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Організаційний комітет конференції:

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

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

В.М. Сердюк кандидат філологічних наук, доцент

А.В. Котова кандидат педагогічних наук, доцент

Н.І. Черкашина, ст. викладач

М.В. Аласанія, А.А. Житницька, К.В. Ковінько (секретарі)

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

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## GUIDE IN THE SOCIAL AND CULTURAL TRANSFORMATION

Agamiryan L.V. (Kharkiv)

Language Supervisor: Tkalya I.A.

**Summary:** The article deals with social and cultural changes as a product of the trinity of culture, society and the individual within the sociological concept of P. Sorokin. In confirmation of the relevance of the hypothesis, the analysis of a number of Soviet and post-Soviet guidebooks has been made, showing that the changes in their content are proved to be related to a change in culture. It is noted that the past of a society and its history may be identical, partly overlapping or completely different.

**Key words:** culture, group memory, the past, history, sociocultural changes, values.

**Анотація:** Автор розглядає соціокультурні зміни як продукт триєдності культури, суспільства і індивіда в рамках соціологічної концепції П. Сорокіна. На підтвердження актуальності цієї гіпотези проведено аналіз радянських і пострадянських путівників, зміни змісту яких, як аргументується в статті, пов'язані зі зміною культури. Відзначається, що минуле суспільства і історія суспільства можуть бути ідентичні, можуть частково збігатися або ж зовсім відрізнятися.

**Ключові слова:** історія, колективна пам'ять, культура, соціокультурні зміни, минуле, цінності.

**Аннотация:** Автор рассматривает социокультурные изменения как продукт триединства культуры, общества и индивида в рамках социологической концепции П. Сорокина. В подтверждение актуальности данной гипотезы проведён анализ советских и постсоветских путеводителей, изменения содержания которых, как аргументируется в статье, связаны со сменой культуры. Отмечается, что прошлое общества и история общества могут быть идентичны, могут частично совпадать или же полностью различаться.

**Ключевые слова:** история, коллективная память, культура, прошлое, социокультурные изменения, ценности.

If you do not know your past, it is impossible to orient yourself in the present and what is more you can hardly build up the future. The past can be practical which is inseparably available in the present through products created long ago (the places inhabited, the thoughts repeated). The past can be recorded in the objects of the present without its necessary application. The past can be designed – printed in the human mind. It is equally necessary to understand the books that are relevant now but were written long ago to distinguish between a trifle and antiques and to appreciate art. All this helps to understand what kind of meanings are hidden, allows determining what values make up the basis and which values you should pay attention to in order to use them as a guide throughout your life. This allows the individual to take their place in society and contribute to its development.

Therefore it is so important to understand the meaning of the past, to realize what intangible values are hidden behind material objects. This applies, for example, to monuments, memorials, and related "secondary" products. The latter might be associated with guidebooks and postcards. Even such small physical objects can hide something, rather than just contain pretty pictures. Postcards and guidebooks change over time as society changes and inserts these meanings into the postcards and guidebooks. Having identified what exactly makes material objects undergo changes, one can understand which values still remain in the community and which values die out. This will allow building up life strategies. Therefore, the object of this work is the

post-Soviet transformations associated with a social and cultural space of the city. The subject of the paper is change in guidebooks content, which occurs in accordance with political and social change in a city. The aim of the given work is to determine how guidebooks become modified under the changing social order.

In order to achieve this aim we propose to consider social and cultural changes as the product of trinity of culture, society and the individual. P. Sorokin's statements on generic structure of sociocultural phenomena make up the theoretical and methodological framework of the study. The empirical basis for the article is formed by a qualitative analysis of the texts of five guidebooks on the town of Slavyansk. One of the five guides is a Soviet book published in 1978, while the rest four guides are Internet-editions of the modern era.

Changes in the material objects of culture have been the subject of consideration by many researchers, including P. Sorokin, J. Roth, P. Nora, L.G. Ionin, Y. Soroka, A. Musiezdov, L. Males, S. Legeza, A. Portnov, O. Mikheyev and others.

Culture, society, and the individual are inextricably linked. The change in one component of the trinity leads to the change in the others. There is no society without culture, and no culture without society. No individual can come into being beyond the frameworks of culture, i. e. the frameworks of society. This can be confirmed by the assumptions of P. Sorokin concerning the inseparable trinity of culture, society, and the individual.

Meanwhile, in this study by culture we understand a representative culture, sharing the statement by F. Tenbruk that culture cannot be false [1]. Here culture is referred to as a mirror reflecting society. The reflection is always significant, but due to various political, social, and other processes it can be hidden in various ways. One of those ways presupposes rewriting the history.

Being a discursive phenomenon, history differs from the past as an unbiased temporal phenomenon in that the nation state is the subject of history. Important figures and events are selected from the viewpoint of the national state. However, the task of history is to select significant events and figures, making a logical linkage between them [2].

That is why history cannot be identified with the past. One cannot completely reject history either, saying that it is a "distorting mirror." Only by comparing the history and the past, it is possible to draw conclusions about the situation being studied. Obtaining the first hand information from witnesses, one can learn about the real events (the past, although through a subjective perception). Given a proper analysis, historical sources might also reveal how these events were presented "objectively" for all, hiding politically motivation behind themselves. History is closely connected with culture. With a change in culture comes a change in history, that is a change in what it is reflected in. Then comes a change in the content of guides, which are material conductors of sociocultural values. In order to confirm this thesis, we turn to the analysis of social and cultural changes in the urban environment through changes in the guides of the Soviet and post-Soviet eras (on the example of Slavyansk, the town in Donetsk region, Ukraine). Five samples were examined, one having been printed in 1978 and four being modern Internet guides.

Among the photos of monuments in the 1978 guide one can find the following objects: a monument to V. I. Lenin, a monument of Glory, a bronze bust of Hero of the

Soviet Union Nikolai Semeyko, a sculpture of Ivan Tsarevich in a resort park, and a monument to M. I. Karnauhov – the Slavyansk partisan detachment commander at his burial site. The guide cover shows a monument to V. I. Lenin, which reflects a social and cultural specificity of a totalitarian epoch, when the collective (the country) was much higher than the individual (the city). The guide is imbued with the spirit of culture. It displays the main attractions associated with such significant human values as altruism, self-sacrifice, devotion, loyalty to the motherland, and diligence.

The generalized image of the modern Internet guidebooks tends to be devoted entirely to the description of the recreation zones in the city. Thus, one of the guides describes exclusively the places where holiday makers can be accommodated. One can find 3 hotels, 1 recreation base, 3 resort centers, and absolutely no mentioning about the attractions. However, the places with monuments to the Heroes of the Soviet Union are presented.

In fact, the monuments with a huge symbolic military load have not lost their significance, compared with the monuments, say, to the leader V. I. Lenin. Note that the Soviet guide exhibits this monument image taken on the opening day (with flowers, a guard of honor, a crowd of onlookers), with the figure of Lenin being mentioned more often than anything else in the book. However, in the Internet a photo of the same monument can be found under the heading "Squares and fountains," not under the heading "Monuments". Besides, it is "the square with the monument" (not "the monument on the square") that is shown on an ordinary day, without a shadow of any hint of celebration and festive atmosphere.

So, the change in values and society took place. The personality cult disappeared. All those things were reflected on the urban space, which in turn affected the structure and nature of changes in the guidebooks. Finally, we can conclude the following: numerous historical, political, and often personal secrets are concealed beneath a social and cultural space of the city. Physical objects which form or just describe this space can take on this specific feature. This change in a social and cultural environment leads to the change in the objects associated with this environment.

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## **THE RELATIONSHIP OF THE LEVEL OF EMOTIONAL BURNOUT WITH COPING STRATEGY CHOICE**

**Alimova M.O. (Kharkiv)**

**Language supervisor: Turenko R.L.**

**Summary:** The article investigates the relationship between levels of burnout and the choice of coping strategies among teachers and employees of the rehabilitation center. This problem is quite relevant, since these days there are no effective ways to prevent and overcome burnout due to the small

amount of research on the factors influencing this phenomenon. It was concluded that the level of burnout did not depend on the type of work, and was caused by a person ability to handle stress and personal qualities.

**Key words:** emotional burnout, coping strategies, coping behavior.

**Анотація:** Стаття присвячена дослідженню взаємозв'язку між рівнем емоційного вигорання та вибором копінг-стратегій серед педагогів та працівників реабілітаційного центру. Ця проблема є досить актуальною, тому що на сьогодні не існує діючих порад щодо профілактики та попередження емоційного вигорання, що обумовлено малою кількістю досліджень факторів, що впливають на цей феномен. Було зроблено висновок, що рівень емоційного вигорання не залежить від типу роботи, а обумовлений здатністю людини долати стрес та особистісними якостями.

**Ключові слова:** емоційне вигорання, копінг-стратегії, долаюча поведінка.

**Аннотация:** Статья посвящена исследованию взаимосвязи между уровнем эмоционального выгорания и выбором копинг-стратегий среди педагогов и работников реабилитационного центра. Эта проблема является достаточно актуальной, так как на сегодняшний день не существует действенных способов профилактики и преодоления эмоционального выгорания, что обусловлено небольшим количеством исследований факторов, влияющих на этот феномен. Было сделано вывод, что уровень эмоционального выгорания не зависит от типа работы, а обуславливается способностью человека преодолевать стресс и личностными качествами.

**Ключевые слова:** эмоциональное выгорание, копинг-стратегии, совладающее поведение.

Nowadays, the problem of coping behavior of teachers and doctors is very serious because the society puts in front of them growing demands. According to some scientists professional activities of teachers and doctors – are among the most intense forms of social activity. Burnout syndrome makes harm to the health of a specialist, leads to feelings of helplessness and meaninglessness of existence, a low evaluation of their professional competence, leading to problems of interpersonal communication [2].

The presence in the professional activity of teachers and doctors of a large number of stress factors has high requirements for such a professionally meaningful integral characteristic as stress. Maintenance or enhancement of an individual stress associated with finding, retaining and appropriate use of resources, which help to overcome negative effects of stress. A special category of resource stress represents a character and ways of dealing with stressful situations – strategies and models for overcoming behaviors or coping strategies [4]. The study of stress and coping mechanisms of behavior is of particular relevance due to the lack of a unified theory that adequately explains characteristics and specificity stress of constant behavior in the professional activities of these groups of experts. Determining factors of coping behaviors associated with emotional burnout help you to choose the path of burnout prevention and management professionals.

The object of the research is personality emotional burnout. The purpose of the study is the relationship of coping strategies with the level of emotional burnout. The aim of this work is to study the coping strategies associated with the level of emotional burnout.

Objectives of the work:

- to analyze existing views on the phenomenon of emotional burnout;
- to explore approaches to defining features of coping behavior;

- to identify the features of the phenomenon of emotional burnout in two groups of experts;
- to identify and analyze the coping strategies associated with the phenomenon of emotional burnout.

During the study, the following methods and techniques were used:

theoretical: analysis of scientific literature.

empirical: test COPE ( adapt. Gordeeva T.O.) personality questionnaire for the diagnosis of V.V.Boyko emotional burnout syndrome.

mathematical methods: U-Mann-Whitney test, Pearson correlation coefficient. Processing and calculations were carried out in the program SPSS.

Static survey sample consists of two groups of 19 women each. The first group: teachers in kindergarten № 429. The second group: experts of rehabilitation center at Kharkiv Regional Specialized Orphanage № 1.

Features sample lies in the fact that kindergarten teachers work with healthy children with normal rivem of mental, motor and language skills. Experts of rehabilitation center work with children with severe neurological and psychiatric diagnoses (cerebral palsy, autism, Down syndrome, genetic disorders), retention rates of psychomotor and speech development.

The survey was conducted in February 2013.

Calculation of U- Mann- Whitney criterion for the two sample groups showed no significant difference between the level of emotional burnout in two groups of professional. That is, we can't say that the staff of the rehabilitation center who work with sick children have higher levels of emotional burnout than teachers of kindergarten [1].

Most experts of the two groups are at the formation stage or have fully formed "Resistance" and "Exhaustion". Due to this we can conclude that most experts are subjected to emotional burnout, so the stage "Tension" for them has passed and is not relevant. Those who are at the stage of "Resistance" spend their strength to resist stress. Specialists at the "Exhaustion" stage are subjected more or less pronounced energy fall and have a weakened nervous system.

Correlation analysis of kindergarten workers showed that communication strategy has direct link with the level of emotional burnout, and planning strategies and activities of overcoming have reverse link. As for the staff of the rehabilitation center it was found the direct link of the level of emotional burnout without the strategy of concentrating on emotions and that their active expression have reverse link with a strategy of active overcoming and planning.

