has the lowest English proficiency level with 43% and 52% respectively [2]. Though each of the industries has good potential for developing and improving English skills their current level leaves much to be desired.

At the same time the year 2016 marked the launch of a presidential decree defining it as “The Year of English Language in Ukraine”, calling for a series of actions to promote English across social, political, and educational fronts and make it the second working language. Beyond simply its linguistic purpose, the decree is strongly aligned with Ukraine’s post-Euromaidan efforts to forge a new identity and increase employability level on the labour market of Ukraine in terms of EU standards due to employers’ raising concerns regarding skills gaps on the labour market and the lack of a coherent skills strategy.

Calling for Ukraine’s second working language to “rightly be English” is both deeply reformative and ambitious. Although Ukrainian is technically the country’s only official language, nearly 45 percent of Ukrainians use Russian in their daily lives. While this figure has likely shifted following the 2014 Euromaidan, which inspired a nationwide push to speak Ukrainian, Russian still dominates as Ukraine’s unofficial second working language, particularly in large cities and Ukraine’s east.

In conclusion, the role of English knowledge becomes increasingly important in terms of a skills-for-growth, personal development and employability perspective on the labour market of Ukraine and there should be strategies developed to increase job applicants’ awareness of the common need for English skills for both low and high-skilled jobs.

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GREAT BRITAIN IN INTERNATIONAL ORGANIZATIONS

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Toporin E.O., Davydenko I.V. Great Britain in international organizations. This article covers the issue of Great Britain's participation in international organizations. It considers the relevance of this question in today's realities, states a list of organizations with which Great Britain cooperates, or in which it takes part, special attention is paid to the relations between Great Britain and the European Union, as well as the influence of "Brexit" on British further cooperation with other organizations.

Keywords: globalization, international organization, politics, the European Union, Brexit.

Топорін Є.О., Давиденко І.В. Великобританія в міжнародних організаціях. У даній статті висвітлено питання участі Великобританії в міжнародних організаціях. Розглянуто актуальність даного питання в умовах сучасних реалій, наведено перелік організацій, з якими співпрацює Британія, або до складу яких вона входить, особливу увагу приділено відносинам Великобританії і Європейського Союзу, а також впливу "Брексіта" на подальшу співпрацю Британії з іншими організаціями.

Ключові слова: Брексіт, Європейський Союз, глобалізація, міжнародна організація, політика.

Топорин Е.О., Давыденко И.В. Великобритания в международных организациях. В данной статье освещен вопрос участия Великобритании в международных организациях. Рассмотрена актуальность данного вопроса

в условиях современных реалий, приведен перечень организаций, с которыми сотрудничает Британия, или в состав которых она входит, особое внимание уделено отношениям Великобритании и Европейского Союза, а также влиянию "Брексита" на дальнейшее сотрудничество Британии с другими организациями.

Ключевые слова: глобализация, международная организация, политика, Европейский Союз, Брексит.

Due to overall globalization – participation or membership in various international organizations plays an essential role nowadays. Political, economic, environmental and many other problems arise almost every day and it is nearly impossible to handle everything alone. That is why the question of participation in international organizations is highly important for each country, and Great Britain is not an exception.

Despite a decline in its power during the post-war period, the UK is a member of a number of major international organisations. This membership plays a role in shaping foreign, defence and economic policy in the United Kingdom, as well as clearly having an impact upon its national sovereignty [1].

The United Kingdom participates in such organizations as: ADB (nonregional member), AfDB (nonregional member), Arctic Council (observer), Australia Group, BIS, C, CBSS (observer), CD, CDB, CE, CERN, EAPC, EBRD, ECB, EIB, EITI (implementing country), ESA, EU, FAO, FATF, G-5, G-7, G-8, G-10, G-20, IADB, IAEA, IBRD, ICAO, ICC (national committees), ICCT, ICRM, IDA, IEA, IFAD, IFC, IFRCS, IGAD (partners), IHO, ILO, IMF, IMO, IMSO, Interpol, IOC, IOM, IPU, ISO, ITSO, ITU, ITUC (NGOs), MIGA, MINUSMA, MONUSCO, NATO, NEA, NSG, OAS (observer), OECD, OPCW, OSCE, Pacific Alliance (observer), Paris Club, PCA, PIF (partner), SELEC (observer), SICA (observer), UN, UNCTAD, UNESCO, UNFICYP, UNHCR, UNMISS, UNRWA, UNSC (permanent), UPU, WCO, WHO, WIPO, WMO, WTO, ZC [2].

However, there are some organizations among the stated ones, cooperation with which is definitely significant and influential not only for the United Kingdom but also for the whole world.

The United Kingdom is one of the founding members of the United Nations (UN) and occupies one of the five permanent seats on the United Nations Security Council, the most powerful body in the UN. Great Britain is an important contributor to UN peacekeeping operations. Britain also plays an important part in the European Union (EU), an organization dedicated to economic cooperation among European nations. Britain's defense policy rests on membership in the North Atlantic Treaty Organization (NATO), along with 15 other member states,

including the United States. As a member of the Western European Union (WEU), the United Kingdom is part of a forum that consults and cooperates on defense issues concerning European NATO members. Britain also belongs to the Organization for Security and Co-operation in Europe (OSCE), whose 55 member nations work to foster and protect human rights. Britain is an original member of the Council of Europe, whose 40 parliamentary democracies work together on human rights and social and cultural issues [3].

Perhaps the most historically significant international organization the United Kingdom belongs to is the Commonwealth, which evolved out of the former British Empire. It consists of 54 members worldwide that have a historical connection to Britain. The British monarch is recognized as the nominal head of the Commonwealth. It brings together leaders and groups from developed and less-developed areas of the world to support each other economically, politically, and socially, thereby linking widely differing cultures [3].

Britain belongs to many other international bodies. One of the most important is the International Monetary Fund (IMF). The IMF oversees the international financial system and assists member nations that are experiencing financial difficulties. Britain also joined with other industrialized countries to form the Organization for Economic Co-operation and Development (OECD), which promotes collaboration on economic issues, gathers statistical information, and offers advice to less-developed countries [3].

The UK was a founder member of the North Atlantic Treaty Organisation (NATO), which was created at the start of the Cold War. Nato is important in shaping UK defence policy as Article 5 states that an attack on one member is an attack on all. However, to get a complete picture of the UK's foreign and defence policy, it is also crucial to examine the commitments it has entered into as part of the European Union's (EU) Common Foreign and Security Policy (CFSP). It is the future of the CFSP that causes most controversy in the UK, especially as it is tied up with the debate about the future role of Nato. It is argued that Nato is now redundant since the collapse of its principal *raison d'être*, the Soviet Union, and that, for example, a European force may be more appropriate. The UK however is keen for the defence link with the USA to remain and therefore only supports the development of an EU defence capability that does not damage Nato. The UK is one of the five permanent members of the United Nations (UN) Security Council, which means it has a veto over UN action [1].

In economic terms, the UK is a member of the World Trade Organisation (WTO), a body charged with promoting global free trade. The WTO situation

is complicated by the fact that on many trade issues the EU has sole competence to negotiate for the fifteen member states [1].

The UK's economic power also means it is a member of the Group of 8 countries (G8), originally a grouping of the world's seven richest industrial democracies [1].

The UK is also involved in the Organisation for Economic Co-operation and Development (OECD) of industrialized countries, which seeks to promote co-ordination of economic and social policies among members [1].

Finally, it is also a member of the World Bank and the International Monetary Fund (IMF), both of which are specialized agencies of the United Nations Organization [1].

This brings us to the conclusion that, through the membership and participation in international organisations, British government has an influence on the crucial spheres of economic, defence and foreign policy.

The cooperation of the United Kingdom and the European Union should definitely be pointed out because of its global significance.

There are 73 members of the European Parliament from the UK. In the Council of the EU, national ministers meet regularly to adopt EU laws and coordinate policies. Council meetings are regularly attended by representatives from the UK government, depending on the policy area being addressed. The Council of the EU doesn't have a permanent, single-person president (like e.g. the Commission or Parliament). Instead, its work is led by the country holding the Council presidency, which rotates every 6 months. During these 6 months, ministers from that country's government chair and help determine the agenda of Council meetings in each policy area, and facilitate dialogue with the other EU institutions. The United Kingdom has 24 representatives on the European Economic and Social Committee. This advisory body – representing employers, workers and other interest groups – is consulted on proposed laws, to get a better idea of the possible changes to work and social situations in member countries. The United Kingdom has 18 representatives on the Committee of the Regions, the EU's assembly of regional and local representatives. This advisory body is consulted on proposed laws, to ensure these laws take account of the perspective from each region of the EU. The UK also communicates with the EU institutions through its permanent representation in Brussels. As the United Kingdom's "embassy to the EU", its main task is to ensure that the country's interests and policies are pursued as effectively as possible in the EU [4].

At the present time the connection between the United Kingdom and the European Union is especially interesting because of the withdrawal of Great Britain from the EU.

The withdrawal of the UK from the European Union has become one of the most important events in the modern history. It causes a mixed reaction, and announces major changes in the international politics. Judging by the external signs, the referendum on the UK exit from the EU has been planned for a long time, and it was aimed at the specific result – it was aimed at the withdrawal from this union. Used by British political consultants, the political and psychological setting of Brexit was initially focused on the withdrawal from the EU. In this regard, it is not surprising that the "British exit" from the European Union managed to get enough votes, but it is surprising that it did not get more than 52%. The low percentage of voters reflects the real impact of external lobbies, foreign political and economic structures, and also naturalized immigrants on political processes in the United Kingdom. The processes of Brexit and its effects can be seen from different angles [5].

Theresa May has become the Prime Minister of Great Britain after her party colleague David Cameron resigned by the results of the referendum on the withdrawal of Britain from the EU. According to May's statements, the official negotiations with the European Union on Brexit will not begin until 2017. At the same time, she said that the process will not be delayed. On Monday, the 28th of November, according to the Reuters, she stated that it is necessary to reconsider the role of the United Kingdom in a number of international organizations [6].

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THE IMPACT OF TOURISM INDUSTRY UPON NATURAL CAPITAL

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Trunova K.V., Startseva N.N. The impact of the tourism industry on natural capital. The article is discussing the thorny issue of negative influence of the tourism industry on the environment. Natural capital is fragile and needs to be protected. Rapidly growing tourism industry has a negative impact on all the natural resources of the world – atmospheric, water, land, forest, wildlife. Eco-tourism, educational programs for tour operators and travel agents and travel ethics – the imperatives of the present time.

Keywords: eco-tourism, educational programs, impact on the environment, natural capital, natural resources, tourism industry, tourism ethics.

Трунова Е.В., Старцева Н.Н. Вплив індустрії туризму на природний капітал. У статті розглядається гостре питання негативного впливу туристичної індустрії на навколишнє середовище. Природний капітал крихкий і потребує захисту. Швидко розвивається туристична індустрія чинить негативний вплив на всі природні ресурси світу – атмосферні, водні, земельні, лісові, живу природу. Екотуризм, освітні програми для туроператорів і турагентів та туристична етика – імперативи теперішнього часу.

Ключові слова: вплив на навколишнє середовище, екотуризм, освітні програмами, природний капітал, природні ресурси, туристична етика, туристична індустрія.

Трунова Е.В., Старцева Н.Н. Влияние индустрии туризма на природный капитал. В статье рассматривается острый вопрос негативного влияния туристической индустрии на окружающую среду. Природный капитал хрупкий и нуждается в защите. Быстро развивающаяся туристическая индустрия оказывает отрицательное воздействие на все природные ресурсы мира – атмосферные, водные, земельные, лесные, живую природу. Экотуризм, образовательные программы для туроператоров и турагентов и туристическая этика – императивы настоящего времени.

Ключевые слова: воздействие на окружающую среду, образовательные программы, природный капитал, природные ресурсы, туристическая индустрия, туристическая этика, экотуризм.