That is, the use of active overcoming and planning is associated with low levels of emotional burnout and it is important for the two groups. This is quite logical, because these two strategies are group of strategies that are aimed directly at solving problems and better than others help people to adapt to the environment. The strategy aims of active overcoming are directed into active actions and finding an adequate solution. Using the planning strategy a man builds situation solving way, preventing problems or stressors [5].

For the group of experts at rehabilitation center it was found a direct relationship between the emotional burnout and strategies of concentration at emotions and their active expression. That is, the more specialist uses this strategy, the highest he level of

emotional burnout. This may be due to the fact that their work has a bright emotional colouring which is not always positive. Each day they face a stranger grief, but can not always help him. Employees need to throw off their emotions, but do not always do it constructively what leads to emotional burnout. This strategy is not adaptive and can help a person only in certain situations.

For kindergarten employees a direct relationship between burnout and emotional denial strategy was found. The denial strategy is characterized by the fact that people postpone decisions of the situation for later on, or wait for more favorable circumstances, or wait for the situation to resolve itself. This may be due to the fact that in some situations, experts can not solve the problem right away and prefer to wait until it resolves itself or circumstances become more favorable, as situations are more casual and not always have such negative colouring for employees.

Correlation analysis of emotional burnout indicators with others coping strategies did not give significant results. This may be due to the lack of sample amount. There is the assumption that the level of emotional burnout is more related to personal characteristics of a specialist. However, this hypothesis requires further investigation.

The following conclusions were made in the study:

Existing theoretical approaches to the study of the phenomenon of emotional burnout were analyzed and it was found that emotional burnout was studied enough in terms of diagnosis, phase of development. But factors that influence the emergence and development of this phenomenon were not investigated enough.

The modern view of coping strategies and behavior was studied. Today coping strategies do not have a clear classification and need further investigation to identify the most productive one. Perhaps the choice of coping strategies is due to personal characteristics of an individual, this assumption requires further detailed study and is further prospective for a research.

The features of emotional burnout of kindergarten staff and specialists at rehabilitation center were investigated and it was found that there was no significant difference between the level of emotional burnout in two groups of samples. We can not say that the work that at first glance is more emotionally loaded is associated with higher levels of emotional burnout.

Coping strategies were found to associate with the level of emotional burnout. It was shown that strategies for active overcoming and planning have reverse link with the level of emotional burnout. We can not say that these results will be repeated in other studies of the phenomenon of emotional burnout. Rather, these findings are related to the activity features of kindergarten teachers and employers of rehabilitation center, and psychological climate in the team. Investigation of coping strategies and their relationship with the level of emotional burnout requires additional methods of personal characteristics of individuals [3].

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## **PETRYKIVKA PAINTING IS A NATIONAL BRAND OF UKRAINE**

**Arlauskayte K.A. (Kharkiv)**

**Language supervisor: Bevz N.V.**

**Summary:** The importance of Petrykivka painting in Ukrainian culture as well as in European culture and including Petrykivka painting into the List of the Intangible Cultural Heritage of Humanity according to the decision of UNESCO is presented in this article. For the first time in its history, Ukraine has won such an honorary status.

**Key words:** Petrykivka painting, Ukrainian culture, UNESCO.

**Анотація:** У цій статті подано важливість петриківського розпису в українській культурі, а також у європейській культурі і в тому числі включення петриківського розпису в список нематеріальної культурної спадщини людства відповідно до рішення ЮНЕСКО. Вперше у своїй історії, Україна виграла такий почесний статус.

**Ключові слова:** петриківський розпис, українська культура, ЮНЕСКО.

**Аннотация:** В этой статье представлены важность петриковской росписи в украинской культуре, а также в европейской культуре и в том числе включение петриковской росписи в список нематериального культурного наследия человечества в соответствии с решением ЮНЕСКО. Впервые в своей истории, Украина выиграла такой почетный статус.

**Ключевые слова:** петриковская роспись, украинская культура, ЮНЕСКО.

The culture of Ukraine is unique and diverse. Folk culture is fundamental and basic for the Ukrainian national culture. Ukrainian professional science, literature and art have been formed on it gradually. The originality of Ukrainian culture has been defined by the influence of geographical conditions, peculiarities of the historical process, as well as interaction with other ethnic cultures.

Petrykivka is a national brand of Ukraine. Petrykivka is a soul of Ukraine, it remains a glorious Cossack past, which naturally complements the priceless cultural heritage of humanity. Providing Petrykivka painting with the status of the Intangible Cultural Heritage of Humanity is a historical event for our country. It is a powerful impetus to improve international image of Ukraine in the world as a modern center of unique original art.

Minister of Culture of Ukraine Leonid Novokhatko states that Petrykivka painting is the first Ukrainian object that is included into the List of the Intangible Cultural Heritage of Humanity and the work in this direction continues.

The Petrykivka Painting is a decorative-ornamental artistry which was formed at the end of 19th – beginning of 20th century in the region of Dnipropetrovsk. The name comes from the village of Petrykivka.

The center of Petrykivka Painting Decorative Art is still situated in the village of Petrykivka, Petrykivka District, Dnipropetrovsk Region, Ukraine.

Petrykivka historically developed as a wall painting and decoration of everyday items: a dower chest, a stove, table and benches. Today, its elements are widely used in

the painting on wooden objects: spoons, plates, kitchen spatulas, cutting boards etc., book illustrations, decorating premises and in many other areas.

Petrikov ornament has its roots in the ancient traditional ornamentation, which is widely used on the homeland of the Cossacks, who adorned their housing, utensils and weapons. The tradition of painting has been handed down from generation to generation and over time more and more has improved.

For modern Petrikov painting floral design is typical. It is based on a careful study of real forms of local flora. Motifs of flowers are widely used: asters, dahlias, roses, cornflowers and viburnum berries, grapes and strawberries, viburnum, currants, periwinkles and other. Artists have begun to add new images recently: butterflies, roosters, birds, fire-birds with lush beautiful tails.

Petrikov ornamentalists have an incredibly accurate eye and well-coordinated hand movements – all masters paint without making drafts, without using any measuring instrument. The work is conducted using a thin brush. In addition to brushes, Petrikov masters use the flower stalk, wood chips, berries and even actual flowers.

The “Petrykivka Style of Painting” is a remarkable artistic phenomenon of Ukrainian culture and a characteristic feature of Ukrainian decorative folk art. Tetyana Pata is one of the leading exponents of this style.

Styles of painting similar to that of Petrykivka were once called “magic realism” or even “the greater realism” (a term coined by the prominent non-figurative artist Vasiliy Kandynskiy) and are parts of what is usually called “primitive folk art,” though there is nothing really primitive in this art. “Primitive” artists usually have no formal art education and they create without any constraints of the “academic” rules of art.

“Magic realism” carries us back in the time when the human mind was moved to conquer the reality of the exterior world in the terms of art. The Petrykivka style of painting is a very poetic view of the world around us or rather it is a world in itself, a world which is free to interpret usual things in a very unusual manner [3].

Tradition shows it that Petrykivka was founded by a group of Ukrainian Cossacks and it so happened that soon after its foundation, the village, for some mysterious reasons, began to attract people with artistic gifts who came to settle down there. It is difficult, or almost impossible to tell now what the very first paintings created in Petrykivka looked like, but we can make an educated guess basing our conclusions on the surviving paintings of more recent times and on the art of Petrykivka today.

As a matter of fact, thanks to the watercolors painted by Ye. Evenbakh in 1911 and 1913, we have a pretty good idea what the Petrykivka decorative paintings looked like in the earlier times. In the interior, the stove (or rather “pitch” which in Ukrainian peasant houses served several purposes – for cooking food, for providing warmth in cold seasons, and for resting on it; the pitch had a horizontal section like a large shelf, on which one could sleep), was particularly lavishly decorated.

Early decorative paintings in Petrykivka were mostly murals on the walls of the peasants’ houses rather than easel paintings. The folk poetic interpretation of the surrounding world was and is at the basis of Petrykivka paintings. Stylized flowers and guilden-rose are among the most popular motifs of the murals with even regular thistles and other weeds featuring rather prominently in the paintings. Murals decorated not only the walls of the houses, both inside and outside, but also the walls of barns and sheds, thus creating a decorative ensemble within individual households.

In all likelihood, for a considerable length of time, paintings decorated only the walls before they began to be done on other materials – paper, wood panels or canvas. Mineral pigments were used for making paints and instead of brushes short lengths of reed stocks, twigs or even fingers were used to apply the paint onto the primed walls, the primer mostly being a thin layer of clay. Egg-based paints were used in later times to do paintings on paper.

Three colors were predominant – red, yellow (or yellow-green), and dark blue. It would be wrong to assume that it was only in the village of Petrykivka that such painting flourished – decorative paintings of a very similar style could – and still can – be found in many other villages of Ukraine. The local styles differ from certain details but they all preserve a number of basic elements and features that makes it possible to recognize them as belonging to one and the same basic style which was given the name of Petrykivka painting [2].

The hostesses ornamented mainly the walls of houses and stoves. Moreover, the house paintings from Dnepropetrovsk region had their own specifics. The ornaments were quite small, with a lump of details. After a while, some craftspeople started painting not only their own houses but neighboring too, and performing customized work. As the demand for such paintings increased and the number of travelling craftspeople was not sufficient any more, the so-called “malyovka” appeared. “Malyovka” was intended to replace a real carpet, or a towel. Such a “towel” was drawn on a transparent piece of paper on which an ornament of a frame-decorating towel was depicted in some simplified form [1].

Thus, there are many phenomena of folk art in Ukrainian culture which makes this culture unique and original among other cultures of the world – Kosiv ceramics, rugs from Podillya, embroidered towels and shirts created in all parts of Ukraine are among them. A place of honor among these artistic phenomena is taken by paintings created in the village of Petrykivka. Petrykivka is a national brand of Ukraine. Petrykivka is a soul of Ukraine; it remains a glorious Cossack past which naturally complements the priceless cultural heritage of humanity. Providing Petrykivka painting with the status of the Intangible Cultural Heritage of Humanity is a historical event for our country. It is a powerful impetus to improve international image of Ukraine in the world as a modern center of unique original art.

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## “VIRTUALIZATION OF THE INSTITUTION OF RELIGION”

Bareeva M.V. (Kharkov)

Language supervisor: Guseva A.G.

**Summary:** The article focuses on the research of virtualization of the social institution of religion today, its impact factors (secularization of the 19<sup>th</sup> century, establishment of the “consumer society” and society of the “network structures”), the analysis of the religious situation in Ukraine and the effects of virtualization of religion.

**Key words:** “consumer society”, effects of virtualization, secularization, society of “network structures”, the institution of religion, virtualization.

**Анотація:** Стаття присвячена дослідженню феномена віртуалізації соціального інституту релігії сьогодні і факторів, які на нього вплинули (секуляризація XIX сторіччя, становлення «суспільства споживання» та суспільства «мережєвих структур»), а також аналізу стану релігійної ситуації в Україні та наслідків віртуалізації інституту релігії.

**Ключові слова:** віртуалізація, інститут релігії, наслідки віртуалізації, секуляризація, суспільство «мережєвих структур», «суспільство споживання».

**Анотация:** Статья посвящена исследованию феномена виртуализации социального института религии сегодня и факторов на него повлиявших (секуляризация XIX века, становление «общества потребления» и общества «сетевых структур»), а также анализу состояния религиозной ситуации в Украине и последствий виртуализации института религии.

**Ключевые слова:** виртуализация, институт религии, последствия виртуализации, секуляризация, «общество потребления», общество «сетевых структур».

The topicality of the problem lies in the role of computer and network structures for the modern man, which nowadays becomes increasingly obvious. Virtualization mechanisms have a great influence on economic, political and socio-cultural processes.

Castells claims that “the networks are creating a new social morphology for our communities today and spreading of a “network” logic greatly affects the course and results of the processes connected with the production, everyday life, culture and authority” [1].

With the establishment of the information society and the development of the computer revolution, traditional social institutions are increasingly virtualized. Thus, the purpose of this article is to consider virtualization as a process which is changing society and leading to a virtual reality.

The degree of scientific elaboration of the topic: the issue of religion is also considered from religious, philosophical, and psychological perspectives. Computer sciences are directly involved in the phenomenon of electronic virtualization. Among contemporary sociologists from neighboring countries, the phenomenon of society virtualization mostly researched by D.V. Ivanov. However, the scientific development of this phenomenon remains rather trivial.

The object–matter is religion as a social institution.

The subject–matter lies in studying virtualization of the institution of religion and its impact factors.

The aim of the article is to consider the factors of virtualization of religion, to analyze the state of the religious situation in Ukraine and the consequences of virtualization of the institution of religion.

Practical and theoretical value of the results: the analysis of the phenomenon of virtualization of religion has a great practical and theoretical significance. The results could be used:

- for further study of the phenomenon of virtualization generally and of individual institutions, in particular;
- to study the problems of interpersonal communication through the Internet;
- to develop training courses for virtualization;
- to reduce the risk of increasing social exclusion of the society driven by “network” structure engagement;
- to reduce and eliminate current pseudo-religions;
- to explore the problems of religion as an institute.

Religion is one of the basic social institutions, the main purpose of which is to satisfy the psychological needs of people in the spiritual and to determine moral and ethical standards. The main functions of religion are worldview constructing, compensatory, communicative, regulatory, legitimizing, ideological and integrative. In the structure of religion there are three main elements: the religious consciousness, a religious cult and a religious organization (a church, a sect).

It is very important to emphasize that the institution of religion is transforming. There is a tendency to decline in a religious belief and to reduction of its impact on society. People are becoming more and more indifferent to religion on the grounds that their daily lives simply exclude the necessity of the reference to church. The influence of religion on a family life and politics has considerably weakened. Today, people prefer to be guided, first of all, by their own motives. Belonging to a particular religion is a private affair of the individual. As a result, we observe a clear reduction of its power and impact on human life. Changes in political, social relations and the media, urbanization and changing lifestyles generate secularism and pluralism which are destroying traditional ideas of religion.

Nowadays the institution of religion has been virtualized. D. Ivanov describes the logic of virtual reality as a substitute of real acts and images by things, i.e words by simulations. He identifies three main characteristics of virtual reality: immateriality of the impact, conditionality of the parameters and the ephemeral. Subsequently, there is a problem of persistence of the religious identity [2].

Such factors as the impact of intellectual secularization of the 19th century, the establishment of the “consumer society” and the “network” have sparked off virtualization of the institution of religion. The Internet gives you a “fantastic” possibility to visit a church, do rituals through the network. Moreover, the informal religious movements such as the New Age are becoming increasingly popular.

Secularization occurs not only at the level of the social structure, but also at the level of consciousness. Religion is reduced to satisfaction of a person’s spiritual needs. It is not a source of absolute values anymore. Modern society is a consumer of religion, and this consumption is gradually moving to a virtual level where it consumes signs. The institution of religion is forced into the individual sphere; each person chooses the religion according to his/her taste which is formed according to the current setting of the consumer society. Nowadays, the individual values determine religion, but not vice versa.

But if in the 19th century the phenomenon of secularization was obvious, now we observe the trend of a mass comeback to traditional religion. It can root from the regular interference of government in religious affairs as well as from the membership of representatives of religious denominations to certain political parties. The main feature of the institution of the church in Ukraine is a significant politicization of the church. It is not a secret that the government and the media have a great influence on the religious sphere in Ukraine.

Modern society is aimed at the consumption of religion and values, specifically images. In accordance with the sociological research, the percentage of people who attend church regularly is very small [3]. It is not difficult to impose on such a society different pseudo-religions which can be easily adapted to the tastes and psychology of a modern individual.

According to the experts' research results, the number of people who attend the church at least once a week is 15.7%, once a month – 20.8%, 50.4% of the respondents attend the church only on religious holidays (the research was conducted nationwide by the sociological service of the Rozumkov Center on October-February (2011-2012). There were 2009 respondents aged over 18. Theoretical sampling error equaled 2.3%) [3].

We suggest that this data could be due to virtualization of religion. So the church has lost its former value. With the emergence of the “consumer society” religious institutions become traders and religious traditions become consumption goods.

Jean Bodriyar truly considers modern society as the “consumer society”, in his concept work “The End of the Social” he nominates the latter as the era of “melancholy” and “inertia” [4]. The author suggests that sociality, particularly “integration of individuals into society through expedient interactions aimed at the values at the end of the XX century will disappear, absorbed by the “black holes” of indifferent masses (consumers, voters, viewers)” [2, p. 23]. Relationships between people are more frequently replaced by relations between things. Consequently, there comes a moment of a growing “dysfunctional” consumption when the system prides itself.

According to M. Kastel, the “network” structure is the foundation of modern society. Indeed, the internet network triggers the establishment of new forms of the institution of religion. The technology of virtual reality effectively simulates actual events and social institutions. Moreover, social roles become virtual as well.

Social institution of religion is transformed into images when the execution of roles and adherence to the norms could be virtual through the simulation of real things and actions. With the help of the Internet there are processes of disembodiment of reality and materialization of the virtual. Religion is transformed by virtualization and dematerialization of society.

The modern Ukrainian society strives to become “informational”. However, “information” here involves communication rather than knowledge. The massive using of information technology does not bring us closer to the information society. The function of the media today is not a distribution of information, but the creation of images of the events that benefit them or their customers.

Society seeks to compensate the lack of social reality by virtual simulations which prompt exclusion of the individual to virtual reality [1].

We believe that the causes of transformation of modern society and social institutions, specifically the institution of religion are the mass distribution of new technologies of leisure, health and education through the PC and the Internet as well as the computer revolution of 1970-1990s.

Computerization and virtualization of the institution of religion result in the spread of virtual temples, rituals, developing such forms as a Skype confession, the ability to make an electronic list of sins, put a virtual candle, etc. On the one hand, these unusual forms have certain advantages like they give the ability to “attend” the temple for the disabled people and those who cannot visit it by themselves. On the other hand, more often, it is just a way of escaping the reality. The occurrence of virtual temples is a comfortable “safety cushion” which is always with you. Furthermore, such a “comfy” lifestyle could lead to formation of the society of “couch potatoes”.

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## **SIGNIFICANCE OF GAME THEORY**

**Bilous O.Y. (Kharkiv)**

**Language supervisor: Chernyshova N.V.**

**Summary:** The purpose of this article is to show the readers how different situations requiring decision can be represented as a mathematical problem and can be solved with the help of optimal and theoretically substantiated game theory's methods.

**Key words:** definition, form, mathematical problem, game, strategy.

**Анотація:** Мета поданої статті полягає в тому, щоб показати читачеві, як різноманітні ситуації, що потребують прийняття рішення, можуть бути представлені у вигляді математичної задачі та вирішені за допомогою оптимальних і теоретично обґрунтованих методів теорії ігор.

**Ключові слова:** визначення, гра, математична задача, стратегія, формула.

**Аннотация:** Цель данной статьи состоит в том, чтобы показать читателю, как различные ситуации, требующие принятия решения, могут быть представлены в виде математической задачи и решены с помощью оптимальных и теоретически обоснованных методов теории игр.

**Ключевые слова:** игра, математическая задача, определение, стратегия, формула.

## **Introduction**

Game theory is a bag of analytical tools designed to help us understand the phenomena that we observe when decision-makers interact. The basic assumptions that underline the theory suggests that decision-makers pursue well-defined exogenous

objectives (they are rational) and take into account their knowledge or expectations of other decision-makers' behavior (they reason strategically).

The models of game theory are highly abstract representations of classes of real-life situations. Their abstractness allows them to be used to study a wide range of phenomena. For example, the theory of Nash equilibrium has been used to study oligopolistic and political competition. The theory of mixed strategy equilibrium has been used to explain the distributions of tongue length in bees and tube length in flowers. The theory of repeated games has been used to illuminate social phenomena like threats and promises. The theory of the core reveals a sense in which the outcome of trading under a price system is stable in an economy that contains many agents [3].

The main purpose of the article is to present some real-life situations, which can be transformed into mathematical models and then the sound decision can be found with the help of game theory's methods. The examples offered mostly concern economics, because the foundation of this science is formed by mathematics and specific game theory on the one hand, and it attracts interest of a big quantity of people in the modern advanced world on the other hand.

It is appropriate to begin with theoretical definitions and statements to provide readers with useful information needed for understanding as well as for analysis of given mathematical problems.

### **Theoretical part**

The normal form, also known as the strategic or matrix form, is the most familiar representation of strategic interactions in game theory. A game written in this way amounts to a representation of every player's utility for every state of the world, in the special case where states of the world depend only on the players' combined actions. Consideration of this special case may seem uninteresting. However, it turns out that settings in which the state of the world also depends on randomness in the environment — called Bayesian games — can be reduced to (much larger) normal-form games. Indeed, there also exist normal-form reductions for other game representations, such as games that involve an element of time (extensive-form games). Because most other representations of interest can be reduced to it, the normal-form representation is arguably the most fundamental in game theory.

Definition 1 (Normal-form game). A (finite, n-person) normal-form game is a tuple  $(N, A, u)$ , where:

- $N$  is a finite set of  $n$  players, indexed by  $i$ ;
- $A = A_1 \times \dots \times A_n$ , where  $A_i$  is a finite set of actions available to player  $i$ . Each vector  $a = (a_1, \dots, a_n) \in A$  is called an action profile;
- $u = (u_1, \dots, u_n)$  where  $u_i : A \rightarrow \mathbb{R}$  is a real-valued utility (or payoff) function for player  $i$ .

A natural way to represent games is via an  $n$ -dimensional matrix. Hereinafter we are going to examine only 2-dimensional games. Each row of matrix corresponds to a possible action for player 1, each column corresponds to a possible action for player 2, and each cell corresponds to one possible outcome. Each player's utility for an outcome is written in the cell corresponding to that outcome, with player  $i$ 's utility listed first.

There are some restricted classes of normal-form games that deserve special mention. The first is the class of common-payoff games. These are games in which, for every action profile, all players have the same payoff.

Definition 2 (Constant-sum game). A two-player normal-form game is constant-sum if there exists a constant  $c$  such that for each strategy profile  $a \in A_1 \times A_2$  then it is the case that  $u_1(a) + u_2(a) = c$ . For convenience, when we talk of constant-sum games going forward we will always assume that  $c = 0$ , that is, that we have a zero-sum game,  $u_i(a) = -u_j(a)$ .

A classical example of a zero-sum game is the popular children's game of Rock, Paper, Scissors, also known as Rochambeau. The payoff matrix of this zero-sum game, is shown here:

	Rock	Paper	Scissors
Rock	0	-1	1
Paper	1	0	-1
Scissors	-1	1	0

In this game, each of the two players can choose either rock, paper, or scissors. If both players choose the same action, there is no winner and the utilities are zero. Otherwise, each of the actions wins over one of the other actions and loses to the other remaining action.

We have so far defined the actions available to each player in a game, but not yet his set of strategies or his available choices. Certainly one kind of strategy is to select a single action and play it. We call such a strategy a pure strategy, and we will use the notation we have already developed for actions to represent it. We call a choice of pure strategy for each agent a pure-strategy profile.

Players could also follow another, less obvious type of strategy: randomizing over the set of available actions according to some probability distribution. Such a strategy is called a mixed strategy.

Definition 3 (Mixed strategy). Let  $(N, A, u)$  be a normal-form game, and for any set  $X$  let  $\Pi(X)$  be the set of all probability distributions over  $X$ . Then the set of mixed strategies for player  $i$  is  $S_i = \Pi(A_i)$ .

Definition 4 (Mixed-strategy profile). The set of mixed-strategy profiles is simply the Cartesian product of the individual mixed-strategy sets,  $S_1 \times \dots \times S_n$ . By  $s_i(a_i)$  we denote the probability that an action  $a_i$  will be played under mixed strategy  $s_i$ . The subset of actions that are assigned to positive probability by the mixed strategy  $s_i$  is called the support of  $s_i$ .

Definition 5 (Support). The support of a mixed strategy  $s_i$  for a player  $i$  is the set of pure strategies  $\{a_i \mid s_i(a_i) > 0\}$ .

Note that a pure strategy is a special case of a mixed strategy, in which the support is a single action.

We have not defined the payoffs of players given a particular strategy profile yet, since the payoff matrix defines them directly only for the special case of pure-strategy profiles. But the generalization to mixed strategies is straightforward, and relies on the basic notion of decision theory—expected utility. Intuitively, we first calculate the probability of reaching each outcome given the strategy profile, and then we calculate the average of the payoffs of the outcomes, weighted by the probabilities of each

outcome. Formally, we define the expected utility as follows (overloading notation, we use  $u_i$  for both utility and expected utility).