Tourism industry damage constitutes a major problem that humanity faces nowadays. Tourism is becoming a rapidly growing source of pressure on natural resources and the environment. The purpose of the article is to

describe the negative impacts of tourism upon Natural Capital and to put forward the measures of eliminating the destructive damage.

Europe has long been the world's favorite tourist destination and the World Tourism Organization forecasts a doubling of the number of arrivals to around 720 million per year by 2020. Tourism, which contributes to well-being and recreation, is receiving increasing attention as an economic sector in need of more sustainable management. For example, there are tourism activities in E.U., involving about 2 million businesses generating up to 12 % of GDP (directly or indirectly), 6 % of employment and 30 % of external trade. There are large regional differences in European countries, tourism being the main activity in some places. [4]

The degree of environmental impact varies, depending on the type of tourist and the intensity of site use. There are day tourists, who visit a destination for a day and then leave; summer residents who are in effect tourists for a season; and tourists on bus tours and other trips that may visit a location for a few minutes or a number of days.

Development associated with tourism includes accommodations, roads, retail stores and restaurants, tourist attractions, tourists' seasonal waterfront homes, water supplies and waste disposal facilities. Hotels appear to be the most ecologically acceptable form of accommodation. However, energy consumption in a one star hotel is 157 kWh, in a two star hotel 230 kWh and in a four star hotel 380 kWh. Campsites have the advantage of being a reversible form of land use, but problems such as waste water collection and treatment or waste can arise during temporary overcrowding.

Hotels, swimming pools and golf courses can put critical pressure on water resources. Tourists typically consume around 300 liters (luxury tourism 880 liters) and generate 180 liters of wastewater per day [1]. Tourist infrastructure can also adversely impact water quality because more waste water is created in one place and is reduced in some other place, putting more pressure on sewage treatment plants or septic systems in the tourist destination.

Increased development to accommodate tourism and recreation contributed to the degradation of water quality for two primary reasons:

- (1) the increase of impervious surface, which in turn led to increased drains of nutrients into the water bodies, and
- (2) the destruction of wetlands needed to filter those pollutants [3].

The run off contains nutrients, suspended particles, and oil and gas. Excessive nutrients added to a water body can accelerate the process of eutrophication, causing an overgrowth of algae, which in turn uses up excessive

dissolved oxygen as the algae decays, causing fish kills. The overgrowth of algae is also a nuisance to swimmers. Construction of facilities supporting the tourism industry can damage wetlands. Wetlands have been destroyed to make way for roads, airports, marinas, sewage treatment plants, and recreational facilities.

This destruction causes great problems because wetlands provide many crucial functions, including acting as a nursery ground for a diverse aquatic community, and helping to buffer the impacts of pollutants to the water body [1].

Impacts from Tourism related Transportation

Tourism is responsible for a large share of air and road traffic, and consumption of energy by tourist infrastructure adds further to emissions of greenhouse gases and acidifying substances.

Aircraft emit the most carbon monoxide of any of the five listed air pollutants, but it is a small amount relative to other modes of transportation. Aircraft are responsible for approximately one percent of the total ground-level emissions from mobile sources.

Tour buses have an impact on air quality as well. Often referred to as the motor coach industry, the tour bus industry includes 3,000 companies and 25,000 vehicles. Companies are classified as inter-city or charter-tour. The latter constitutes more than 50% of the market. Charter-tour bus trips have increased, while inter-city trips have declined. Specific emissions data on tour buses are not available, but most tour buses belong to the category of heavy-duty diesel vehicles [3].

Tourist Activities

Many tourist activities occur in fragile ecosystems. While snorkeling and diving in do not cause much damage, inadvertent activities, such as stepping on coral do cause damage. With such activities the problem is the cumulative nature of the damage. One or two tourists may not cause much harm, but hundreds of them over time can do considerable damage to an ecosystem [2]. Tourists hiking along mountain ranges can harm the ecosystem by littering and by trampling vegetation. The greatest impact of tourists on vegetation usually occurs during initial contact with an area, with the most sensitive species affected first. The cumulative impact of tourists on vegetation gradually shifts species composition, because only the most resilient plants can survive in an area under constant pressure from tourist activities. Hiking on the soil can also damage wildlife habitat. Constant pressure can damage or destroy the burrows of reptiles, mammals, and underground-nesting birds. Tourists' use

of trees for firewood and tent poles has diminished tree population, altering the age structure of the plant community.

Littering not only contributes to visual pollution, but can also change the nutrient composition of soils and prevent light from reaching plants.

Ecotourism

Some tour operators that call themselves "eco" are only paying lip service to a marketable concept that is gaining popularity. Some use the word "eco" for short-term economic gain not truly abiding environmental principles. The development of industry standards or regulations about the definition of ecotourism would be a productive first step in differentiating these groups. The Ecotourism Society established guidelines in 1993, which are fairly comprehensive and can be used as a starting point for developing an industry standard. These guidelines include educating travelers to minimize impact, ensuring that the tour company minimizes impact and contributing to the economy of the region visited. An accepted industry standard such as The Ecotourism Society guidelines can help identify the tour operators that conduct truly environmentally friendly tours.

As the environmental impacts of tourism have become more obvious, efforts to minimize or avoid further impacts have been made. There are existing initiatives within the tourism industry to minimize the impacts while potential improvements include voluntary efforts by industry sectors and government initiatives, developers' initiatives to design and build tourist infrastructure with minimal impact on the environment, and nonprofit tours that recognize environmentally friendly travel ethics [5].

Conclusion. The tourism industry has fragmented and dispersed nature which is not conducive to holistic regulation. Moreover, enforcement and compliance problems make it particularly difficult to regulate tourist activities. For these reasons educational efforts seem more promising than regulation to minimize many of the environmental impacts of tourism that are not regulated now. Education can be used to encourage environmentally responsible behavior where no regulations exist.

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THE CURRENT STATE OF TRADE AND ECONOMIC RELATIONS BETWEEN UKRAINE AND GREAT BRITAIN

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Tumko A.A., Litovchenko Y.N. The current state of trade and economic relations between Ukraine and Great Britain. This article covers the analysis of the current state of trade and economic cooperation between Ukraine and the UK. The article also includes a description of trends and potential problems of Ukrainian-British economic relations.

Keywords: export, foreign trade turnover, import, trade and economic relations.

Тумко А.А., Літовченко Я.М. Сучасний стан торговельно-економічних відносин між Україною та Великобританією. Ця стаття охоплює аналіз поточного стану торговельно-економічного співробітництва України та Великобританії. Стаття також включає в себе опис тенденцій і потенційних проблем розвитку українсько-британських економічних відносин.

Ключові слова: експорт, зовнішньоторговельний оборот, імпорт, торговельно-економічні відносини.

Тумко А.А., Литовченко Я.Н. Современное состояние торгово-экономических отношений между Украиной и Великобританией. Эта статья охватывает анализ текущего состояния торгово-экономического сотрудничества Украины и Великобритании. Статья также включает в себя описание тенденций и потенциальных проблем развития украинско-британских экономических отношений.

Ключевые слова: внешнеторговый оборот, импорт, торгово-экономические отношения, экспорт.

The object of the article is to show downward trend in trade and economic relations between Ukraine and the UK.

The role of the UK as a global player and one of the three most influential countries in the EU system proves its presence and activity in all parts of the world, including Eastern Europe. However, today, the United Kingdom has no vital interests in the region in general and in Ukraine in particular.

The material of the study was derived from publications and internet sources.

Ukrainian-British relations are developing mainly on the basis of bilateral cooperation. The main interest for the UK in cooperation with Ukraine is increasing British economic presence in the country and, accordingly, – the creation of favorable conditions for British businesses. Economic cooperation between Ukraine and the UK has a huge potential that is not used. The United Kingdom occupies the 6th place in the world in terms of foreign trade and 2nd place (after the US) by the amount of foreign investments. The UK is the sixth largest investor in Ukraine [2].

The main directions of economic cooperation between Ukrainian and British companies include, in particular, UK companies investing in the economy of Ukraine; traditional commodities; services, especially tourism; participation in exhibitions, fairs, conferences, etc [4].

According to the data provided by the Government Statistics Agency of Ukraine in the year of 2015 United Kingdom ranks as 11th biggest trade partner of Ukraine (2.4% of all trade in goods and services) (in 2014 – 3,2%).

During the year of 2015 in comparison to the same period of 2014 the total volume of bilateral trade in goods and services between the United Kingdom and Ukraine has shrunk by 19% and amounted to 2.1 bn. USD. The volume of goods and services exported from Ukraine to the United Kingdom shrunk by 28% and reached 901 m. USD. At the same time volume of goods and services imported from the United Kingdom to Ukraine fell by 12% and amounted to 1.2 bn. USD. The trade balance of bilateral trade in goods and services during the year of 2015 caused a deficit for the Ukrainian side of 331 m. USD.

Main indicators of bilateral trade in goods and services between Ukraine and the United Kingdom

in billions of USD

	2012	%	2013	%	2014	%	2015	%
Total	3,1	6	3,5	10	2,6	-25	2,1	-19
Export	1,3	8	1,3	-1	1,2	-4	0,901	-28
Import	1,9	4	2,2	18	1,4	-37	1,2	-12
Balance	-0,561		-0,909		-0,147		-0,331	

Source: [1, 3]

Following the year of 2015 in comparison to the same period of 2014 the total volume of bilateral trade in goods between Ukraine and Great Britain

decreased by 27% and amounted to 940m. USD. The volume of goods exported from Ukraine to Great Britain shrunk by 37% and reached 370 m. USD. The volume of goods imported into Ukraine from Great Britain decreased by 18% and amounted to 570 m. USD. The trade balance of bilateral trade in goods during the year of 2015 caused a deficit for the Ukrainian side of 200 m USD.

**Main indicators of bilateral trade
in goods between Ukraine and the United Kingdom**

in millions of USD

	2012	%	2013	%	2014	%	2015	%
Total	1701	-43	1652	-3	1281	-22	940	-27
Export	552	-54	525	-5	589	12	370	-37
Import	1150	-35	1127	-2	692	-39	570	-18
Balance	-598		-601		-102		-200	

Source: [1, 3]

During 2015 the most exported types of goods from Ukraine to the United Kingdom were:

- agricultural products – 38%;
- base metals and articles of them of – 35%;
- machinery, equipment – 7%;
- woods – 4%.

During the period of 2015 the most imported types of goods from Ukraine to United Kingdom were:

- chemical products – 28%;
- mineral fuels – 22%;
- machinery, equipment – 13%;
- ground vehicles – 12%;
- food – 8%.

During the 2015 in comparison to the same period of 2014 the total volume of bilateral trade of services between Ukraine and the United Kingdom decreased by 13% and amounted to 1.2 bn. USD. The volume of services exported from Ukraine to the United Kingdom decreased by 20% to 531 m. USD. The volume of services imported into Ukraine from the United Kingdom decreased by 6% and amounted to 663 m. USD. The trade balance of bilateral trade in services during the period of 2015 caused a deficit for the Ukrainian party of 132 m. USD.

**Main indicators of bilateral trade in services
between Ukraine and the United Kingdom**

in millions of USD

	2012	%	2013	%	2014	%	2015	%
Total	1448	7	1813	25	1328	-27	1194	-13
Export	742	5	753	1	641	-15	531	-20
Import	705	9	1061	50	686	-35	663	-6
Balance	37		-308		-45		-132	

Source: [1, 3]

Investment cooperation

As of 31.12.2015 the United Kingdom had invested in to economy of Ukraine 1,85 bn. USD, which accounted for 4,3% of all Foreign Direct Investments (FDI) into the Ukrainian economy.

In terms of FDI in Ukrainian economy Great Britain ranks 6th amongst 131 investor countries.

During the 2015 British investments shrunk by 301 m. USD.

The biggest share of British investments is being held in the following sectors of the Ukrainian economy:

- retail (441 m. USD, 24%);
- real estate (402 m. USD, 22%);
- heavy industry (304 m. USD, 16%);
- financial and insurance services (205 m. USD, 11%);
- transport and logistics services (145 m. USD, 8%);
- construction (119 m. USD, 6%).

Flow of capital from the United Kingdom into Ukraine

in millions of USD

Year	2010	2011	2012	2013	2014	2015
Total value	2287	2470	2560	2768,2	2151	1850
Growth	-21	+183	+90	+208,2	-617	-301

Source: [1, 3]

Conclusion. The main directions of economic cooperation between Ukrainian and British companies include investments in Ukraine as well as traditional trade of goods and services. The UK is an important trade partner for Ukraine, but due to the unstable political and economic situation in Ukraine there is a tendency to reduce the volume of foreign trade between Ukraine and Great Britain. This phenomenon is characterized by a reduction in exports

and imports, the negative balance of trade. Therefore, Ukraine needs to reform the economy in the near future and thus turn to the growing trend of foreign trade.

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ECONOMIC BENEFITS FOR UKRAINE FROM EU INTEGRATION

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Turchenkova A.V., Litovchenko Y.N. Economic benefits for Ukraine from EU integration. This article covers the issue of Ukrainian economic benefits as an associate member of the EU. It determines that Ukraine has fallen behind other countries due to visa policy and Ukrainian economy desperately needs structural reforms that can be helped by the European experience. The analysis shows that Ukrainian economic climate can be improved by implementation of the Ukraine- EU Association Agreement in terms of external economic activity.

Keywords: economic cooperation, European integration, prospects from the cooperation development, Ukraine- EU Association Agreement.

Турченкова А.В., Літовченко Я.М. Економічні інтереси України у зв'язку з інтеграцією до Європейського Союзу. У статті розглядаються економічні інтереси України як країни-кандидата до дійсного членства в Європейському союзі. Визначено, що у відносинах з ЄС Україна програє конкурентам через наявність візової політики та економіка України потребує структурних перетворень, що можуть бути надані за допомогою європейського досвіду. На

основі аналізу зроблено висновок , що завдяки імplementації Угоди про асоціацію економічний клімат України має перспективу покращення , в першу чергу у галузі ЗЕД.

Ключові слова : Європейська інтеграція, економічне співробітництво, перспективи розвитку співпраці, угода про асоціацію.

Турченкова А.В., Литовченко Я.Н. Экономические интересы Украины в связи с интеграцией в Европейский союз. В статье рассматриваются экономические интересы Украины как страны-кандидата на действительное членство в ЕС. Определено, что в отношениях с ЕС Украина проигрывает конкурентам из-за наличия визовой политики и экономика Украины нуждается в экономических преобразованиях, что могут быть предоставлены посредством европейского опыта. На основании анализа сделано вывод, что благодаря имплементации Соглашения об ассоциации экономический климат Украины может улучшиться, в первую очередь в области ВЭД.

Ключевые слова: Европейская интеграция, перспективы развития сотрудничества, соглашение об ассоциации, экономическое сотрудничество.

The relevance of the chosen topic is grounded by the fact that globalization has an ever-increasing influence on countries which aspire economic stability. Ukraine, that is economically unstable, needs to be integrated into the EU mostly due to economic problems such as unemployment, inflation, low GDP rate, etc.

The purpose of the article is to identify economic prospects and benefits from the Ukraine's EU integration.

The material of the study was derived from economic books, articles and publications on opportunities for Ukraine from the EU connections. EU integration definitely has an influence on Ukrainian economy and can help the nation with the solution to the next problems:

- Ukraine-European Union Association Agreement gives an opportunity for Ukrainian government to develop realization of the growth of the domestic market policy. Mainly for this reason we need to implement provision of this agreement, which will guarantee reduction of the investment risk, getting illegal revenues on the market and technical barriers on launching process of the new types of products [5, p. 41].

Moreover, in 2014 European Commission confirmed strategic thrusts of Neighborhood Investment Facility for 2014-2020. It includes 3 main spheres. The first is improving transport and energy networks interrelations between EU and neighboring countries (Ukraine in this list), rise of energy efficiency or usage reconstructing energy source, approval of investments which have

connections with implementation of the EU integration agreements. The second is protection of environment, and the last is provision of sustainable growth by supporting of small and medium-sized enterprises, social sector and development of municipal infrastructure [6].

- Economic connections between Ukraine and The European Union are based on external trade, investing activities, and technical help. However, Ukraine falls behind the other countries in external trade with EU due to viza policy [1, p.168].

- Ukrainian economy needs structural reforms and EU can help with it by implementation of the Ukraine–European Union Association Agreement, which foresees liberalization of trade between Ukraine and EU, mutual trade balance-sheet and common legal terrain and standards in competitive field. In addition, economic integration is based on coordination, synchronization and responsibility of decision making of the EU and Ukraine’s economy, and implicates liquidation of restrictions of competition development and usage of protection methods, establishing of the main economic conditions to become a member of the EU [3].

It should be emphasized that Ukrainian movement to free-trade zone must be gradual and asymmetrical (the EU liberalization should run ahead Ukrainian import liberalization, because economy of our country still is not prepared for hard international competition) [1, p.169].

- Ukraine–European Union Association Agreement has articles on trade technical barriers. According to agreement of technical cooperation between countries, parties obliged to strengthen this cooperation by liaising in regulatory environment, activation relationship with organizations, which solve metrology, standardization, testing, market monitoring, certification and accreditation questions. Incontestable advantage is total conversion to international regulation, that are recognized by other countries. It will reduce trade non-tariff barriers with these countries, improve and stimulate Ukrainian export, especially it will center around the sectors, that will be appeared in the agreements about quality of goods. It must be noticed, that implementation of this process will demand expenses on adaptation to new claims from producers, but these claims are long awaited, that is why they must be in production business plan [2].

- Free-trade zone and common market are necessary stages to economic union, and this union can guarantee for Ukraine harmonization in fiscal, monetary, industrial, regional, transport policy. Economic union looks toward further extension of national harmonization of state-members to provide proper community functioning [2].

Common market is an association of national markets of different countries in single market. It has common internal and external trade police [4, p.17].

The absence of strong, independent state institutions has plagued Ukraine since independence. The country's highly politicised and corrupt judiciary and law enforcement agencies are at the root of many of the country's woes, whether endemic corruption, low level of foreign investment or the absence of civil rights. By cleaning up the judicial system from top to bottom and radically reforming Ukraine's law enforcement agencies, citizens would have a sense of confidence in the state and its institutions. By levelling the playing field, chronic abuses of power by national and local government officials and bureaucrats would lead to a substantially improved business environment, where courts would make their rulings based on the law, not on potential personal financial benefits or career consequences.

As is the case in many other former Soviet republics, Ukraine has struggled to attract foreign direct investment due to the risks of doing business. Until investors can feel truly confident that they will be granted equal protection under the law and have access to full legal recourse, investment will remain low, regardless of the conflict in the east.

Conclusion. To sum up, EU integration for Ukraine is the way to economic modernization, elimination lag of technology, attracting investment and technology of innovations, creation of new workplaces, rise of competitive ability of national producers, entrance to the international market, mostly, to the EU market. Being an inherent part of Europe, Ukraine will finally get the chance to focus on European socioeconomic development model.

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CYBERWARFARE AS A REALITY OF THE TWENTY-FIRST CENTURY

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Tyrtova T.P., Drachuk O.V. Cyberwarfare as a reality of the twenty-first century. The article deals with one of the biggest threats of the modern world – cyberwar. The features of its conduct were revealed and possible consequences of cyberwarfare were analyzed. The article grounds the need to find methods of protection against cyberattacks.

Keywords: cyberattack, cyberwarfare, hacker.

Тиртова Т.П., Драчук А.В. Кібервійна – реалія ХХІ століття. У статті розглянуто одну з найбільших загроз сучасного світу – кібервійну. Висвітлені особливості її ведення та проаналізовано можливі наслідки кібервійн. У статті обґрунтовано необхідність пошуку методів захисту від кібератак.

Ключові слова: кібератака, кібервійна, хакер.

Тиртова Т.П., Драчук А.В. Кибервойна – реалія ХХІ века. В статье рассмотрено одну из наибольших угроз современного мира – кибервойну. Высветлены особенности ее ведения и проанализированы последствия кибервойн. В статье обосновывается необходимость поиска методов защиты от кибератак.

Ключевые слова: кибератака, кибервойна, хакер.

The subject of the study is the phenomenon of cyberwarfare in the world community. The purpose of the study is defining prospects of further cyberwarfare development and grounding the need to find methods of protection against cyberattacks.

Transition from bipolar to the multi-polar world structure has cardinally changed the direction of development of world political process in the 21st century. Globalization, continuously changing economic and political relations between the countries became the main trend oriented to the progress of the world community. However, despite positive results of this process, there is also a number of problems. Growth of the interstate conflicts leading to armed conflicts because of strengthening of political extremism, aggressive

nationalism, and religious intolerance on an ethnic or confessional basis can be an example of it. Therefore, the planet promptly becomes covered with the centers of fight of various warring parties. Even more often, the international disputes come to the end with the armed conflicts developing into wars.

Since the beginning of the third millennium the humanity has entered a new century, in the conditions of strengthening of economic and political confrontation, the leading world powers carry out search for more and more perfect ways of conducting fight for preservation of the dominating positions in political process. It attracts development of not only peaceful means of resolution of conflicts, but also modernization of military potentials. Therefore, relevance of the article, in my opinion, is a reconsideration and deeper studying of tendencies of development and transformation of modern world process, its influence on the origin of wars of new generation which replace traditional ways of conducting armed struggle, and also impacts of wars on existence and development of humanity in general [4].

Due to the expansion of technical capabilities of receiving and distributing information and formation of information space at a boundary of the 20th and 21st centuries, and also a possibility of use of this information in the purposes which would harm peaceful existence of both individuals, and the state in general such phenomenon as «cyberwarfare» has arisen and was widely spread.

Cyberwarfare is a computer opposition in the Internet space. First of all, it is directed at destabilization of computer systems, Internet access of public institutions, financial, business centers, and creation of a disorder and chaos in lives of the countries, which rely on the Internet in everyday life. The interstate relations and political opposition often find their progress in the Internet in the form of cyberwarfare: vandalism, promotion, espionage and direct attacks to computer systems and servers [3]. Unfortunately, all serious systems, such as weapon control systems, systems of communications and communication lines, systems of power networks and pipelines, air and railway communications are connected with Global Network, in case of removal of any system out of operation the global disorder will begin which will be able to destabilize and paralyze the state in general [1].

Use of the Internet for attacking computer systems of other state can cause significant damage to his economy and create disorder in everyday life of the country. Besides, intelligence organizations of many countries are engaged in espionage on the Internet: collecting information, cracking computer systems of other states, subversive activity and economic espionage. According

to the western experts, leaders in taking part in cyberwarfare now are China and Russia. In particular, China was accused of the organizing attacks against the websites of the USA, Germany, India. China, however, denies participation of state institutions in the organization of the attacks.

Due to the development of new technologies, the level of Cyberwarfare is constantly improved. Now the whole industry, which makes the new computer viruses which are capable to infect and subordinate someone else's computer systems, is developed. Some states begin to pay attention to protection against cyberwarfare – provide necessary funds for the organization of systems of protection and support special divisions which main objective is improvement of internet safety of the country and protection against attacks. Unlike cyber-attacks of the past now cyberwar represents threat for national security of the country and is perceived by many as serious threat to state security [3].

For example, America has spent decades and trillions of dollars building up the greatest military force the world has ever seen. However, the biggest threat to national security these days comes not from aircraft carriers or infantry divisions, but a computer with a simple Internet connection. According to the data of Washington, the federal government suffered a staggering 61,000 cyber-security breaches only in 2014. This wave of hacks exposed the records of up to 14 million current and former US government employees, some dating back to 1985. Compromised information includes Social Security numbers, job assignments and performance evaluations. There is a good reason why the U.S. Director of National Intelligence ranks cyber-crime as the No. 1 national security threat, ahead of terrorism, espionage and weapons of mass destruction.