**Definition 6 (Expected utility of a mixed strategy).** Given a normal-form game  $(N, A, u)$ , the expected utility  $u_i$  for player  $i$  of the mixed-strategy profile  $s = (s_1, \dots, s_n)$  is defined as

$$u_i(s) = \sum_{a \in A} u_i(a) \prod_{j=1}^n s_j(a_j).$$

**Definition 7 (Domination).** Let  $s_i$  and  $s'_i$  be two strategies of player  $i$ , and  $S_{-i}$  the set of all strategy profiles of the remaining players. Then 1.  $s_i$  strictly dominates  $s'_i$  if for all  $s_{-i} \in S_{-i}$ , it is the case that  $u_i(s_i, s_{-i}) > u_i(s'_i, s_{-i})$ . 2.  $s_i$  weakly dominates  $s'_i$  if for all  $s_{-i} \in S_{-i}$ , it is the case that  $u_i(s_i, s_{-i}) \geq u_i(s'_i, s_{-i})$ , and for at least one  $s_{-i} \in S_{-i}$ , it is the case that  $u_i(s_i, s_{-i}) > u_i(s'_i, s_{-i})$ .

3.  $s_i$  very weakly dominates  $s'_i$  if for all  $s_{-i} \in S_{-i}$ , it is the case that  $u_i(s_i, s_{-i}) \geq u_i(s'_i, s_{-i})$ .

If one strategy dominates all others, we say that it is (strongly, weakly or very weakly) dominant.

**Definition 8 (Saddle-point).** When the larger of the row minima is equal to the smaller of the column maxima, the game is said to have a saddle-point; and the players should stick to the strategies which intersect at the saddle-point [1].

### Examples

#### The huckster

Merrill has a concession at the Yankee Stadium for the sale of sunglasses and umbrellas. The business places quite a strain on him, the weather being what it is.

He has observed that he can sell about 500 umbrellas when it rains, and about 100 when it shines; and in the latter case he also can dispose of 1000 sunglasses. Umbrellas cost him 50 cents and sell for 1\$; glasses cost 20 cents and sell for 50 cents. He is willing to invest 250\$ in the project. Everything that isn't sold is a total loss.

He assembles the facts regarding profits in a table:

Selling when it				
Buying for		Rains	Shines	Odds
	Rains	250	-150	5
	Shines	-150	350	4

and immediately takes heart; there is no saddle-point, hence it is a mixed-strategy game, and he should be able to find a stabilizing strategy which will save him from the vagaries of the weather.

To find the odds of using the strategies ‘rains’ and ‘shines’, we should subtract the numbers in the second column from those in the first, and put the answer in two new boxes:

400
-500

We ignore the minus sign and transpose the numbers, so Merrill should use a mixed strategy based on 500 parts of ‘rains’ and 400 parts of ‘shines’, which is equivalent to 5:4. The value of the game is  $(5 \cdot 250 + 4 \cdot (-150)) / 9 = 72,22$  \$.

Rather than play the odds, he decides to invest five-ninths of his capital in rainy-day goods and four-ninths in sunny-day goods. So he buys 161,11 \$ worth of umbrellas (including 22,22 \$ from the sunny-day program) and 88,89 \$ worth of sunglasses, and he prepares to enjoy the steady profit of 72,22 \$ [2].

#### East and West Mojo

Atlantia is a large island in a remote part of the South Pacific. While all of the island’s inhabitants are culturally similar, the island is divided both politically and geographically. There are two distinct countries (East Mojo and West Mojo) on the island, each of which covers about half of the island. East Mojo’s landscape is very similar to that of California in that it has low lying mountains and a Mediterranean climate, while West Mojo’s landscape and climate are more like Kansas, consisting mostly of rolling plains and open grassland. Despite geographic and political differences, the inhabitants share a common culture, including dietary preferences. Most Atlantians prefer to drink wine and eat pasta. In any given month, East Mojo’s inhabitants currently produce and consume 36,000 pounds of pasta and 4,000 flasks of wine, while West Mojoans produce and consume 16,000 pounds of pasta and 2,000 flasks of wine. If East Mojo devoted all of its resources to producing only one good, it could produce either 60,000 pounds of pasta or 10,000 flasks of wine. Similarly, if West Mojo produced only one good, it could produce either 24,000 pounds of pasta or 6,000 flasks of wine. In order to stimulate economic growth, both countries’ governments are currently negotiating a trade agreement. Under the terms of this agreement, each country would specialize in the production of a particular article. If one or both of the countries fail to adopt the agreement, they maintain the status quo, and each country produces an amount of both wine and pasta that is sufficient to meet its citizens’ current consumption. If both countries adopt the agreement and decide to produce the same goods, then no trade takes place, since each country can produce enough of the goods to

cover domestic consumption and since there is nothing new to trade for in the other country. However, if both countries produce different goods, then after satisfying consumption in the home country, they can trade any excess production at current market prices to the other country. Assume the current market price for pasta is one gold coin per pound and the price of wine is five gold coins per flask. Would each country agree to trade, and if so, which goods would each country produce? Assume for simplicity that decisions are made simultaneously and that a country's welfare can accurately be measured using the monetary value of total production consumed in the country.

The normal form of the game is presented below, where all payoffs are measured in gold coins. For simplicity, we have assumed that there are three alternatives facing each country: do not adopt the agreement and keep the status quo, adopt the agreement and produce pasta, or adopt the agreement and produce wine.

		West Mojo		
		Keep the Status Quo	Produce only Pasta	Produce only Wine
East Mojo	Keep the Status Quo	(56,000; 26,000)	(56,000; 24,000)	(56,000; 30,000)
	Produce only Pasta	(60,000; 26,000)	(60,000; 24,000)	(64,000; 26,000)
	Produce only Wine	(50,000; 26,000)	(48,000; 26,000)	(50,000; 30,000)

There is a single pure strategy Nash equilibrium where both countries agree to specialize and trade. East Mojo specializes in pasta production while West Mojo specializes in wine production. The payoffs are 64,000 gold coins for East Mojo and 26,000 for West Mojo. Additionally, under this scenario not only do both countries satisfy current consumption but East Mojo gains 8,000 additional pounds of pasta.

### 1. The Hi-Fi

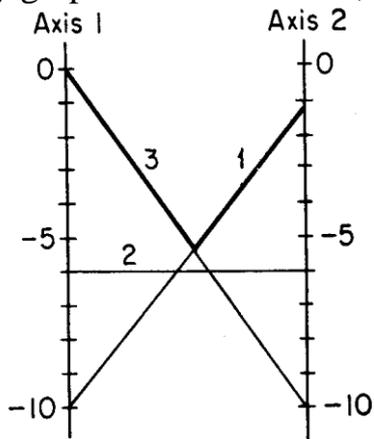
The firm of Gunning & Kappler manufactures an amplifier having remarkable idelity in the range above 10,000 cycles – it is exciting comment among dog whistlers in the carriage trade. Its performance depends critically on the characteristics of one small, inaccessible condenser. This normally costs Gunning & Kappler 1 \$, but they are set back a total of 10 \$, on the average, if the original condenser is defective.

There are some alternatives open to them: It is possible for them to buy a superior-quality condenser, at 6 \$, which is fully guaranteed; the manufacturer will make good the condenser and the costs incurred in getting the amplifier to operate. There is also available a condenser covered by an insurance policy which states, in effect, “If it is our fault, we will bear the costs and you get your money back.” This item costs 10 \$.

This problem reduces to this 3 x 2 game:

		Nature	
		Defect	No Defect
Gunning & Kappler	(1) Cheap	-10	-1
	(2) Guarantee	-6	-6
	(2) Insure	0	-10

By graphical examination,



We find that (1) and (3) are the pertinent strategies; so we calculate the odds for them:

		Nature		
		Defect	No Defect	G&K odds
G&K	(1)	-10	-1	10
	(3)	0	-10	9

The odds are 10:9 for this 2 x 2; so their mixed strategy for the original game is 10:0:9. That is, each time they install a condenser they should leave it to chance whether they use a cheap 1 \$ condenser or one of the expensive insured ones, with the odds weighted slightly in favor of the former. They should not buy the 6 \$ condenser.

The value of the game is  $(10*(-10) + (*0)/(10 +9) = -100/19$ . Thus the average amount they may have to spend per amplifier is approximately 5.26 \$ [4].

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УДК 342.4

## CLASSIFICATION OF CONSTITUTIONS

Cheremnov I.D. (Kharkiv)

Language supervisor: Skryl O.I.

**Summary:** This article deals with different types of constitutions. The role of each type has been determined. In terms of shown types, various examples have been given. It was concluded that each type of constitution has got its own pros and cons.

**Key words:** constitution, classification.

**Анотація:** У цій статті розглядаються різні типи конституцій. Роль кожного типу була визначена. Виходячи з показаних типів, наведені різні приклади. Був зроблений висновок, що кожен тип конституції має свої плюси і мінуси.

**Ключові слова:** конституція, класифікація.

**Аннотация:** В этой статье рассматриваются различные типы конституций. Роль каждого типа была определена. Исходя из показанных типов, приведены различные примеры. Был сделан вывод, что каждый тип конституции имеет свои плюсы и минусы.

**Ключевые слова:** конституция, классификация.

Nowadays there are about 300 constitutions in the world. There are different criteria for the classification of them.

There are legal (formal) and factual (hylic/material) constitutions.

Legal constitution is the main law of the state, which offers what must be. However, during the application of its regulations there might be a slightly different method of realization of state/government power rather than the one offered by legal constitution. This real procedure of realization of state/government power is called factual constitution. These constitutions can both coincide and differ from each other. For example, in Germany during the Nazi rule in 1939-1945 the Weimar Constitution of 1919 continued to function, but most of its principles violated every day, and actually it turned into a fictitious document [4].

A Constitution can function as a mono-constitutional act or a set of acts. Constitutions of the first type are also called codified, of the second type are uncoded. The first type includes former Soviet constitutions, former constitutions of Germany, Spain, Mexico, the second type has the constitutions of Sweden and former Czechoslovakia. The Constitution of the United Kingdom relates to the constitutions of mixed type. It combines parliamentary laws, judicial decisions-precedents, doctrinal interpretations, statutes, constitutional agreements that contain so-called conventional norms/rules. Instrumental and social constitutions are distinguished for legal content. The first regulate only the structure of the state, its agencies, order of implementation of state power, human rights and do not contain or almost do not contain any social provisions. Nowadays these are either unit old constitutions taken 100 years ago or constitutions in some developing countries. Such constitution is the constitution of France of 1958, but it works along with other constitutional acts of social character. Modern constitutions are social ones.

Depending on the way of changing constitutions can be divided into flexible and rigid. Those are called flexible that can vary/change in the same manner as other laws (for example, unwritten constitution of the UK). To make changes to a rigid constitution special conditions are required (qualified majority, double/dual/twofold vote, statements on the referendum, etc.). Nowadays there is a tendency of emergence of an increasing number of constitutions mixed in order of change: some of their articles are not subject to any changes at all, others change in complicated procedure and others - in simplified. To move an amendment to a rigid constitution is more difficult than to a flexible one, but if the text of the constitutional document remains unchanged for a long time, it doesn't mean that factual constitution of the state remains unchanged as well. Factual constitution is changed whenever the country is changing the balance of power but such changes are not always reflected in the text of constitutional document.

Depending on the form constitutions can be divided into written and unwritten. Written constitution is a specific legislative act or several not infrequently multi-acts (as, for example, in Finland or Sweden) which is officially proclaimed by the basic laws of the country. Unwritten constitution is an aggregate of various laws, judicial precedents and customs (conventional norms); due to the latter such constitution is called unwritten. These acts and norms taken together reinforce in some way the basics

of existing system but they are not formally proclaimed as the basic laws (United Kingdom, New Zealand).

Such distinction is mostly conditional forasmuch as nowadays there aren't such constitutions which would be completely unwritten (even the UK which is considered to be a classic country of unwritten constitution has a plenty of written acts in its composition). Therefore the above-mentioned difference between written and unwritten constitutions is often replaced with discrepancies between formal and hylic/material constitutions.

According to the order of publication constitutions of foreign countries are divided into: symbolic (gifted or imposed); taken by the representative body (constituent assemblies, parliament); approved in the referendum.

Depending on the validity the constitutions can be permanent and temporary. It's understood that the relation of one or another constitution to the first group doesn't mean its everlasting effect: there weren't and there aren't any eternal constitutions (as noted above, the constitution of the USA acts for more than 2 centuries, constitutions of Belgium and Norway act more than a century). There are also common cases when accepted and officially named constitutions were soon abolished and replaced with the new, more advanced, or, vice versa, reactionary. Permanent constitution is one in which none of any chronological limits of its action are established in advance or events in which it should be replaced are not provided. Temporary constitution limits the term of its action or sets the conditions on which it's replaced by/with a permanent constitution (for example, Constitutional Declaration of Yemen Arab Republic in 1974, temporary constitutions of the UAE in 1971, Sudan in 1985, Thailand in 1991, South Africa in 1994, etc.). Temporary constitutions are taken without convening a constituent assembly and are not taken on a referendum. They are usually proclaimed by the Head of the State (it was often in Egypt, such a temporary constitution of Thailand in 1991) or the new leadership of the country after the new overturn (Sudan in 1985). Many of the above-mentioned temporary constitutions are replaced by others, but, for example, in Iraq and in the UAE temporary constitutions have been acting for three decades already.

Depending on the form of polity constitutions are monarchical (Spain, Denmark, Norway, Sudan) and republican (Ukraine, France, Italy).

Depending on the regime, which is made by the constitution, there are totalitarian, authoritarian and democratic constitutions. Science relates those basic laws to democratic constitutions that reinforce the legal status of a person and citizen, his fundamental rights in the amount, determined by international agreements and treaties. Most developed countries have such constitutions (the model of "western democracy") and nowadays their number is getting bigger and bigger.

Scope of rights in them is mostly the same as the list of fundamental rights and freedoms is established by/with international agreements which were ratified by most countries with democratic constitutions. At the same time it should be noted that there are significant differences on some issues – if in the USA keeping weapons at home and taking it away is allowed by the Constitution (Amendment II), although somewhat is limited by the US Supreme Court, in most European countries it's very hard to get permission to store weapons. However, we emphasize again that the fundamental rights and freedoms are secured in almost all the democratic constitutions, furthermore, often in the very first chapters, which gives them a special role and importance, because

according to the unwritten tradition, the rules which are initially in the documents have greater legal power than the rules which are later [3,4].

Totalitarian constitutions establish the dominance of a certain group of people over society and all-around control over its members. These are the constitutions of China of 1954, 1975, 1978 and 1982 (currently active) in which the leading role of the Communist Party of China is clearly assigned and the inability of other parties (there are eight in China today) to come to a real power.

Authoritarian constitutions establish the domination of one person in the state. Nowadays the official legal consolidation of such situation is rare and it doesn't prevent the existence of authoritarian regimes in Africa, Asia and Latin America, but in the past there were quite a lot of such constitutions. As an example we can mention the French Constitution which was taken by the referendum in 1800 and enlarged in 1802 which gave Napoleon the right to be the first consul for all his life. Although most modern historians believe that from that moment France could no longer be considered as a republic and in fact the monarchy was restored, but from a formal, legal point of view it is not so. Constitutional acts of the same kind ("Act on the constitution and administration") were taken in the UK in the middle of XVII century, when General Cromwell was declared to be the "protector", in point of the fact, he was the sole ruler of the state.

Such kind of legal/judicial fixation of the primacy of one person in the country was partially necessary during the era of turmoil, war and danger of counterrevolution because society demanded a "strong hand". At the same time it led to lawlessness, tyranny and dictatorship for many years, because constitutional acts which executed such provision, didn't have a limited period of time, unlike, for example, the republic of ancient Rome, where during the war the "dictator", who received emergency powers, could be elected for six month period, but after that control returned back to the consuls and other persons were elected [2].

It should be noted that the formal establishment of rights and freedoms and democratic character of the state don't mean the existence of adequate political and legal regime. Thus, the constitution of USSR in 1936 and 1937 proclaimed the majority of rights and freedoms, but in practice they weren't implemented and in the late 30's in USSR the orgy of terror, comparable only to the Nazi one, completely unfolded. Moreover, laws and regulations often conflicted with the constitution, but nobody paid any attention to this.

The debates between scientists about which group includes constitutions of monarchical states where voting rights often belong to a small group of people, but majority of so-called natural, inalienable rights in the main law is not fixed are still going on. The author believes that most of the constitutions of such countries as Jordan, Saudi Arabia and Morocco refer to the constitutions of autocratic type while the constitutions of Japan and the UK are to be classified as democratic. In these countries the monarchical polity is a tribute to traditions; the monarch reigns but doesn't rule, and the total amount of rights and freedoms is on the level of modern international standards. Thus, the question of the sense of constitution by given criterion needs to be solved, taking into account the elements of political and legal regime of the state.

Depending on social and political principles constitutions are divided into broad and narrow. The first and some modern constitutions were narrow. They are distinguished

by a small amount, overall regulation, lack of particularly worked out authorities and subtleties of mechanism of action of state authorities. The first written constitution in the world - the constitution of the USA of 1787 is narrow because, for example, mention of the republican form of polity can be found only in Article IV, Section 4: "The United States shall guarantee to every state in this union a republican form of government..." [1]. There aren't any direct references to the republican form of polity of the United States.

"Broad constitutions" include such as Italian of 1948 in which, along with the rules that govern the state and guarantee rights and freedoms, there are also political and social principles included, as well as the constitutions of, for example, Latin American countries (Mexico, Paraguay, Honduras, etc.).

Depending on goal-setting constitutions can be programmatic and recital. Of course, programmatic are all socialist constitutions that define the purpose of building socialism and communism (for example, in China, as its leaders explain, the goal of building socialism, set in the constitution, requires approximately 100 years for its implementation. Recital constitutions do not contain program provisions for the transformation of society (for example, the constitution of the USA). However, most of the norms of programmatic constitutions – that constitute, and recital constitutions almost always contain elements of the program (e.g., in preambles). Depending on territorial extent of action and forms of state there can be constitutions of federal states, of unitary states or subjects of federations. In rare cases, constitutions belong to political autonomies (e.g. Crimean Autonomous Republic).

To sum up, it must be stated that each type of constitution has got its own pros and cons and is completely unique.

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УДК 342.92

## **THE METHOD OF ADMINISTRATIVE LAW AS A WAY OF FORMING SOCIAL RELATIONSHIPS**

**Chupryna Yu.Yu. (Kharkiv)**

**Scientific supervisor: Kaganovskaya T. E.**

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

**Summary:** The article deals with the methods of administrative law, its characteristics, and basic techniques of legal regulation (the method of coordination and subordination). The paper also considers characteristics of relationships «authority – subordination».

**Key words:** method of administrative law, method of coordination, public administration, subject of administrative law, subordination method.

**Анотація:** Стаття присвячена розгляду методів адміністративного права і їх характеристиці. В дослідженні також здійснено аналіз основних прийомів правового

регулювання (методу координації та субординації) та розглянуті відносини «влади – підпорядкування».

**Ключові слова:** метод адміністративного права, метод координації, державне управління, предмет адміністративного права, метод субординації.

**Аннотация:** Статья посвящена рассмотрению методов административного права и их характеристике. В статье также осуществлен анализ основных приемов правового регулирования (метода координации и субординации) и рассмотрены отношения «власти – подчинения».

**Ключевые слова:** метод административного права, метод координации, государственное управление, предмет административного права, метод субординации.

In the process of forming social relationships, an important role in administrative law, a regulatory role is played by the method of social relations or the method of administrative law. The very notion of the subject and method of regulation is the basis of characteristics of any area of law, including administrative law.

In theory, under the law by regulation one implies legal methods of influence (or rather a combination of these techniques) that determine the position of the parties in the relationship.

Reasoning from this, the theory of law recognizes existence of two primary (easiest) methods of regulation: a) the method of subordination and b) the method of coordination. It is these methods that define features of legal regimes created by various branches of law.

The method of subordination creates a centralized chain of command, imperative regulation that is carried out, made from top to bottom on the power - mandatory basis. Judicial energy comes only from above, from the competent entities. Therefore, the status of the parties, their position in relationship is primarily characterized by subordination.

The Method of coordination forms coordinate decentralized, discretionary regulation conducted on an equal footing. Legal source of energy for such regulation may be any legal entities. Therefore, the status of the subjects is characterized primarily by their equal position in legal relationship.

It is clear that the legal validity of these methods in its pure form does not occur. Any legal regime is their combination and modification. However, under any conditions, one of the two mentioned methods plays a leading role, is a legal core, makes a decisive influence on the formation and nature of the legal regime. The primary methods are most clearly expressed in administrative (centralized supervision) and civil (decentralized supervision) law.

Due to this fact, the above – mentioned spheres have acquired the status of principal or profiling ones from the legal point of view, and the methods have obtained appropriate names: the administrative and legal method and civil law method of regulating social relations.

Thus, regulation of relations in the sphere of public (mostly state) management is performed with the help of the administrative and legal method.

The administrative and legal method is a set of techniques of influence contained in the administrative law which establishes legal authoritative and dependent position of the parties in the relationship.

The administrative and legal method is a complex of ways and modes of impact of the public administration on the objects of management, provision of regulative

impact of the administrative law on social relations with the aid of which the legally authoritative and legally dependent status of the parties in legal relations is established [2, p. 11].

The relations, which arise under the impact of the administrative and legal methods of regulation, are characterized by inequality of parties and are called the relations of “authority – subordination”.

In the legal aspect the content of such relations means that:

- firstly, the subject of public administration is established by a subject in power whose competence contains requirements, compulsory for fulfillment by the objects of public management;
- secondly, the object of public management is obliged to fulfill legal requirements of the subject of public administration;
- thirdly, these relations do not require and do not exclude organizational subordination, but a decree of the subject is in any case legally provided and compulsory for fulfillment by the object.

An example of such legal relations can be a requirement of a policeman (the subject of public administration) to a person (the object of management) to stop the actions which disturb civil order and peace of citizens. The person is obliged to submit to the requirements of the policeman since the latter is empowered by the legislation of Ukraine with public authoritative competence of preventing violations of law, and if persuasions are to no effect, he has the right to apply measures of administrative compulsion.

In the narrow interpretation, legal equality of relations when applying the administrative and legal method of regulation is excluded. But it does not mean that the principle of equality mentioned in article 21 of the Constitution of Ukraine “All people are free and equal in their dignity and rights” is violated. At the moment of illegal behavior, when a person disturbs the rights of other persons, the policeman is legally delegated by the public administration to bear the right to applying power against such a person. But after fulfillment of requirements of the public administration, a person or a legal body has the right to dispute legality of any actions (or inactivity) of the public administration to several official bodies – higher governing bodies of the subject of the public administration, the office of the public prosecutor, the administrative court, the authorized representative of the Verkhovna Rada of Ukraine on human rights, the European Court on human rights. Besides, the person, who considers that his rights have been disturbed, can apply for legal support to a plenty of law-enforcement public organizations and raise the question of disturbing of his rights in mass media, etc. In that way, in a wider interpretation, the equality of rights of subjects and objects of public management is not disturbed when applying of the administrative and legal method of regulation [1, p. 3].

As a whole, the administrative and legal method of regulation has the following features:

- first, the administrative and legal regulation presupposes the unilateralism of reliable demonstration of the subject of public administration to the object of public management;

- second, the foremost measures of the realization hereof are prohibitions, obligations, administrative compulsion and administrative responsibility;
- third, as a rule, there is no organizational subordination between the subject and the object of public management (except for the cases of administrative impact of higher organs on lower ones);
- fourth, under the conditions of the legal democratic state the authoritarian method of impact of subjects of public management on its objects is balanced in strict compliance with the principle of legality by the subjects and the possibility of multistage appealing against actions of the subjects of public administration;
- fifth, the relations “authority - subordination” do not exclude on certain stages of administrative-legal relations the use of the disposition method of regulation of social relations (for example, when concluding administrative contracts) [3, p. 86].

Thus, the principal method of administrative law is the administrative and legal method of lawful regulation of social relations, the essence of which lies in the fact that the subject of public management is empowered with authoritative competence, and the object is obliged to fulfill its legal requirements. Under the conditions of the democratic lawful state, the mentioned method has lost authoritarian features because it is balanced by strict compliance by the public administration with legality and by the possibility of the object of public management to appeal against its actions to several independent instances [1, p. 1-5].

Therefore, administrative law as a branch of law is a complex of legal regulations aimed at settlement on the principle «authority – subordination» of broad social relations between the public administration and objects of public management which arise in the sphere of state management; at rendering administrative services with the aim of public guaranteeing of rights and liberties of the person and the citizen; at normal functioning of civil society and the state, with the possibility of applying measures of administrative compulsion and administrative responsibility against the breakers of administrative and legal regulations.

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## THE STRENGTH OF HUMAN SPIRIT IN THE POETRY OF VASYL STUS

Demchenko Y.O. (Kharkiv)

Language supervisor: Serdiuk V.M.

**Summary:** The article deals with Vasyl Stus' poetry. It is considered from the point of view of the national traditions. The conclusion is made that his poetry is connected with the main events in the biography.

**Key words:** comparison, lyrical hero, patriotic lyrics, poetry.

**Анотація:** У статті йдеться про поезію Василя Стуса. Вона розглядається з точки зору національної традиції. Зроблено висновок про те, що його поезія пов'язана з основними подіями в біографії.

**Ключові слова:** п ліричний герой, патріотична лірика, поезія, порівняння.

**Аннотация:** В статье идет речь о поэзии Василя Стуса. Она рассматривается с точки зрения национальной традиции. Сделаны выводы о том, что его поэзия связана с основными событиями в биографии.