However, hackers are not only in the game to damage governments – sometimes good-old-fashioned robbery is enough. The FBI had to notify over 3,000 U.S. companies that they were victims of cyber security breaches in 2013. Victims ranged from small banks to major defense contractors to mega retailers. Hacking costs the U.S. some \$300 billion per year according to some estimates. Worldwide that figure is closer to \$445 billion, or a full 1 percent of global income.

With the rise of social media also comes the rise in social media cyber-crime. Social media spam increased 650 percent in 2014 compared to 2013. Nearly 30 percent of U.S. adults say one of their social media accounts has been hacked. That number is only set to grow: an estimated 10 to 15 percent of home computers globally are already infected with botnet crime-ware, and over 30,000 new websites are corrupted daily with compromising code. Back

in 2011, Facebook admitted that it was the target of 600,000 cyber-attacks every day. Not wanting to scare off potential users, it hasn't released official figures since [6].

Among the logos included in the hundreds of private sector attacks clocked in 2016 are Twitter, Amazon, Netflix, PayPal, and news services around the world, bringing these giants to a virtual standstill with distributed denials-of-service (DDoS). In addition, the United States has been only one of many casualties, which have spanned the globe from Europe to Asia and the Middle East [7].

Cyberwarfare becomes one of the most dangerous threats of this century and requires special attention from the leaders of all countries, as Michèle Alliot-Marie, the French state and political figure, the Minister of Defense of the French republic in 2000-2007 says, «...information war takes the major place in modern war. Tomorrow it will become even more urgent» [5].

Cyberwarfare are dangerous because it is unknown at all from where to expect the next blow. There is no front line and there is no homefront, there is no main theater of actions. The blow can be from anywhere and be directed to anywhere. There are no specific senders who would stand behind cyber-threats and cyber-crimes, and we don't know who will be the following addressee, the victim of the cyberattacks.

To sum up, I would like to say that appearance of such phenomenon as a cyberwarfare, a war of the XXI century, is a severe reality of the modern world with which both politicians and simple citizens should reckon with. The consequences of cyberwar may be destructive for the whole world, that is why the need to find methods of protection against cyberattacks is essential and urgent for the modern society.

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THE PROBLEMS OF INFORMATION ANALYTICS IN INTERNATIONAL RELATIONS

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Ustimenko A.A., Broslavskaya Ye.M. The problems of information analytics in international relations. The article suggests the analysis of the problems of information analytics in international relations, perspectives and solutions. The article also reveals the essence of information analytics both internationally and in Ukraine.

Key words: information analytics, international relations, international scene, perspectives, solutions, Ukraine.

Устименко А.О., Брославська Є.М. Проблеми інформаційно-аналітичної діяльності в міжнародних відносинах. У статті подано дослідження проблем інформаційно-аналітичної діяльності в міжнародних відносинах, способи їх вирішення та перспективи розвитку. В статті розкривається сутність інформаційно-аналітичної діяльності на міжнародній арені та в Україні.

Ключові слова: інформаційно-аналітична діяльність, міжнародна арена, міжнародні відносини, перспективи, рішення, Україна.

Устименко А.А. Брославская Е.М. Проблемы информационно-аналитической деятельности в международных отношениях. В статье представлены исследования проблем информационно-аналитической деятельности в международных отношениях, способы их решения и перспективы развития. В статье раскрывается суть информационно-аналитической деятельности на международной арене и в Украине.

Ключевые слова: информационно-аналитическая деятельность, международная арена, международные отношения, перспективы, решения, Украина.

The article focuses on the research of various problems of information analytics in international relations and ways to solve them. The relevance of the chosen topic is grounded by the fact that information analytics is an important element of managerial activity in any field and therefore

understanding its problems and finding efficient solutions is crucial for successful management. The material of the study was derived from course books, magazines and online resources devoted to the issue of information analytics, its development, problems, perspectives and use in the sphere of public governance and administration. The purpose of this research is to give an outline of the problems of information analytics in international relations and identify some of the ways to solve them. To analyze the phenomenon of information analytics, we have used the method of description.

There are many definitions of information analytics. The most common are those referring to the field of management. Experts regard information analytics as a process in the sphere of management focused on the search, collecting, processing and presentation of information in a form appropriate for use, as information analysis work in two aspects – information work and analytical work and as systematical gathering, analysis and storage of information including foreseeing of issues related to the activities of an organization [2].

Regarding a variety of approaches to the definition of information analytics in relation to any managerial sphere, the following generalized definition has been suggested: information analytics is a set of information processes (information search, collection and processing) essential for the proper and effective management [3].

Information analytics has been long regarded as an important component of management, the function and instrument of the government. In terms of organizational activity analytics has been latently developing in power structures for many centuries and only nowadays as a result of institutionalization processes there emerged analytical services, offices and positions, the range of tasks of which included information gathering and analysis as well as working out various managerial decisions (scenarios). Today, we can acknowledge the increasing role of public administration analytics in the state and society [4].

Within the general problem, there still remain many unsolved issues, the primary one lying in the fact that the concept of public administration analytics has not yet been developed and its structure, functions and course of development have not been substantiated. The problem is exacerbated by a significant disorder in analytical terminology. Such terms as “analysis”, “analytics”, “analytical work”, “types of analysis”, “policy analysis”, “political analysis”, etc. lack unambiguous interpretation. This interferes with the implementation of analytics in public administration practices, and consequently, reduces its efficiency, leading to unreasonable decisions that

the government has to compensate suffering significant material and moral losses.

In today's world, information is a strategic national resource which plays an increasingly important role in the system of public administration. The society undergoes redistribution of real authority from traditional structures to information management centers. According to the scientific findings, the level of information support of public authorities has a significant influence on the economic development and political situation in the country.

Major social and economic reforms are impossible without a sharp increase in the quality of governance, which in its turn primarily depends on the creation of an information system. Thus, it is important to work out the strategy of information space development, especially that of a particular region, which will be focused on the future needs of the society. In this case it is necessary to analyse current trends in the development of state and society and generalize the world practice, which will enable us to determine the «face» of the managerial structures of the XXI century [6].

The analysis of the development, implementation and operation of information systems for public administration bodies in Ukraine shows that in the recent years a considerable work has been done to introduce and start using information technologies. Virtually all state authorities are provided with information support of current activities using personal computers with a set of standard software. Most executive authorities use local area networks.

A comprehensive approach to overcoming existing problems presupposes creation of a public information analytical system (PIAS). The decision concerning its formation was made by the highest state authorities and confirmed by relevant documents. In particular, these include National Informatization Program Act of Ukraine, the Edict of the President of Ukraine “On the improvement of information analytical support of the President of Ukraine and public authorities”, Resolution of the Cabinet of Ministers of Ukraine “On the approval of the National Informatization Program tasks and objectives” and other acts [1].

When working out managerial decisions subjects of public administration transfer them to the objects of public management, arranging information in form of organizational and administrative documents (statutes, directives, rules, edicts, rulings, resolutions, etc.). Often, in order to obtain effective results in management both oral and written interaction between subject and object is desirable, however most managerial processes require the availability of information fixed on a tangible medium.

Thus, the result of management depends on how wisely, systematically and professionally information interaction between the subject and object of management is carried out.

The analysis of the types of administrative activities allows to determine the range of tasks to be solved by public administration bodies and identify responsible parties [5].

In order to improve the efficiency of analytical and information technology services it is necessary to make consistent decisions both on the regional and national level. Coordination of further development and use of regional and national information and communication systems that comprise the elements of integrated information analysis domain of public administration bodies remains a pressing matter. All these problems can be solved only with joint efforts of national and regional authorities.

In the system of management there is a significant number of problems characterized by transparency and undefined problem area, unique character of each situation, severe requirements to rapid decision-making under the conditions of fragmented and inconsistent information, which require information analysis support [8].

Information analysis services of government and administration agencies are designed to simulate sociological aspects, forecast political conflicts and election results, perform analytical monitoring of visible current problems as well as identify problematic situations, conduct situational analysis and solve other problems of social, political, financial and environmental monitoring [7].

Thus, we may conclude that nowadays amid continuous expansion of information flows and introduction of new information technologies the need for information analysis research is growing dramatically. Making adequate and predictable decisions without information analysis support becomes practically impossible.

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FAMILY MEDIATION AND ITS DIFFERENCES FROM OTHER METHODS OF ALTERNATIVE DISPUTE RESOLUTION

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Varnavskaya K.A., Karpusenko M.V. **Family mediation and its differences from other methods of alternative dispute resolution.** The article deals with family mediation and its differences from other methods of alternative dispute resolution. The characteristic features and the procedure of family mediation have been defined and the main qualities of a good mediator have been given. Other ways of resolving family issues without going to court (e.g. conciliation) have been analyzed in comparison with family mediation.

Key words: conciliation, dispute resolution, family mediation, mediator.

Варнавська К.А., Карпусенко М.В. Сімейне посередництво та його відмінності від інших методів альтернативного вирішення суперечок. У статті розглядається сімейне посередництво та його відмінності від інших методів альтернативного вирішення суперечок. Визначені характерні риси та процедура посередництва, основні якості гарного посередника. Проаналізовані інші методи позасудового вирішення сімейних питань (наприклад, мирова угода) у порівнянні із посередництвом.

Ключові слова: вирішення суперечок, мирова угода, сімейне посередництво, посередник.

Варнавская К. А., Карпусенко М.В. Семейное посредничество и его отличия от других методов альтернативного решения споров. В статье рассматривается семейное посредничество и его отличия от других методов альтернативного решения споров. Определены основные характерные черты и процедура посредничества, основные качества хорошего посредника. Проанализированы другие методы решения семейных вопросов (например, мировое соглашение) по сравнению с посредничеством.

Ключевые слова: мировое соглашение, решение споров, семейное посредничество, посредник.

The subject of this article is family mediation, which is regarded as an effective way of resolving family disputes without going to court and involves an independent third party – a mediator – who helps both sides come to an agreement. Family mediation and other ways of alternative dispute resolution is a topical issue in Ukraine, where these methods are only at the beginning of their development, making the analysis of their functioning in the world extremely essential.

In general, mediation is one of the methods of alternative dispute resolution which can be used in many spheres (e.g. for settling consumer, contract, neighbourhood disputes) and has some characteristic features.

First of all, it is the role of the mediator who helps parties reach a solution to the problem and arrive at an outcome that both parties are happy to accept. Mediators avoid taking sides, making judgements or giving guidance, they are simply responsible for developing effective communications and building consensus between the parties. The focus of a meeting is to reach a common sense settlement agreeable to both parties in a case. Secondly, the process is voluntary and will only take place if both parties agree. Moreover, it is a confidential process where the terms of discussion are not disclosed to any party outside the mediation hearing. If parties are unable to reach agreement, they can still go to court taking into account, that details of the mediation will not be disclosed or used at a court hearing. Both parties share the cost of mediation, which will depend on the value and complexity of the claim [8].

Broadly speaking, family mediation applies the basic principles of mediation to the resolution of issues that arise in families. Unlike resolving disputes in court family mediation is neutral (a neutral participant helps the disputing parties resolve their disagreement by facilitating their discussions and guiding them to appropriate resources and advisors), transformative (using family mediation services can result in sound decision-making, reconciliation of divergent views, lessening resentment, greater understanding, improved communication, and

transformation of relationships), and reduces pain (helps clients to avoid costly and hurtful litigation) [7].

Family mediation generally entails a series of meetings with the clients and the mediator that promote effective communication and decision making about such issues: arrangements for children after people break up (sometimes called custody, residence or contact), child maintenance payments, finances (for example, what to do with house, savings, pension, debts). It can also be used to help with the other issues people might face, for example, children keeping in touch that with their grandparents, step families, or in-laws. Mediation can also be helpful when arrangements have been made before need to change, particularly as children grow up [2].

In order to cope with all these difficult issues a professional mediator must possess a number of qualities, the first of which is alertness: the mediator must be alert on several levels while mediating. He must concentrate on the information being provided by the source and be constantly evaluating the information for both value and veracity. Simultaneously, he must be alert not only to what the party says but also to how it is said and the accompanying body language to assess the party's truthfulness, degree of cooperation, and current mood. He needs to know when to give the party a break and when to press the party harder. In addition, the mediator constantly must be alert to his environment to ensure his personal security and that of the parties. The second group of qualities necessary for a good mediator includes patience, tact, and credibility. First of all, the mediator must have patience and tact in creating and maintaining rapport between himself and the party, thereby enhancing the success of the process. On the other hand, displaying impatience may encourage a difficult party to think that if he remains unresponsive for a little longer, the process will end or cause the party to lose respect for the mediator, thereby reducing the mediator's effectiveness. The mediator must also maintain credibility: he must present himself in a believable and consistent manner, and follow through with any promises made as well as never to promise what cannot be delivered [6].

Knowledge of the area of the dispute is essentially important, as the mediator should have knowledge and expertise in the area in which the case fits. The more experience a mediator has in the issue at hand, the more it is likely that he or she will understand not only the technicalities involved, but also the likely issues to arise and the chances of success or failure each side has at a possible trial [5].

Important qualities of a good specialist also include objectivity, self-control, and adaptability. The mediator must maintain an objective and dispassionate

attitude regardless of the emotional reactions he may actually experience or simulate during a questioning session. Without objectivity, he may distort unconsciously the information acquired, or be unable to vary his questioning and approach techniques effectively. He must have exceptional self-control to avoid displays of genuine anger, irritation, sympathy, or weariness that may cause him to lose the initiative during questioning but be able to fake any of these emotions as necessary. At the same time the mediator must not become emotionally involved with the party. A mediator must adapt to the many and varied personalities that he will encounter, to all types of locations, operational tempos, and operational environments. Finally, one of the key things of a good mediator is initiative. Achieving and maintaining the initiative are essential to a successful questioning session, as the mediator must grasp the initiative and maintain it throughout all questioning phases. This does not mean he has to dominate the party physically; rather, it means that the mediator knows his requirements and continues to direct the collection toward those requirements [6].

The role of a mediator does not exclude lawyers from the process. The parties in the conflict can have their own lawyers, because even if the mediator is a lawyer, they do not provide legal advice to the parties. But, unlike other types of mediation, lawyers do not usually attend mediation sessions with their clients. Mediation changes the role of lawyers from adversarial negotiators to legal consultants and the parties become the primary negotiators in mediation. The role of the lawyers is to advise their clients throughout the mediation process on their legal rights and obligations, because the parties cannot make competent and informed decisions without sufficient legal advice [3].

Generally, family mediation includes a number of steps. First of all, after the initial pre-screening, each of the parties is encouraged to have a separate lawyer. Following the initial meeting of a mediator with the lawyers in the absence of their clients, the first joint meeting of a mediator with the parties is carried out. Then the mediator has an individual meeting with each party separately, followed by further joint meetings with the parties and in some cases, the children are interviewed separately from their parents. Simultaneously, the mediator meets with both lawyers from time to time as needed and, when the parties reach an agreement, prepares a Memorandum of Understanding. When the draft is reviewed with the parties, it is sent to their lawyers to be reviewed with the clients. Once everyone is content with the Memorandum of Understanding, it becomes the Separation Agreement [3], which is signed by the parties in the presence of their lawyers.

Family mediation is not the only way of resolving family issues without going to court and differs from other methods, for example collaborative divorce, conciliation and settlement meetings.

For example, while in many cases the results of collaborative divorce and mediation are the same, there are several key differences. Unlike collaborative divorce, mediation is a process in which the parties work with a professional neutral facilitator to assist in negotiations. In a collaborative divorce, the lawyers assist in negotiation without the presence of a professional neutral mediator. In fact, collaborative law is a form of alternative dispute resolution where both parties in a dispute have their own attorney, but those attorneys agree not to go to court. Just as in mediation the goal of the Collaborative process is to reach agreements through negotiation and to avoid the expensive and emotional experience of court, and it can be used to resolve disputes involving divorce, child custody and support, alimony, division of assets, paternity. Unlike mediation, the attorney is always in negotiations in the collaborative process [1].

There are also several differences between family mediation and settlement meetings. In a typical settlement meeting, the clients and their lawyers meet in a neutral place. Usually client 1 is in one room, client 2 is in another room, and the lawyers meet in the third room. Lawyer 1 talks to client 1. Lawyer 2 talks to client 2. Lawyer 1 then talks to lawyer 2. Each lawyer then talks to his or her own client, and so on. Thus, unlike family mediation there is never any direct communication between the clients [3].

Conciliation is another process similar to mediation but with some significant differences. The processes of family mediation and conciliation are similar because the two parties are working with a neutral person who is attempting to help them reach an agreement. The processes are different because usually attorneys are present for conciliation. In addition, conciliation usually takes place while a litigation case is pending, while in mediation typically litigation hasn't begun yet. Sometimes conciliation is referred to as evaluative mediation, because the conciliator may also provide an evaluation or opinion on the case. Finally, conciliators will often report back to the court, while mediation is confidential and privileged [1].

As a conclusion it should be stated that different methods of resolution of family disputes mainly differ in whether they take place either with or without lawyers, with all the parties together, or the individual parties in separate rooms, with the mediator acting as a go between. Each form of resolution of family disputes has its own advantages and disadvantages, which are to be summarized for family mediation, including pros (being less expensive than a

court trial, working on the clients“ timeline and terms, requiring voluntary participation, solving disputes privately, negotiating complicated or unique issues out of court) and cons (being not appropriate for every case, parties having no advocate at their side, inevitable ending in court in case of failed negotiations, giving up court protections in the course of mediation process) [1].

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POSITIVE AND NEGATIVE FACTORS OF THE BRICS ECONOMY

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Vitokhin I.O., Zmiyova I.V. Positive and negative factors of the BRICS economy. The article deals with the economy of the BRICS countries, the structure of this international organization, perspectives its development and political and economic cooperation between member countries.

Keywords: BRICS, development perspectives, economy, international organization, member countries, political and economic cooperation.

Вітохін І.О., Змієва І.В. Позитивні та негативні фактори економіки БРІКС.

У статті розглядається економіка країн БРІКС, структура цієї міжнародної організації, перспективи її розвитку та політична і економічна співпраця стран-членів БРІКС.

Ключові слова: БРІКС, економіка, країни-члени, міжнародна організація, перспективи розвитку, політичне та економічне співробітництво.

Витохин И.О., Змиева И.В. Позитивные и негативные факторы экономики БРИКС. В статье рассматривается экономика стран БРИКС, структура этой международной организации, перспективы ее развития и политическое и экономическое сотрудничество стран-членов БРИКС.

Ключевые слова: БРИКС, международная организация, перспективы развития, политическое и экономическое сотрудничество, страны-члены, экономика.

The BRICS position has been considerably strengthening in last years. The organization has taken not the last place in the energy sector, banking and other areas of international cooperation. Now BRICS is in a line with such associations as the «Great Twenty» and «Great Eight», and has become a powerful and active player on the global stage [2, p. 53]. The organization attracts attention of economists throughout the world and this fact, in our opinion, stipulates the actual value of this paper.

The subject of the research is the economic situation of BRICS countries. The purpose of the study is to analyze whether the perspectives of BRICS countries mutual cooperation.

BRICS is the acronym for an association of the five fastest emerging nations of the world, namely, Brazil, Russia, India, China and South Africa. Originally the first four were grouped as «BRIC» (or «the BRICs»), before the induction of South Africa in 2010. The BRICS members are all leading developing or newly industrialized countries, but they are distinguished by their large, sometimes fast-growing economies and significant influence on regional affairs.

In terms of demography, about the half of population of the entire planet lives in BRICS countries, and in terms of economy they own about 27% of the world economy. Besides, in 2012 the gross domestic product of these countries was about 13.6 billion dollars. All of this suggests that BRICS countries have the great political, scientific, military and economic potential, and can also be very effective in terms of maintaining security, so cooperation with them can be very profitable.

BRICS has proved itself as a very successful international organization. In 2012, the World Bank reported that BRICS countries are the leading states of global development. This proves that the countries of this group have achieved a significant progress. The association announced the establishment of the BRICS Bank, which is already functioning as a foreign exchange reserve. It means that in the future it is most likely to expect the increase of the number of BRICS members [2, p. 55].

In international politics, this group wants to reduce the gap between different countries, and it is likely that it will succeed in this business. There are also reasons to believe that in the near future Malaysia, Singapore and Japan will join BRICS. Firstly it was established as an international organization, which is not under control of the USA. The main problem is that nowadays all international organizations obey Washington directives, but the White House has no influence on the BRICS. This fact provides great opportunities for other countries concerning membership and activity in this organization [4].

The results of participation in the BRICS

India has become a BRICS member to restructure its own economy. After joining the BRICS and sharing experience with other members of this group, India has become able to achieve positive results and significant progress, so now it has declared itself as an important technology center of the world economy.

China, as a developing country, is searching for new partners. China's competitors are the US and European countries, who are trying to restrain its development. Cooperating with BRICS countries, China has accelerated economic growth, found new markets for its own products, but also secured the support of new partners on the international arena [2, p. 58].

South Africa, which plays an important role in international politics, tends to increase the level of gross domestic production and expand its whole economy considering its national interests. This country was the last to join the BRICS. This inclusion was a major achievement of South African foreign policy. The country demonstrates significant progress in terms of inward investments, the increase of gross domestic product, import regulation and privatization. According to the World Bank statistics, all this reflects the positive dynamics of South Africa economic development.

Thanks to the BRICS Russia has gradually solved its existing economic problems, using the experience of those countries which joined the WTO. Also, Russia has considerable raw material resources, oil, gas and other natural

resources, the established trade, economic and technical cooperation with BRICS partners, and due to this Russia entered the world market [4].

Thirty years ago Brazil was one of the most heavily indebted among all countries of the world, but now it occupies the sixth place in the ranking of the strongest economic powers. Brazil primary objectives struggle with economic embezzlement and administrative corruption. Brazil is focusing on supporting domestic production, creating a rapid return on assets and the formation of production and agricultural cooperatives. All this has been achieved through cooperation with other members of the BRICS. In fact Brazil, taking into account such indicators as agriculture, animal husbandry, industry and technology, is considered to be one of the strongest countries in the world and occupies a prominent place within the BRICS organization [5].

Political and economic cooperation within the BRICS

Five members of the group are trying to strengthen their association with the help of cooperation. It is estimated that by 2020 the trade turnover between BRICS members will exceed the total amount of trading deals between the United States and Europe. This proves that members of this group have set a long-term course of actions and through their policy they will make a significant contribution to the improvement of the global economy, assist developing countries and establish the investment balance [2, p. 53]

BRICS countries work on the formation of a new kind of database of the world economic system. In other words, the head states belonging to this group, focus on creation of a new economic system, rather than on the leadership of the existing global economic system and the fight against the ambitions of the United States and Europe that use the established world order only in their own interests [2, p. 55].

The formation of economic structures controlled by BRICS

BRICS is a developing organization with the growing economic opportunities. To preserve its own independence, it creates new structures, because in fact, most international banks based in Europe and America somehow subordinate to the West. By creating a world bank the BRICS tries to make an important step in the shift to a new regulation of the global economic system and due to its innovation take a worthy place in it. It seems that the banking, energy and other structures under the BRICS control may contribute to further development of associations and by 2020 will help the BRICS to reach goals on trade between member countries [1].

The future of the BRICS organization

BRICS members are developing countries, with each having its own problems. For example, the increase of China's power is closely connected

with a number of demographic and political challenges. Brazil experiences difficulties in administrative and social systems and a similar situation is observed in South Africa. India, in its turn, is very vulnerable to internal political and social crises [4].

Of course, members of the BRICS have all these national problems, but if problems are solved these countries will be able to achieve even greater success. On the other hand, if such problems, for example, political and security, are not solved their negative consequences can affect the work of the whole organization.