**Ключевые слова:** лирический герой, патриотическая лирика, поэзия, сравнение.

Vasyl Stus is one of the most prominent Ukrainian poets of the twentieth century, an active leader of the dissident movement, the hero of Ukraine, implementation of indestructibility of human spirit, freedom and patriotism. All these features are embodied in his poetry. It is difficult to understand because it seems to be steel as the soul of the poet.

After the secondary school, Vasyl Stus entered the Department of History and Literature of the Pedagogical Institute in Stalino (nowadays Donetsk University). In 1959 he graduated from the institute with honours. Following graduation, Stus briefly worked as a high school teacher of the Ukrainian language and literature in Tauzhnia village of the Kirovohrad Region, and then he joined the Soviet Army for two years. During the study and military service in the Ural mountains he started to write poetry and translated into Ukrainian more than a hundred verses by Johann Wolfgang von Goethe and Rainer Maria Rilke. The original copies of his translations were later confiscated by KGB and they were lost [2].

After the military service, Vasyl Stus worked as an editor in the newspaper «Sotsialistychnyi Donbas» (Socialist Donbas) in 1960-1963. In 1963, he entered the Doctoral (PhD) program at the Shevchenko Institute of Literature of the Ukrainian Academy of Sciences in Kyiv. At the same time he published his selected poetry [2]. On September 4, 1965 during the premiere of the «Shadows of Forgotten Ancestors» film in the Kyiv «Ukrayina» cinema, Vasyl Stus took part in the protest against arrests of Ukrainian intelligentsia. For the protest participation, on September 20 he was expelled from the Institute and later lost his job at the State Historical Archive. He then worked in a few places as a building constructor, a fireman, and an engineer, continuing his intensive work on poetry. In 1965 he submitted his first book «Circulation» (Круговерть) for publishing, but it was rejected due to discrepancy with the Soviet ideology and artistic style. His next poetry book «Winter Trees» (Зимові дерева) was also rejected, regardless of positive reviews from the poet Ivan Drach and the critic Eugen Adelgejt. The book was published in 1970 in Belgium. On September 7, 1972,

Stus was arrested for the «anti-Soviet agitation and propaganda». He served a 5 year sentence in a labor camp, and two more in exile in the Magadan Region [2].

In August 1979, having finished his sentence, he returned to Kyiv and worked in a foundry. He spoke out in defense of the members of the Ukrainian Helsinki group. Stus himself joined the UHG in October 1979. In 1980 he received a 10 year sentence for the «anti-Soviet activity». Vasyl Stus died of beating on September 4, 1985 in the Soviet labor camp for political prisoners near the village of Kuchino, the Perm Region, the Russian SFSR. In 1985, the International Committee of scholars, writers, and poets nominated him as a candidate for the 1986 Nobel Prize in Literature, but he died before the nomination materialized [2].

The figure of Vasyl Stus is urgent even today. It is evidenced by recent events related to the Donetsk National University, which caused wide public response. The essence of this conflict was the fact that the university would like to be given the poet's name. It was decided by the college students, but the government did not support this, because it is contrary to the opposite characters. The ruling forces began to put pressure on students to threaten and intimidate, accusing them of nationalism. But anyway, this event tells us only that Stus is remembered by many people, the nationally conscious people are proud of him.

*«His poetry is thick as blood. His poetry, as well Vyshnivka infused or infused brandy as well, or as well- aged wine ... His poetry can't be read continuously for a long time. It disrupts the emotional valve, and then you close your one, throw your head on the couch and think that you are weak , while reading what this man says ...»* - said the Ukrainian linguist, social and political activist Irina Fahrion. This is true. The ambiguous image of Ukraine also creates it's effect, which is simultaneously frightening nightmare for the author and the source of inspiration and love.

The active participant in the scientific and cultural life of the Ukrainian emigration, the linguist, historian of Ukrainian literature Yuri Shevelov in his article «Trunok and trutyzna» said: *«Ukraine is trunok that makes the poet drunk and makes him possessed , and it is also trutyzna , killing his body and spirit and leading it to death ...»* [3].

The selected motives of lyrics of Vasyl Stus are divided into the themes of his work, it is also quite easy. After all, it will be some subjective and arbitrary judgments. But we can definitely say that he is going through the deep national tragedy that is embodied in many poems, such as:

**«На схід, на схід, на схід, на схід...»**

*(«До Неї ти від неї йдеш,*

*Страсна до Неї путь –*

*Та, на котрій і сам падеш,*

*І друзі – теж падуть.»)* [4, p.142].

She – this is the lost homeland, Ukraine. The poet is aware that to return it – is a hard thing that will bring a lot of suffering, blood and death of several generations.

**«Земля гойдається під нами...»**

*(«Як по Вітчизні довгі страсті*

*Ряхтять, мов рани на чолі!»)*

Not without reason the author uses this comparison. He compares the national tragedy with a human physical pain to bring it more in detail to the reader.

**«Такий близький ти, краю мій...»**  
*(«Такий близький ти, краю мій,  
І безнадійно так далекий...»)* [4, p. 162].

The poet is pining for his motherland, that exists, but at the time did not exist. For many years it was under the enemy occupation (first – the Russian Empire, and in the time of the author – the Soviet Union was the direct heir of the empire). Intrepidity is also present in the lyrical poetry of the author. For example:

**«Господи, гніву пречистого...»**  
*«Господи, гніву пречистого  
благаю — не май за зле.  
Де не стоятиму — вистою.»* [4, p.84].

The author shows the invincibility of the lyrical hero, his confidence that all barriers can be overcome. The main thing is not to lose faith, because it is an important component in achieving the goal.

**«Як добре, що смерті не боюсь я...»**  
*«Як добре, що смерті не боюсь я  
І не питаю, чи тяжкий мій хрест,  
Що перед вами, судді, не клонюся  
В передчутті недовідомих верст...»* [4, p.42].

The poem refers to the patriotic lyrics. The leading motive here is the sustainability and the formidable lyrical hero, his ability to live honestly and not to obey. He's not afraid of any power, he is true to his belief.

Such poetry of Stus as «За читанням Ясунарі Кавабати» or «Вона лежить, як зібгана вода» may stand in the place of honor next to the jewels of the world's best poetry of our time completely independent of the biography of the author. They break through the boundaries of the history of prison literature, the boundaries of the history of Ukrainian literature, they belong to the world literature [1].

The dominant feelings of the artist's works are faith and tragedy. Such strong energy and tension in the poetry are due to the fact that he lived it. These were the real facts of his life.

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## **PECULIARITIES OF COCKNEY**

**Donets A.V. (Kharkiv)**

**Language supervisor: Bieliayeva O.Yu.**

**Summary:** The article concerns the peculiarities of British dialects. The British dialect Cockney is described. Some geographical, social and linguistic associations of this dialect are

analyzed.

**Key words:** accent, Cockney, dialect, rhyme, slang.

**Анотація:** у статті розглядаються особливості британських діалектів. Освітлено британський діалект Кокні. Аналізуються деякі географічні, соціальні й лінгвістичні асоціації цього діалекту.

**Ключові слова:** діалект, Кокні, наголос, рима, сленг.

**Аннотация:** в статье рассматриваются особенности британских диалектов. Описан британский диалект Кокни. Анализируются некоторые географические, социальные и лингвистические ассоциации этого диалекта.

**Ключевые слова:** диалект, Кокни, ударение, рифма, сленг.

English is actually an unusual language. As a blend of early Frisian and Saxon, it absorbed Danish and Norman French, and later added many Latin and Greek technical terms. In the US, Canada, Hawaii, Australia, New Zealand, South Africa, and elsewhere, it absorbed terms for indigenous plants, animals, foodstuffs, clothing, housing, and other items from native and immigrant languages, also the various dialects, from Cockney to Jamaican, and innumerable sources of slang, from Polari to hip hop, continue to add novel terms and expressions to the mix.

The cockney dialect is an English dialect spoken in the East End of London, although the area in which it is spoken has shrunk considerably. It is typically associated with the working class citizens of London, who were called cockneys, and it contains several distinctive traits that are known to many English speakers, as the dialect is rather famous. Some students of linguistics have become concerned that the cockney dialect may fall out of spoken English, due to the influence of multicultural immigrants in London who have added their own regional slang and speech patterns to the dialect [1, p.39].

The term “cockney” comes from the Middle English word cokenei which means “city dweller.” It is probably derived from a medieval term referring to the runt of a litter or clutch of eggs, which was used pejoratively to refer to people living in the then crowded, disease ridden, and dirty cities. The distinctive accent of the working class Londoners, especially those living in the East End, was remarked upon by observers as long ago as the 17th century.

Traditionally, the term *Cockney* refers to people born within a certain area of London, that is covered by "the sound of Bow bells". It is often used to refer to working-class Londoners in the East End. Linguistically, it can refer to the accent and form of English spoken by this group.

Now the key to any accent is to isolate the specific sounds that occur in that accent. Now when we're talking about a cockney accent, we're actually going to talk about an accent that's more general to the southeast of England and east London. The term cockney refers very specifically to be in a very particular part in London.

The primary characteristics of cockney dialect include the dropping of the letter “H” from many words, the use of double negatives, contractions, and vowel shifts which drastically change the way words sound. In addition, many consonants or combinations are replaced with other sounds, as is the case in “frushes” for “thrushes.” In some cases, the final consonant of a word is also dropped, for example “ova” for “over.” Many of the traits of cockney speech suggest the lower classes to some observers; for example, the use of “me” to replace “my” in many sentences is usually

associated with a less than perfect understanding of the English language. There are some typical features of using *Cockney* dialect.

As with many accents of England, Cockney is non-rhotic. A final *-er-* is pronounced [ə] or lowered [a] in broad Cockney. As with all or nearly all non-rhotic accents, the paired lexical sets *commA* and *lettER*, *PALM/BATH* and *START,THOUGHT* and *NORTH/FORCE*, are merged. Thus, the last syllable of words such as *cheetah* can be pronounced [ɐ] as well in broad Cockney.

Broad [a:] is used in words such as *bath*, *path*, *demand*. This originated in London in the 16th-17th centuries and is also part of Received Pronunciation (RP).

This feature results in Cockney being often mentioned in textbooks about Semitic languages while explaining how to pronounce the glottal stop.

*Th*-fronting: /θ/ can become [f] in any environment. [fɪn] "thin", [mefɪs] "maths".

*H*-dropping. Sivertsen considers that [h] is to some extent a stylistic marker of emphasis in Cockney.

[əv] → this diphthong typically starts in the area of the London [ʌ], [æ~a]. The endpoint may be [v].

[av] may be [æə] or a monophthongal [æ:~a:]:[tæən] "town"

[e] may be [eə], [ei], or [ei] before certain voiced consonants, particularly before /d [beɪd] "bed"

[a:] has a fully back variant, qualitatively equivalent to cardinal 5, which Beaken (1971) claims characterizes "vigorous, informal" Cockney.

[ɔ:] → [o:] or a closing diphthong of the type [ov~ɔo] when in non-final position, with the latter variants being more common in broad Cockney [sovs] "sauce"-"source", [lovd] "lord".

[ɔ:] → [ɔ:] or a centring diphthong of the type [ɔə~ɔwə] when in final position, with the latter variants being more common in broad Cockney; thus [sɔə] "saw"-"sore"-"soar", [lɔə] "law"-"lore", [wɔə] "war"-"wore". The diphthong is retained before inflectional endings, so that *board* and *pause* can contrast with *bored* [bɔəd] and *paws* [pɔəz].

[əv] becomes something around [av~ɔo] or even [aʌ] in broad Cockney before dark l. These variants are retained when the addition of a suffix turns the dark l clear. Thus a phonemic split has occurred in London English, exemplified by the minimal pair *wholly* [hɒʊli] vs. *Holy* [hɛʌli]. The development of *L*-vocalization (see next section) leads to further pairs such as *sole-soul* [sɒʊ] vs. *so-sew* [sɛʌ], *bowl* [bɒʊ] vs. *Bow* [bɛʌ], *shoulder* [ʃɒʊdə] vs. *odour* [ɔʌdə], while associated vowel neutralisations may make *doll* a homophone of *dole*, compare *dough* [dɛʌ]. All this reinforces the phonemic nature of the opposition and increases its functional load. It is now well-established in all kinds of London-flavoured accents, from broad Cockney to near-RP [2,p.25].