The next decade will be the BRICS time. At present, the group is trying to develop its structure, strengthen its active members and organize their work from inside to get all the necessary mechanisms for its development. It is clear that a competition with other blocks and countries will not be easy, and that competition in the economy leads to a confrontation in politics [5].

Because of the crisis in Ukraine, Russia had to withdraw from the «Great Eights», so Russian diplomacy actively fights for participation in a more self-maintained organization in which Moscow could play a decisive role, and not to be just a visitor or a casual observer. Brazil would also like to play a more independent role, rather than remain in the shadow of the United States. China, which claims to get the position of the world power because of the size of its own budget, currency reserves and exports to other countries, also seek to declare itself in international affairs.

Considering all these aspirations, the BRICS turns out to have great potential and can become a new pole of power in the world politics [2, p. 54].

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ROLE OF INFORMATION TECHNOLOGY IN MODERN ECONOMY

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Vladykin R.D., Startseva N.N. Role of information technology in modern economy. This article provides information on trends in information technology, innovations, Internet networks and the most influential sectors where modern technologies are widely used. Perspective directions were considered and the total contribution of IT-sector into modern economy was determined

Keywords: contribution, information technology, innovations, network, trends, IT-sector.

Владикін Р.Д., Старцева Н.М. Роль інформаційних технологій в сучасній економіці. У статті подана інформація про тенденції розвитку інформаційних технологій, інтернет-мереж, про інновації та найбільш впливові сектори, в котрих знаходять широке застосування сучасні технології. Розглянуті перспективні напрямки та визначений загальний внесок ІТ-сектору в сучасну економіку.

Ключові слова: інформаційні технології, інновації, мережа, тенденції, ІТ-сектор.

Владыкин Р.Д., Старцева Н.Н. Роль информационных технологий в современной экономике. В статье подана информация о тенденциях развития информационных технологий, интернет-сетей, об инновациях и наиболее влиятельных секторах, в которых находят широкое применение современные технологии. Рассмотрены перспективные направления и определен общий вклад IT-сектора в современную экономику.

Ключевые слова: вклад, информационные технологии, инновации, сеть, тенденции, IT-сектор.

IT sector which is an object of the study is becoming more and more influential nowadays and provides a lot of possibilities for development and overall economic growth of the countries and the whole world. The purpose of the article is to evaluate the contribution of IT-sector in global economic processes.

Every day, exabytes of new data are created and transported over IP (or Internet Protocol-unique address of electronic device in Internet) networks. In 2016 the world entered the "zettabyte era". Global IP traffic will reach 1.1 zettabytes, or over 1 trillion gigabytes. By 2020 global IP traffic will reach 2.3 zettabytes. This data growth is fueling economies, sparking innovation, and unleashing waves of creativity. This year's Global Information Technology Report highlights the role of technology, and broadband in particular, in driving global

innovation. But no innovation can occur without the network. IP networks have the capacity to connect every person, every country, and every IP-enabled device. Global networks allow data to flow unimpeded, driving growth and enabling collaborative innovation in many areas, from production to processes. Those countries that are adept at fostering digital activity will continue to see new industries emerge, as well as experience the accelerated development of traditional sectors. The global Internet must therefore be allowed to further develop without obstacles – this is essential in order for everyone to benefit. Increasingly, barriers to digital flows threaten to diminish the Internet's potential to drive positive social and economic impact. The open exchange of information is a hallmark of the growing knowledge economy. All stakeholders – including governments, businesses, the technical community, citizens, and consumers – play a role in building trust and confidence in global networks. Privacy and security should be integrated into technological design from the outset; strategies to protect and maintain the integrity of data must account for an array of diverse and emerging risks; and policy should enable innovation and global data flows while safeguarding against those who seek to cause damage. Getting the balance right requires active, collaborative participation from everyone [4, p. 4].

The world is entering the Fourth Industrial Revolution. Processing and storage capacities are rising exponentially, and knowledge is becoming accessible to more people than ever before in human history. The future holds an even higher potential for human development as a result of new technologies usage such as the Internet of Things (devices that can sense aspects of the real world – like temperature, lighting, the presence or absence of people or objects, etc., and report that real-world data or act accordingly: artificial intelligence, 3-D Printing, energy storage [3, p 7]. Information and communication technologies (ICTs) are the backbone of this revolution. The future of countries, businesses, and individuals will depend more than ever on whether they embrace digital technologies. And many of those who stand to gain the most are not yet connected.

New technologies and information sector without a doubt became an essential part of our life and economy structure. Technology is important due to following reasons:

- Increase in labor productivity. With the use of technology labor productivity grows faster.
- More human capital. Human capital means skilled and educated labor force. When the use of technology is increased the skills in labor also increase, it leads to human capital formation.

- Providing better living standards. Technology, national income and per capita income are growing, it leads to better quality of life.
- Output increases. As labor productivity increases the production level of a country also increases. This causes an increase in national income of a country.
- Rapid increase in supply. If demand for a commodity increases it is possible to meet this demand with the help of technology. It removes the danger of inflation.
- Trade. There is a basis for international trade when a country exchanges its excess production for the excess production of another country.
- No wastages of resources. It is possible to have more production output with same inputs if technology is applied.
- Costs minimizing. The increased use of technology in a society leads to the efficiency increase, growth of national income and control over expenses.
- Economy of scale. In this modern era the use of technology in production in great amounts will decrease costs and consequently profit will increase.
- Improvement of Quality. When the latest technology in the production of new goods is used then their quality of product will improve.
- Use of labor force. If labor is highly skilled than they know how to use the machines effectively.

Four important messages have emerged from the The Global Information Technology Report this year. First, innovation is increasingly based on digital technologies and business models, which can drive economic and social gains from information and communication technologies if channelled in a smart way. Second, the way businesses adopt ICTs is key for leveraging them for development, so encouraging businesses to fully embrace the powers of digital technologies should be a priority of governments. Third, both the private sector and governments need to step up efforts to invest in innovative digital solutions to increase social impact. Last but not the least, a sustainable digital economy will depend on quickly evolving governance frameworks that allow societies to anticipate and shape the impact of emerging technologies and react quickly to changing circumstances.

ICTs have the potential to boost economic development in many ways, including: improved services to citizens through e-government projects (projects that will use electronic communications devices, computers and the Internet to provide public services to citizens and other persons in a country or region), job creation in the creative and high-tech industries, additional trade flows, and opportunities for small producers from developing countries to link up to global value chains. Broadening digital access will bring even greater benefits for innovation, entrepreneurship, and job creation.

In Fiscal Year 2016 (FY16), the World Bank portfolio included 32 standalone ICT projects, with total contributions amounting to \$1.6 billion. Furthermore, ICT components are being increasingly included in projects across different sectors such as transport, education, health, agriculture, and public sector management.

The International Finance Corporation (IFC) has provided over \$7 billion to more than 400 telecom, media and technology projects in 86 countries over the past years. In FY16, the IFC committed financing for a total volume of \$376 million, including investments in innovative technologies across various industries: manufacturing, infrastructure, health, education, as well as e-commerce. IFC's investment strategy in the ICT sector focuses on supporting the build-out of broadband infrastructure to increase access to the Internet, particularly in Africa, Central Asia, and South Asia, where a number of joint IFC/World Bank interventions are planned. Another key priority for IFC is to foster innovation in the provision of digital services such as FinTech, eHealth, eEducation, and eCommerce [2, p. 1].

Conclusion. Information Technology and the Internet are not only important features for the facilitation of communication between people but they are means of creating new business models, they provide new possibilities for communication, increase financial resources flows. The Internet can be considered as a strategic resource where companies can promote their work and services as well as to expand into new markets. IT sector has changed the economy, society and politics. And humanity must use this opportunity carefully. Creating of new economy is associated with lot of risks and all decisions affect global economy.

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**DIPLOMATIC RELATIONS
BETWEEN NORWAY AND UKRAINE:
TRADE AND ECONOMIC COOPERATION**

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Volkov O.R., Davydenko I.V. Diplomatic relations between Norway and Ukraine: trade and economic cooperation. The article deals with the main issues of economic cooperation between Ukraine and Norway. The research considers diplomatic relations, foreign trade of goods and services, the commodity structure of exports and imports, and key appealing sectors of Ukraine from the point of view of Norwegian investments.

Key words: diplomatic relations, foreign trade, investment, Norway, trade and economic relations, Ukraine.

Волков О.Р., Давиденко І.В. Дипломатичні відносини між Норвегією та Україною: торгово-економічне співробітництво. У статті розглядаються головні аспекти економічної співпраці України та Норвегії. Наводиться характеристика дипломатичних відносин, зовнішня торгівля між країнами, товарна структура експорту та імпорту, та сектори привабливості України щодо норвезьких інвестицій.

Ключові слова: дипломатичні відносини, зовнішня торгівля, інвестиції, Норвегія, торговельно-економічні відносини, Україна.

Волков О.Р., Давыденко И.В. Дипломатические отношения между Норвегией и Украиной: торгово-экономическое сотрудничество. В статье рассматриваются основные аспекты экономического сотрудничества Украины и Норвегии. Приводится характеристика дипломатических отношений, торговли между странами, товарная структура экспорта и импорта, и секторы привлекательности Украины относительно норвежских инвестиций.

Ключевые слова: внешняя торговля, дипломатические отношения, инвестиции, Норвегия, торгово-экономические отношения, Украина.

The subject of the study is foreign trade and investment cooperation between Ukraine and Norway. The purpose of the study is to analyze main issues of foreign trade and investment between these countries. The relevance of the study is determined by the potential of Norwegian investments into Ukraine, and necessity of exporting Ukrainian products to Norway.

Ukraine is a large country centrally placed in Europe. After the Revolution of Dignity (Euromaidan) in 2013–2014 political relations between Norway and Ukraine have evolved significantly. They are now more in line with the actual and potential importance of Ukraine for Europe's development. Project cooperation in the fields of energy, justice reforms, Eurointegration, nuclear safety, humanitarian assistance and higher education are an integral part of

bilateral political relations. Likewise, expanding political relations have given an impetus to the further development of economic cooperation [1; 3].

Norway and Ukraine cooperate well within international organizations. Norway regards Ukraine's cooperation with the United Nations system, NATO, OSCE, Council of Europe, the International Monetary Fund and international development banks as very important for the reform and modernization of Ukraine.

Norway supports a fuller integration of Ukraine in pan-European and Transatlantic cooperation and regards Ukraine's relations with the European Union and NATO as particularly important in this respect. As part of the economic integration and development process Norway as EFTA member in 2010 signed a free trade agreement with Ukraine. This agreement came into force in June 2012 [5].

The export from Ukraine to Norway, as well as Norwegian investments to Ukraine, have a huge potential. Norway imports many agriculture products and considers Ukraine as one of the major suppliers. Ukraine can deliver to Norway, among others, sunflower, grain, fruits, vegetables, oils, honey etc. Ukraine is still not profiting from the existing Norwegian quotes for the agriculture products. As Norway is not a part of EU there is much more flexibility in taking decisions on economic cooperation with Ukraine. The progress is naturally slowed by the current situation in Ukraine.

Both Norway and Ukraine are realizing the necessity of implementing changes in the existing EFTA agreement. It is in the interest of Ukraine to extend the list of the products, which can be exported duty free to Norway. Mainly the agriculture products are in focus, as Norway produces only 25% of the consumed volume.

As the Ukrainian currency has significantly lost its value and the cost of labor and assets become cheap, Ukraine has become very attractive for foreign investments.

During the last year Ukraine exported to Norway mainly food waste, chemicals, toys, electrical machinery, articles of apparel and closing accessories while the majority of Norwegian export to Ukraine consists of fish and seafood, iron and steel, special reporting provisions, meat, electrical machinery. In 2014 Statoil started to supply gas to Ukraine.