Cockney is originally the dialect of the working class of East End London. One of the more unique aspects of cockney speech is cockney rhyming slang. Although rhyming slang is not used as extensively as some fanciful individuals might imagine,

aspects of it are certainly used in daily speech. In cockney rhyming slang, a word is replaced with a phrase, usually containing a word which rhymes with the original word: initial h is dropped, so house becomes /aus/ (or even /a:s/); /th/ and /dh/ become /f/ and /v/ respectively: think > /fingk/, brother > /brœv'/; diphthongs change, sometimes dramatically: time > /toim/, brave > /braiv/, etc.

Besides the accent, it includes a large number of slang words, including the famous rhyming slang: have a butchers - take a look [from butcher's hook = look]; north and south – mouth; plates - feet [from plates of meat = feet]; boat race – face; skin and blister – sister; trouble - wife [from trouble and strife = wife]; dustbin lids - kids / children; current bun – Sun; mince pies – eyes [3, p.21].

Cockney speakers have a distinctive accent and dialect, and occasionally use rhyming slang. The Survey of English Dialects took a recording from a long-time resident of Hackney, and the BBC made another recording in 1999 which showed how the accent had changed. Like other unique dialects, a thick cockney accent can seem almost like another language.

The cockney dialect is an English dialect spoken in the East End of London, although the area in which it is spoken has shrunk considerably. It is typically associated with working class citizens of London, who were called cockneys, and it contains several distinctive traits that are known to many English speakers, as the dialect is rather famous. Some students of linguistics have become concerned that the cockney dialect may fall out of spoken English, due to the influence of multicultural immigrants in London who have added their own regional slang and speech patterns to the dialect.

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## **CENTRAL ASIA AND THE USA POLICY IN THE REGION AT THE END OF THE 20TH CENTURY AND THE BEGINNING OF THE 21ST CENTURY**

**Dovbenko V.V. (Kharkiv)**

**Language supervisor: Serdiuk V.**

**Summary:** The paper deals with the policy of the USA in Central Asia. The geopolitical interests of the United States of America in the region of Central Asia are considered. The conclusion is made that the policy can lead to the critical situation between the USA, Russia and Europe.

**Key words:** energy market, geopolitics, historiography, regional policy, sovereign state.

**Анотація:** Роботу присвячено політиці США у Центральній Азії. Розглядаються геополітичні інтереси США у центральньо-азіатському регіоні. Зроблено висновок про те, що ця політика може призвести до критичної ситуації між США, Росією і Європою.

**Ключові слова:** геополітика, історіографія, енергетичний ринок, регіональна політика, суверенна держава.

**Аннотация:** Работа посвящена политике США в Центральной Азии. Рассмотрены геополитические интересы США в центрально-азиатском регионе. Сделан вывод о том, что данная политика может привести к критической ситуации между США, Россией и Европой.

**Ключевые слова:** геополитика, историография, региональная политика, суверенное государство, энергетический рынок.

The geopolitical interests of the United States towards Central Asia and other countries by the Soviet classification include Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. The factors of their formation, the basic policies of the USA and its interaction with the countries of the region are of great importance for preventing introduction of these policies towards Central Asia countries.

The aim of the paper is to analyze the geopolitics of the United States towards Central Asia and its strategic interests, as well as their classification on the basis of its national interests, and the ways to implement them. The main purposes are the following: to analyze the role of the Central Asian region in the world, to determine the interests and goals of the United States in the region, to identify the ways of implementing the USA policy in political and economic terms in Central Asia, to identify the main objectives and the interests of the U.S. in the Central Asian region [1, p.52].

The sources published in the United States are particularly important strategic documents: “National Security Strategy“ (1995, the USA), “National Energy Strategy“ (2007, the USA), “Freedom Support Act“ (1992, the USA), “Law on Cooperation to Reduce the Threat “ (2005, the USA) and “Law on the Silk Road Strategy“ (1999, the USA).

The «Cold War» and the disappearance of the Soviet Union as a state from the map of the world led to the dramatic changes in the world politics and its subsystems. Now there are five sovereign states in Central Asia. They are Uzbekistan, Tajikistan, Turkmenistan, Kazakhstan and Kyrgyzstan. They became the basis of a new international political institution of Central Asia. These countries became independent actors in the world politics. Immediately the new Central Asian region drew attention of the world community and has become the target of such countries as China, Iran, Turkey, Pakistan, and, of course, Russia and the United States. According to its superiority, the USA military forces took control over of the newly formed political and economic powers of the Central Asian states in their hands.

The USA foreign policy towards Central Asia is one of the most pressing issues in modern science at this moment, Central Asia being of great interest to the foreign policy of Russia. After all, the security of borders in the south of Russia is fully dependent on the development in the Central Asian region. They also integrate economic and humanitarian ties. But the emergence of the United States in the arena of events has brought concern to several countries in connection with the events of September 11, 2001 [3, p.67].

Under the pretext of preserving peace in countries of Central Asia the United States showed increasing activity in the region under the pretext of anti-terrorism operations in Afghanistan. A military presence was established in the republics of Kyrgyzstan, Tajikistan and Uzbekistan, which resulted in a negative reaction of Russia and China. It also led to the discussion of international affairs in the media by politicians and experts. It is necessary to consider the geopolitics of the United States due to the study of the history of the formation of Central Asia and its international relations. Without this study it is impossible to understand the evolution of the region during the 1990s and up to the present day, as well as the policy of Russia and some other countries in Central Asia.

This work covers the period from 1991 to 2012, from the moment of establishing sovereign states in Central Asia, when we have a lot of official documents between the USA and Central Asian region.

Here we consider the formation of the USA foreign policy towards the former republics of the Soviet Union – a separate regional area, as well as the interaction of these countries in the political, economic, energy and military terms. The turning point in the USA policy, which marked a new level of relations with Central Asia is the rise to power of George W. Bush and the events of 11 September 2001 [2, p.12].

The historiography of the problem can be traced to several groups of sources. The first group of researches consists of official, diplomatic and fundamental documents of Central Asian countries, Russia and the United States. The Kyrgyzstan - America, Kyrgyzstan - Russia agreements and the joint statements and declarations of the heads of the CIS, the legislation and policy documents of the CIS are involved here. This group of sources is to determine the legal and conceptual framework of integration and security issues of the Kyrgyz Republic.

The second group includes scientific publications, speeches, statements and interviews of government, political and military figures. They allow to define the priorities in bilateral and multilateral relations in Central Asia. Among the wide range of sources of this group there should be speeches and interviews of the heads of Central Asian states, Russia and the United States. They reflect the issues of the current geopolitical situation in the region, the presence and cooperation of the States concerned.

The third group comprises scientific works of the most respected experts and political scientists of our time such as Zbigniew Brzezinski, K.Gadzhieva, Henry Kissinger, B. Petrovsky, Yevgeny Primakov, T.Tokaeva, Huntington's, etc. Among Kyrgyz experts we can define: G.Zhalkubaeva, S.Kushkumbaeva, K Muratbekova, N.Omarova and the works of Malysheva, E.Morozova, D.Trenina and M.Laumulina.

The USA has always intended to the world championship and tried in every way to strengthen its global leadership. Its sphere of influence expanded more and more and the Central Asian region was on the first position in their plans. To prevent a war conflict between Afghanistan and Russia in this region, the USA keeps order in this region by the military intervenes. Central Asia gives opportunity to the USA to have a way from Europe to Indochina. It allows the United States of America to control an energy market in the Central Asian region.

The main problem encountered in this area is the border with Afghanistan, where the United States holds its military forces and over vising the given territory.

The geopolitics of the United States aimed to prevent the assistance of Russia and China in the countries of the region through changing its policy and economics in favor of Europe. This is done by changing the supply route to Europe via Turkey.

The government of the USA achieves its goals by such strategy as the “colored revolutions”. Such revolutions took place in Ukraine and Georgia. They tested this method in such countries as Kazakhstan, Kyrgyzstan and Tajikistan. Because these countries have the aggressive attitude of its population towards own government.

These events can lead to the resumption of the “Great Game” in the 19th – early 20th century, where this time the "apple of discord" is performing control over the Central Asian region and its resources and transport links.

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### **PRIORITY AREAS OF POLICY OF IMPORT SUBSTITUTION IN UKRAINE**

**Dyomochka K.M. (Kharkiv)**

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

**Summary:** The paper contains analysis of the current state of Ukraine's foreign trade is made. The expediency and possibility of import substitution policy in Ukraine in metallurgical, chemical and petrochemical industries are grounded.

**Key words:** import substitution policy, metallurgical industry, chemical and petrochemical industries, foreign trade.

**Анотація:** Проведено аналіз сучасного стану зовнішньої торгівлі України. Обґрунтовано доцільність та можливості проведення політики імпортозаміщення в Україні в металургійній, хімічній і нафтохімічній галузях.

**Ключові слова:** політика імпортозаміщення, металургійна промисловість, хімічна та нафтохімічна промисловість, машинобудування, харчова промисловість, зовнішня торгівля.

**Аннотация:** Проведен анализ современного состояния внешней торговли Украины. Обоснована целесообразность и возможности проведения политики импортозамещения в Украине в металлургической, химической и нефтехимической отраслях.

**Ключевые слова:** политика импортозамещения, металлургическая промышленность, химическая и нефтехимическая промышленность, машиностроение, пищевая промышленность, внешняя торговля.

Today Ukraine is characterized by a high level of import dependence. The deficit of foreign trade balance tends to increase, and in 2011 it reached 6.66 billion U.S. dollars, the trade deficit was still higher – 14.22 billion U.S. dollars. Under the circumstances, the question of possible application of import substitute policy in Ukraine in order to create conditions for the transition to sustainable economic development, to promote the economy to high competitive performance acquires special importance gets.

The aim of the paper is to identify priority areas for the policy of import substitution in Ukraine.

In Ukraine, the feasibility of policy of import substitution is stipulated primarily by the leading position in terms of growth of import compared to the growth rate of export of goods and services, which resulted in a negative balance of foreign trade amounting to 2.89 billion U.S. dollars in 2006 and its increasing 4.5 times to 13.29 billion U.S. dollars in 2008. However the financial and economic crisis has caused the decline in both export and import, the deficit fell to 1.31 billion U.S. dollars, but with the gradual economic recovery the deficit is gradually increasing.

The priority areas for the policy of import substitution are determined by means of analysis of the share of production in certain sectors of the domestic industry in the frame of domestic consumption. Unfortunately, in Ukraine, the share of industrial

production in the structure of domestic production is declining and is increasingly being under pressure from similar imported goods [4].

According to expert assessment of experts of the National Institute for Strategic Studies, the potential import substitution can be found in the fields of chemical, food, light industries, metallurgical and mechanical engineering [2, p. 71].

The metallurgical complex is the basic industry of Ukraine's economy, as it provides more than 25% of industrial output and 34% of total goods export. Promotion of modernization changes in the metallurgical industry will contribute to its development on the intensive basis, to yielding a positive effect in the construction, engineering, development of the road transport sector, working places creation and to formation of conditions for sustainable economic growth.

After a decline in production in the metallurgical industry in 2008-2009 by 12.3 % and 26.7 % respectively, the post-crisis period was characterized by the resumption of growth by 12.2 % in 2010 and 8.9 % in 2011. However, according to the results of the 2011, pre-crisis indicators of production of all major types of steel goods have not been reached yet. In 2011 the volume of semi-finished products was 81.2 % compared to 2007, cast iron – 81.2 %, rolled-metal – 79.6 %, pipes – 78.6 %, ferroalloys – 60%.

Politic of import substitution is necessary for filling the domestic market with ready-made steel products, as the global market reinforces the raw material export oriented industry and encourages the country to adapt to the needs of the global market within existing internal capabilities and ongoing competitive advantages. Current trends in the global markets lead to a reduction in demand for major export products of Ukraine and disturb stability of the post-crisis recovery of economy.

The analysis of dynamics of industrial production in machine engineering shows a steady positive trend during 2005-2007, caused by both domestic demand and increasing the volume of exports mainly to the Russian Federation, Germany, Poland, Hungary and India. As a result of the global financial crisis in 2008, production in the engineering industry slowed down its growth, and in 2009 it fell by 44.9, which turned out to be the most essential decrease of all other industrial activities.

The automotive industry of Ukraine depends on import of components on account of lack of its own manufacturers producing components of acceptable price and quality. Only "ZAZ" and "Bohdan" corporations have a developed network. Due to 50% localization of production in Ukraine and obtaining an ST-1 certificate, the companies are gradually increasing duty-free export of Ukrainian brands to the Russian Federation – cars Bohdan – 2110 and 2111 under the license of AvtoVAZ, ZAZ Sens. The scope and range of imported components in 2011 indicate the priority directions of the relevant import-substitute industries in Ukraine.