Telecommunications and information technology are well developed areas of Norwegian-Ukrainian cooperation. Companies such as Evry/Infopulse, Miratech, Itera and Runway are prominent examples. Seed Forum concept founded in Norway in 2002 has become very active in Ukraine lately and now is launching its iHubs in major cities of Ukraine [4].

The Norwegian business community in Ukraine is also represented by

companies operating in the fields of fish trade, business consultancy and outsourcing, farming, production of food packaging, shipbuilding, shipping and other services.

The Embassy (Norwegian) provides information and advice concerning the general regulatory framework in Ukraine, foreign relations and domestic political situation and trends, trade policy issues, other background information etc. of relevance to interested Norwegian entities. Furthermore, to provide better support for the Norwegian companies, who are interested in doing business in Ukraine, in 2008 the Embassy initiated creation of a Norwegian-Ukrainian Chamber of Commerce. NUCC is headquartered in Oslo and is very active in developing business relations between Norway and Ukraine.

Table 1

The Embassy pays special attention to market issues and business development in the following key sectors in Ukraine

• Fish/seafood
• Telecommunications
• Information technology
• Shipbuilding and the maritime sector
• Tourism
• Renewable energy (hydro power, bio-energy, wind power)
• Energy efficiency and environmental technology
• Carbon management
• Petroleum exploration and production
• Mining

Source: [2].

Another important partner of the Embassy is the Norwegian Seafood Council, which has been active in Ukraine for many years, assisting the Norwegian seafood industry to raise the awareness among Ukrainian consumers about the health benefits from consuming pelagic fish and farmed salmon. Among the examples of this cooperation there is the organization of Norwegian seafood stands during annual Ukrainian food exhibitions, promotional events like culinary master classes by famous Norwegian chefs, and round tables, conferences analyzing the Ukrainian seafood market and opportunities for boosting sales [2].

Conclusion. Ukrainian and Norwegian trade cooperation have evolved significantly after revolution (2013–2014) in Ukraine. Norway supports a fuller integration of Ukraine in pan-European and Transatlantic cooperation and regards Ukraine’s relations with the European Union and NATO. The export

from Ukraine to Norway, as well as Norwegian investments to Ukraine, have a huge potential. Ukraine became very attractive for foreign investments, after its currency lost in value.

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ROLE OF TRANSNATIONAL CORPORATIONS

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Zhukivets T.I., Startseva N.M. Role of transnational corporations. The article presents an analysis of transnational corporations (TNCs) activity in the context of globalization. The reasons of expanding of TNCs into the developing countries are stated, among which are low wages of workers and the prices of raw materials, low taxes and favorable legislation. The positive effects of this process include job creation and countries specialization in manufacturing of competitive products while negative effects include environmental damage, human rights violations and others.

Key words: globalization, government policy, harm to the environment, low wages, specialization, TNC, taxes.

Жуківець Т.І., Старцева Н.М. Роль транснаціональних корпорацій. В статті запропонований аналіз діяльності транснаціональних корпорацій (ТНК) в умовах глобалізації. Вказані причини виходу ТНК в країни, що розвиваються, серед яких низькі заробітні плати працівників і ціни на сировинні матеріали, низькі податки і сприятливе законодавство. До позитивних наслідків цього процесу належить створення нових робочих місць і спеціалізація країн на виготовленні

конкурентоздатної продукції, а до негативних – шкода навколишньому середовищу, порушення прав людини та інші.

Ключові слова: глобалізація, низькі заробітні плати, податки, політика уряду, спеціалізація, ТНК, шкода навколишньому середовищу.

Жуковець Т.И., Старцева Н.Н. Роль транснациональных корпораций. В статтю пропонується аналіз діяльності транснаціональних корпорацій в умовах глобалізації. Вказані причини виходу ТНК в розвиваючі країни, серед яких низькі зарплати працівників і ціни на сировинні матеріали, низькі податки і сприятливе законодавство. К позитивним наслідкам цього процесу відносять створення нових робочих місць і спеціалізація країн на випуску конкурентоспроможної продукції, к негативним – шкода навколишньому середовищу, порушення прав людини і інші.

Ключевые слова: вред окружающей среде, глобализация, налоги, низкие зарплаты, политика правительства, специализация, ТНК.

A chosen theme is a crucial one because of constantly increasing role of transnational corporations (TNCs) in the process of world economic development. TNCs come forward as a moderator of international manufacturing and distribution of the goods. High level and quick process of internalization of production in the largest TNCs have led to the establishment of their leading positions in the world market.

The process of globalization has resulted in many businesses setting up operations in other countries. Companies that operate in several countries are called multinational corporations (MNCs), transnational corporations (TNCs) or multinational enterprise (MNE). MNC manages production or delivers services to a number of countries. A multinational corporation differs slightly from a transnational corporation, because while MNC's are traditionally national companies with foreign subsidiaries, a TNC does not identify itself with one national home. However, these terms are often used interchangeably. Multinational corporations can have a powerful influence on the local economies, and even the world economy [6].

Embarking on international business ventures is not a new phenomenon. Some researchers suggest that examples of early transnational corporations can already be found in the history of colonial expansion of the ancient Phoenicians and Romans, and other ancient civilizations before them. Others look for predecessors of modern transnational corporations in the Middle Ages and the Renaissance period, linking the colonial conquests to the development of famous British and Dutch trading companies. It was not, however, until the Industrial Revolution of the late 18th and early 19th century that new

opportunities in terms of the organization of production processes emerged and changes in the existing patterns of production took place, which led to the emergence of economic organizations resembling modern enterprises in the last three decades of the 19th century.

The dynamic growth of international production, however, falls predominantly in the 20th century, at the beginning of which, especially in the United States, a corporate economy model emerged, based on large enterprises no longer managed by their owners but by hired qualified professionals. At that time, basic legal and ownership forms (public limited companies) were established and improved as well as organizational solutions were proposed (divisional structures), which prepared corporations from highly developed countries for the global conquest [3].

Factors attracting MNCs or TNCs to a foreign country may include:

- cheap raw materials;
- cheap labour supply;
- good transport;
- access to markets where the goods are sold;
- friendly government policies [1].

The role of TNCs or MNCs is to create the wealth, new job opportunities and new tax revenues that arise from multinational corporations' generated income. By increasing the efficiency of capital flows, multinational corporations will contribute into reducing the levels of world poverty in developing countries, improving their infrastructures, strengthening their human capital and encouraging countries to cooperate and seek peaceful solutions for conflicts.

TNCs or MNCs have responsibilities towards employers, customers, governments, suppliers and communities as well as towards shareholders. Corporate social responsibilities (CSR) take part in protecting TNCs' business guaranteeing that corporations do business honestly, legally and with integrity, are not corruptive and always obey the laws of host countries.

Bianchi, Carnoy, and Castells did a research in People's Republic of China, saying that the importation of new technology includes both hardware and software as well as quality control to create minimal technology transfer and lesser productivity linkages to other firms. Besides that, a structure of the demand for skills changes due to the growth of high-technology production as economies expand. These will most probably benefit to foreign firms by creating more opportunities in their production and capital equipment [2].

N. Kumar and N.S. Siddharthan stated a similar idea that Introduction of new advanced and sophisticated technology to a country is very important

because it is related to the development of this country. Technology creates the possibility of producing new goods and services, application and dissemination of useful information which will turn into the increase in productivity, the expansion of production level and employment [5].

Ernst, who did a study on employment effects in the Asian developing countries, made a conclusion that the new technical change will only make a very small contribution to the reduction of the mass unemployment in the third world societies. Since the new micro-technology is becoming automated in developing countries, it will cause an increase in unemployment rates in the microelectronics based industry. When microelectronics takes place in manufacturing industry, most of the jobs are focused on new workers, women take a larger participation in production level as they are often more educated than men in research and development, management and sales [2].

While businesses invest in developing country, they always aim at the lowest labour cost to minimize their business costs and maximize their profit, at the same time they are able to meet the expectations of the particular company. However, when MNCs move their production operations into developing countries, job opportunities in host country will become bigger through the process of globalization by which a large amount of work force is required to keep the production process running. A good example of jobs creation would be Coca-Cola Company that decided to invest in Malaysia with a new bottling plant. It was a \$301 million investment. Agence France-Presse stated that this investment created up to 800 new jobs at the operating plant with 8,000 jobs. In a global market, the demand for the skilled worker is much higher than the unskilled workers. Thus, this will widen the gap between both classes of workers. Skilled workers will be easily offered jobs while those unskilled workers will face the difficulties in getting a job. As a result, unskilled workers are always categorized as the low income class.

The government of developing countries has been working very hard to attract foreign direct investment (FDI) of multinational corporations and started to compete with each other by deregulating their countries' policy. Hence, with lower wages and taxes rates, it enables the investors to avoid the risk of losing their capital invested in developing country. But they also increase minimum wage and labour safety standards in order to protect local workers' rights and this might cause MNCs to relocate their operation to other developing countries, who are willing to accept low wages, lack of union representative and legal protections such as child labour that are abused by global companies.

For example, the Niger Delta, Africa's largest oil and gas industry, was developed by large TNCs. The Nigerian government makes billion annually from its resources, but the unemployment rate is around 90%. The gas flaring has caused both acid rain and respiratory problems which have been in effect 24 hours a day across the Delta, with some flares burning continuously for 30 years. Appearance of TNCs has led to logging, mining, and farming which frequently destroy land and displace the local population by force and intimidation.

When a country goes global, it is playing a significant role of enhancing economic affluence by offering more and more opportunities to developing countries. TNCs created global markets which are characterized by the reduction in trade barriers and a free flow of goods, import duties, services and labour from one country to another. The elimination of trade barriers has led to the promotion of specialization in developing countries as they are able to concentrate on the production of commodities which can be produced at the least cost. Developing countries fully use the advantage of globalization to increase their income through trading goods which they can produce most effectively. It is always an effective way of enhancing innovation to produce better quality goods and increasing competition as the flow of goods and services between countries has become easier.

To sum up, there are both positive and negative impacts on host countries caused by TNCs or MNCs. Some countries become too dependent on TNCs while others on the other hand develop specialization and earn good income. However there are still a lot of business techniques that have to be learned before we can really handle the global markets' activities [4].

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SPECIFIC FEATURES OF ADVERTISING IN TOURISM INDUSTRY

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Zhukovina K.E., Manzhos Y.Y. Specific features of advertising in tourism industry. The article analyzes the importance of advertising in the tourism sector, reveals the main rules of advertising. Attention has been paid to the ways and forms of advertising that are most often used in tourism. The nature and role of advertising in the creation of the tourism product and its impact on tourism demand have been studied. The key features of the advertising departments at tourist enterprises have been described.

Keywords: advertising, advertising campaign, agency, cards, promotion of tourist product, tourism demand.

Жуковина К.Е., Манжос Я.Ю. Особенности рекламы в туристической индустрии. У статті проаналізовано значення реклами у туристичній сфері, виявлено головні правила реклами. Звернено увагу на способи та види реклами, які найчастіше використовуються у туризмі. Виявлена суть та роль рекламної кампанії під час формування туристичного продукту та її вплив на попит. Описані ключові функції відділів реклами на туристичних підприємствах.

Ключові слова: агентства, листівки, реклама, рекламна кампанія, туристичний попит, просування туристичного продукту.

Жуковина Е.Э., Манжос Я.Ю. Особенности рекламы в туристической индустрии. В статье проанализировано значение рекламы в туристической сфере, выявлены основные правила рекламы. Обращено внимание на способы и виды рекламы, которые чаще всего используются в туризме. Обнаружена суть и роль рекламной кампании при формировании туристического продукта и ее влияние

на спрос. Были описаны ключевые функции отделов рекламы на туристических предприятиях.

Ключевые слова: агентства, листовки, продвижение туристического продукта, реклама, рекламная кампания, туристический спрос.

Advertising, which is the subject of this article, is the simplest way to get a message out across the whole tourism and travel industry. The variety of advertising channels is suitable for any budget and a flexible approach to bundling the different options means a travel agency can provide the best campaign to achieve the maximum exposure at the best value [1].

Advertising in the tourism industry is somewhat different from other industries. Successful tourism advertising requires seamless integration between both online and off-line efforts, reinforcing the power of a single message. It requires keeping up with an ever-expanding menu of media options, and sometimes the creation of a new medium. A holiday is an intangible product that the consumer can't see or touch before it is bought, the customer will pay for the product before experiencing it. Taking this into account, the following factors should be considered:

- Who would find the product most appealing?
- What are the potential customers' needs and desires?
- What creative methods can be applied to generate interest in a particular product?
- What is the best way to reach these customers? [3]

New media and more informed audience have changed the world of travel and tourism advertising. Consumers now have the power and luxury of tuning out intrusive advertising, they can quickly ferret out false claims and over-promises, and if they're disappointed, they will strike back with scathing reviews and blog-posts. Promotion and advertising are designed to provide consumers with the necessary information to differentiate between destinations and influence their destination and product choices. Advertising can not only influence a potential visitor's initial choices but also influence perception and length of stay. It informs huge masses of people about the alleged new and improved products and even the most appealing product requires some form of promotion in order to maximize sales and financial return. Thus, advertising can help raise awareness of a product and create an appealing product image [2].

Advertising covers overall paid communication starting from cinema to commercials, radio and Internet adverts to print media, television and billboards. It can reach a large audience at once and the same message can be repeated many times. In addition to this, an advertisement should introduce a particular product or service, explain the product or service, demonstrate its unique

selling points, provide an indication of price, indicate where the product is available or where it is distributed.

The main methods of advertising in tourism industry include leaflets or flyers (either distributed by hand, in letterboxes or inserted in publications), print advertisements (placed in local, regional or national newspapers, ethnic publications, trade and tourist magazines, journals or newsletters and magazines relevant to the target market), canvassing (by way of sales visits or sales calls), radio advertising (placed locally or regionally), wholesaler programs (promotional costs for such programs are shared making them less expensive, and enabling them to reach a wider audience), sponsorship (sponsoring local community events which attract large crowds and significant media coverage, participating in such events can improve business exposure), listings and displays (advertisements in telephone or business directories and cinema advertising), cooperative advertising and promotion with the local, regional or industry association which helps a message get wider distributions involving less costs, e-marketing [3].

Advertising in tourism can be divided into two parts: advertising of needs and advertising of opportunities. Advertising of needs is a type of advertising used to inform potential partners about the existence of the firm and its needs. Advertising of opportunities includes information concerning a wide variety of tourist products in order to share popularity among customers [2].

Travel agencies use such channels of distribution and advertising as newsprint products, magazines, television, radio, videos, mail, they also produce souvenirs, promotional items and place their logos on a variety of products (T-shirts, cups), release calendars, key rings and pens.

Tourist fairs, exhibitions, auctions, lotteries, games, festivals constitute a special type of advertising, other tourism promotion activities include seminars, symposia, promotional tours.

Advertising can be provided by a general rule, that includes the following statements:

1. The advertisement must not contain any vulgar or unethical elements.
2. The advertisement must not be based on misleading or deceptive statements and must not contain such graphic or text elements that could mislead the user (so called “trick banners”).
3. The advertisement must not be too aggressive in terms of oscillation or flashing. A design is deemed aggressive, if it intensively changes its color, headline or other graphic features within very short time intervals (shorter than one second), which could disturb the user while working with the page.

In order to develop ideas and layouts with specific announcements most firms use the services of professionals – experts in advertising. Large tourism companies usually have their own advertising departments with dozens of employees, who are developing models of advertising and promotional activities. In addition to purely promotional events such firms typically produce a variety of information products – brochures, booklets, leaflets describing different areas of the firm [3].

Medium and small travel agencies without the advertising departments employ the personnel of the firm responsible for promotional activities, development and implementation of specific promotional events, they also often turn to specialized advertising agencies, that provide advertising campaigns. An advertising campaign is a set of related promotional activities, developed in accordance with the firm's marketing programme.

As the global travel market continues to expand with yearly increasing flights among international destinations, advertising efforts on the part of the major actors in this market are also increasing. Advertising campaigns to promote traveling to destinations abroad are particularly prevalent in western countries where the general public's expenditures on tourism tend to be consistently high, even in light of the economic recession. Many advertisers, including both private entities and foreign governments, share the intended goal of increasing their own revenue by popularizing their service (e.g., airline or hotel chain) or destination to boost receipts from travelers; however, some travel campaigns have additional or alternative purposes, such as promoting good public sentiments or improving existing ones. Sometimes, states may use branding of a product or service, itself, as a means of conveying a specific message without explicitly stating the message; this tactic is often used to soften the implied message itself, thus allowing the brander to sidestep or minimize controversy or opposition.

Development of the campaign strategy enables the company to cope successfully with their marketing problems, and to compete with other firms. If a firm operates in the tourism sector and develops a strategy of an advertising campaign, it avoids a lot of mistakes in its implementation and makes the advertisement, which is aimed at consumers. Foreign experience has demonstrated how important the development of the advertising campaign is to promote sales and create a company image. Properly planned campaign focused on the future and aimed not only at making a profit, but also at meeting consumers' needs, is the one to which enterprises should strive in tourism [2].

Summing up, advertising plays a huge role in the preservation and strengthening of the company position in the market. Advertising products and activities of the enterprise constitute the most important component part of a complex of marketing actions, a kind of information output to the user. In order to advertise its product or service, a company needs to develop a strategy for the campaign, that will help to avoid errors in advertising [4, p. 66].

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THE IMPACT OF GLOBALIZATION ON TERRORISM

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Zhyvan T.B., Broslavskaya Ye.M. The impact of globalization on terrorism.

The article considers terrorism as one of the most serious problems, which not only escalated at the end of the 20th – the beginning of the 21st century, but actually became one of the main threats to security. Moreover, because of globalization terrorism in its present form has acquired a whole range of new features.

Key words: globalization, security, terrorism.

Живан Т.Б., Брославська Є.М. Вплив глобалізації на тероризм. В статті розглядається тероризм як одна з найбільш серйозних проблем, яка не тільки загострилася в кінці ХХ – початку ХХІ ст., а й виявилася, по суті, в числі головних загроз безпеки, тим більше що через розвиток глобалізації сучасні його форми мають цілу низку нових рис.

Ключові слова: безпека, глобалізація, тероризм.

Живан Т.Б., Брославская Е.М. Влияние глобализации на терроризм. В статье рассматривается терроризм как одна из наиболее серьезных проблем, которая не только обострилась в конце ХХ – начале ХХІ в., но и оказалась, по сути,

в числе главных угроз безопасности, тем более что из-за глобализации современные его формы обладают целым рядом новых черт.

Ключевые слова: безопасность, глобализация, терроризм.

The article focuses on the research of the phenomenon of terrorism and the impact that globalization has on its evolution and escalation. The relevance of the chosen topic is grounded by the fact that the global terrorist problem has grown dramatically in recent years and became one of the major threats to international security. Thus, the need for understanding its background and factors contributing to the efficiency of terrorist attacks is crucial for ensuring successful international counterterrorism actions. The material of the study was derived from course books, magazines and online resources devoted to the issue of international terrorism, its recent evolution and influence on international relations. The purpose of this research is to give an outline of the factors contributing to the escalation of the global terrorism as well as show the connection between the globalization process and the development of modern information technologies and means of communication and the growing frequency and efficiency of terrorist attacks. To analyze the phenomenon of international terrorism, I have used the method of description.

The phenomenon of terrorism has become a major concern of the international community and of nations around the world. Terrorism rises and falls like tide, one moment crashing frighteningly on the fore shores of our lives, then retreating to lie quiescent, gathering strength for the next assault. But what is alarming about the trend is that it is hitting with accelerated frequency and with more brutal methods and tactics, causing far wider casualties and destruction [4, p. 5].

Technology has had great impact on the development of the terrorist threats. The global information age has led to enhanced efficiency in many terrorist-related activities, including administrative tasks, coordination of operations, recruitment of potential members, communication among adherents, and attraction of sympathizers. Paul R. Pillar emphasizes that before the September 11 attacks, for example, members of al-Qaeda (AQ) communicated through Yahoo email; Mohammed Atta, the presumed leader of the attacks, made his reservations online; and cell members went online to do research on subjects such as the chemical-dispersing powers of crop dusters. Although not as dramatic as shutting down a power grid or taking over an air traffic control system, this practical use of technology has significantly contributed to the effectiveness of terrorist groups and the expansion of their range [2, p. 47]. Consider, for example, the lethal impact of the synchronized attacks on the U.S. embassies in 1998 and on New

York and Washington in 2001, neither of which would have been possible without the revolution in information technology. When he was arrested in 1995, Ramzi Yousef, mastermind of the 1993 World Trade Center attack, was planning the simultaneous destruction of eleven airliners [3, p. 260].

Modern means of communication, access to information in the developed countries, the free movement of people, goods and services eliminate most of the obstacles to the physical movement of terrorists or make it unnecessary to strike targets of attack.

The global reach of al-Qaeda is a source of great concern. More than 3,000 of its members have been arrested in 98 countries, evidence that al-Qaeda exists in at least half the world's countries. AQ's tentacles may, in the end, reach into virtually all regions of the globe [1].

In open societies, such as the United States and Western European countries, where arms are also relatively readily accessible and movement is more or less free, these factors facilitate the terrorist groups or organization of political violence. The terrorists are therefore often better armed than the police forces that have to deal with them. Democracies, especially liberal democratic societies are therefore extremely vulnerable to political violence and terrorist acts [4, p. 5].

Complicating the landscape further is the fact that so many tools of achieving mass death that were previously difficult to obtain, are easier to obtain. For example, there are 22 million antiaircraft missiles in existence, many of which are dated and are sold relatively inexpensively on the black market. An unfortunate reality is that anyone who flies on a commercial airplane is at risk, as the failed attempt to take down an Israeli aircraft demonstrated in Mombasa [1].

Indeed, terrorist organizations have «harvested» the globalization process to improve their methods of operation. They often use materials that can be easily obtained from local sources (such as ammonium nitrate). And, ironically, locally-made materials are being used with greater frequency to achieve terrorist objectives. Perhaps the best example of this is the fact that Al Qaeda used locally-sourced American-made materials (Boeing airplanes) to destroy American targets on September 11 [1].

The potential possibility of terrorist organization acquiring weapons of mass destruction (WMD) further raises the level of possible damage and destruction beyond any imagined so far [4, p. 5]. The attack on Twin Tower and Pentagon on September 11 has added a new dimension to the technique evolved by the terrorists with regards to the high level of lethality that includes large populations.

The real potential of terrorist groups using WMD brings extremely horrible possibilities and consequences.

During the reporting period from May 2003 to July 2004 there were again a considerable number of terrorist attacks, even if not on the scale of September 11, 2001. In modern times, terrorism is considered a major threat to society. The international community must take decisive action to counter this threat.

Complicating the fight against terrorist organizations is their increasingly sophisticated nature, not just from an operational perspective, but also in terms of how they are funded. For example, Jemaah Islamiah—the Indonesia-based terrorist organization – has created at least 50 commercial businesses in Asia that provide a plethora of sources of finance for its operations. Hence, law enforcement and intelligence agencies must now identify these sources of funding in order to destroy their ability to operate [1].

Thus, on the basis of the foregoing I can draw up a conclusion that today, the subjects of international relations, as a state, must learn to adapt their strategy to the challenges and threats that globalization creates, one of the most serious among them being the problem of global terrorism. Moreover, in order to ensure efficient counterterrorism actions national public administrations, law enforcement agencies as well as international counterterrorism organizations should take into account great impact that modern information technologies have on the development of the terrorist threats.

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Наукове видання

**ІНОЗЕМНІ МОВИ У СВІТОВОМУ
ЕКОНОМІКО-ПРАВОВОМУ ПРОСТОРИ:
СТУДЕНТСЬКІСТУДІЇ**

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