Indices of industrial production in the food industry in 2005-2007 were high, significantly exceeding the average indicators of processing industry in general. The existence of a stable demand for food products in the domestic and international markets led to a slight fall in comparison with other branches of production in the crisis years – while in the processing industry, in general, the index of industrial production was 73.5 % in 2009, in the food industry it was 94.0 %. In 2010, the rate of output growth slowed significantly compared to pre-crisis indicators, and in 2011 there was a fall in production by 0.6 %, stipulated by a reduction in the production of almost all groups (except for the production of oils and fats and other foodstuffs).

Despite the high share of domestic production in total domestic consumption, which from 2005 to 2011 exceeded 80%, one can observe negative trend of gradual increase in the share of import in domestic consumption structure in recent years from 11.4 % in 2005 to 19.6% in 2011.

Potential for import substitution is found primarily in sub-sectors that are now organizationally and technologically prepared to compete with imported goods in the domestic market, including: vegetable preserving industry and production of sauces, production of infant and dietetic foods, production of alcoholic beverages. It is reasonable to restrict import of essences and concentrates of low quality hazardous to consumers such as palm oil which makes half of the import of fats and oils in Ukraine, is of low nutritional value and is used as a cheap substitute of animal fats and butter in the manufacture of a wide range of products.

Chemical and petrochemical industry makes a significant contribution to agricultural production, metallurgy, food, textile and other industries of Ukraine. Producing a strategic Ukrainian exports of nitrogen fertilizers and ammonia it also has high export potential. The development of the internal domestic market of chemical and petrochemical industry and the implementation of active policy of creating of import substitution production will promote the output of products with higher added value, will intensify the mechanisms of processing of basic chemicals into the final marketable products of production and household application, will design new products with higher quality characteristics and properties.

Analysis on production performance in the area is indicative of steady dynamics in 2005-2007, and a significant drop in 2008-2009 due to reduced demand for products of the chemical industry in the world in the crisis years. Post-crisis recovery in the sector is not sustainable, thus in 2010, the production increased by 22.5% compared to the previous year, in 2011 – by 14.4 %. Meanwhile, in 2012 the industry was one of the few that pertained visible positive growth (+10% in the first half of the year).

Sub-sectors that produce high technology intensive products, such as pharmaceutical manufacturing, microbiological industry, production of plastics, surface active agents (surfactants) and detergents, should be considered priority directions of import substitution in the chemical and petrochemical industry.

The pharmaceutical industry has significant potential for development of import substitution. Development of innovative and knowledge-intensive industries in the pharmaceutical industry will reduce dependence of Ukraine on pharmaceutical products and could become an important component in Ukraine's becoming a high-tech state.

Taking into consideration highly competitive global pharmaceutical market and peculiarities of production of pharmaceutical products in Ukraine, arrangements on import substitute should take into account interests of patients and respect for the rights of foreign manufacturers of drugs. The priorities here should be building innovative infrastructure and creation of scientific and technological basis for the development of innovative trends in the pharmaceutical industry; introduction of mandatory GMP standards for creating conditions for cooperation between Ukrainian companies and international pharmaceutical companies in joint projects.

A promising direction for Ukrainian internal market is microbiological production – production of amino acids, vitamins, enzymes, insecticides, and biologically active substances.

Taking into account that development of biotechnology sector relies on significant private investment, the government should focus on developing the mechanisms for commercialization of scientific elaborations through competitive selection of innovative projects, creating business incubators for laboratory and clinical studies of selected innovative products and new innovative companies with attracting private capital.

Thus it becomes evident that development of import substitution gains particular importance as it will prevent tension arising from the necessity of using imported products, components and services for manufacture of industrial products while domestic enterprises do not get potential orders for manufacturing products which are a prerequisite the crisis. Import substitution can be considered to be the preceding strategy of stimulating export, with a consistent system of relationships between them, and, under some circumstances, the above strategies can be implemented simultaneously. The main goal, of both policy of import substitution and export promotion is refusal from specialization based on comparative advantages in favor of protection and promotion of specific individual sectors in order to obtain long-term benefits.

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## **BEAUTY IS A RARE THING**

**Fedchenko V.V. (Kharkiv)**

**Language supervisor: Chernyshova N.V.**

**Summary:** This article deals with graphs. The central idea of the paper is to show uniqueness of strongly regular graphs that have girth 5 and  $r^2 + 1$  vertices. Petersen and Hoffman-Singleton graphs are considered in this article as well as Hoffman-Singleton theorem.

**Key words:** strongly regular graphs, Petersen graph, Hoffman-Singleton graph/theorem.

**Анотація:** В даній статті розглядаються графи. Головна ідея – показати унікальність сильно регулярних графів, які мають обхват 5 і  $r^2 + 1$  вершину. В статті розглянуті графи Петерсена і Хоффмана-Сіглетона, а також теорема Хоффмана-Сіглетона.

**Ключові слова:** сильно регулярні графи, граф Петерсена, граф/теорема Хоффмана-Сіглетона.

**Аннотация:** В данной статье рассматриваются графы. Главная идея – показать уникальность сильно регулярных графов обхвата 5 с  $r^2 + 1$  вершиной. В статье рассмотрены графы Петерсена и Хоффмана-Сиглетона, а также теорема Хоффмана-Сиглетона.

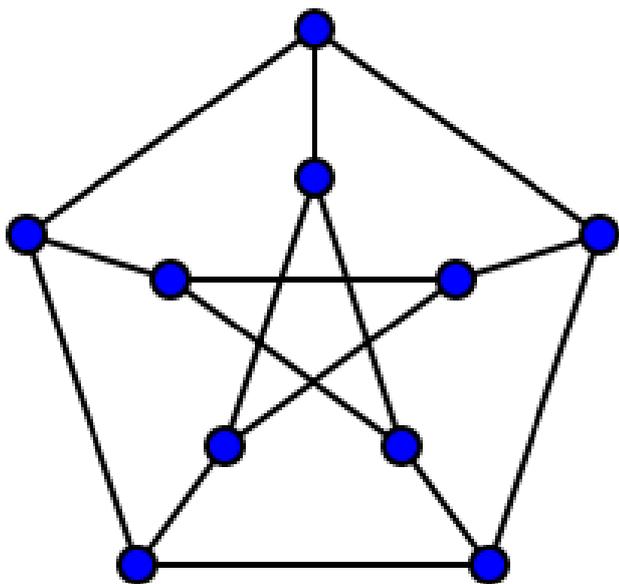
**Ключевые слова:** сильно регулярные графы, граф Петерсена, граф/теорема Хоффмана-Сиглетона.

Recall that the degree of a vertex of a graph is the number of the edges that incident to this vertex. The graph is called regular if all of its vertices have the same degree. Girth of a graph is the length of a shortest cycle contained in the graph.

Let's consider graphs that have girth 5. What is the smallest number of vertices of the given graph if the degree of each of its vertices equals  $r$ ?

Let's consider vertex  $u$ . It has  $r$  adjacent vertices. Each of these vertices has  $r - 1$  more vertices. Thus this graph has  $1 + r + r(r - 1) = r^2 + 1$  vertices. Each of these vertices is different or there will be cycles with length of  $\leq 4$ .

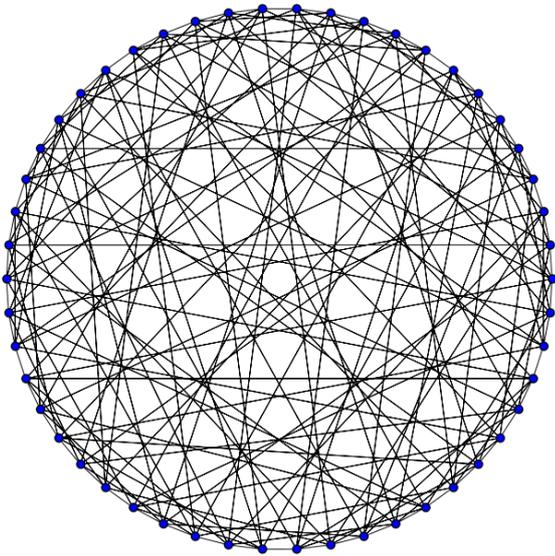
The question arises: do we need more vertices? Let's consider. For  $r = 2$  we have  $r^2 + 1 = 5$  and we get a pentagon, one cycle with length 5. For  $r = 3$  we have  $r^2 + 1 = 10$  vertices. This is possible. Such graph is unique and its called the Petersen graph, which is truly remarkable of its great number of symmetries, or automorphisms (120):



Its properties are very interesting:

- It is not Hamiltonian, but at the same time, the result of the removal of the vertex is the Hamiltonian graph, that is the graph that contains path in which every vertex occurs only once.
- The chromatic number of the graph, that is the minimal number of colors required to paint each vertex of a  $G$  graph so that the ends of all the edges have a different color, equals 3.
- The chromatic index of the graph, that is the minimal number of colors required to paint each edge of a  $G$  graph so that adjacent edges have a different color, equals 4, that Petersen showed itself.
- Between any two vertices there is a unique path of length no more than two.

For  $r = 4, 5, 6$  such graphs don't exist. But for  $r = 7$  A. Hoffman and R. Singleton in 1960 built a graph with  $7^2 + 1 = 50$  vertices:



The properties of this graph are:

- It has 175 edges.
- In difference from Petersen graph, Hoffman-Singleton graph is Hamiltonian.
- 252 000 automorphisms.
- Its chromatic number equals 4.
- Its chromatic index equals 7.
- The Hoffman–Singleton graph contains 525 copies of the Petersen graph.

But there is a possibility that exists one more such graph for  $r = 57$  with 3250 vertices.

**Theorem (Hoffman, Singleton, 1960).** If a regular graph of degree of regularity  $r$  and girth 5 has  $r^2 + 1$  vertices then  $r \in \{2, 3, 7, 57\}$ .

**Proof.** Let's find out how many common adjacent vertices (that is vertices which connected with edges with vertices  $u$  and  $v$ ) can two vertices  $u$  and  $v$  of such  $G$  graph have. If vertices  $u$  and  $v$  are adjacent then they can't have common adjacent vertices. Otherwise the graph would have 3 length cycle. If vertices  $u$  and  $v$  are not adjacent then they have to have exactly one common adjacent vertex. Otherwise quantity of vertices of the graph would be greater than  $r^2 + 1$ .

Let's connect each graph with  $(0, 1)$ -matrix  $n * n$  – adjacency matrix. Elements of this matrix are defined according to the next rules:

$a_{i,j} = 1$  if vertices with numbers  $i$  and  $j$  are adjacent and  $a_{i,j} = 0$  if vertices with numbers  $i$  and  $j$  are not adjacent.

In particular, diagonal elements of  $A$  matrix are null and  $A$  matrix is symmetric:

$$A^T = A.$$

It is easy to observe that elements of the  $A^2 = [b_{i,j}]$  matrix define quantity of common adjacent vertices:  $b_{i,j}$  equals to the number of common adjacent vertices for  $i$  and  $j$  vertices. In particular,  $b_{i,i}$  diagonal element equals the degree of vertex  $i$ .

Let  $\bar{A}$  represent adjacency matrix of additional graph (that is on places where  $A$  has 0  $\bar{A}$  has 1 and vice versa). Thus

$$E + A + \bar{A} = J$$

where  $E$  – the identity matrix of order  $n$ ,  $J$  – matrix of order  $n$ , consisting of 1,  $n = r^2 + 1$  – the number of the vertices of the graph.

Recall that in our graph adjacent vertices haven't common adjacent vertices and not adjacent vertices have only one common adjacent vertex. In matrix form this is written as:

$$A^2 = rE + \bar{A}.$$

Taking into account the previous equation we get:

$$A^2 + A + (r - 1)E = J.$$

Matrix A is symmetric. Therefore an orthogonal basis of  $\mathbb{R}^n$  space, consisting of eigenvectors exists. Let's denote f as vector  $(1, 1, \dots, 1)^T$ . It is obvious that for regular graph of degree of r regularity

$$Af = rf$$

that is f is an eigenvector belonging to the r eigenvalue of A matrix. Now consider the eigenvectors of A, which are orthogonal to the vector f that is vectors e:  $f^T e = 0$ . Then  $Je = \mathbb{O}$  because e is an eigenvector of A, thus  $Ae = \lambda e$ . We multiply the equation with  $A^2$  by e from the right and get

$$\lambda^2 e + \lambda e - (r - 1)e = \mathbb{O},$$

hence

$$\lambda^2 + \lambda - (r - 1) = 0.$$

This equation has two roots

$$\lambda_{1,2} = \frac{-1 \pm \sqrt{4r - 3}}{2}.$$

Let's denote as  $m_i$  multiplicity of  $\lambda_i$  ( $i = 1, 2$ ) root. The sum of all multiplicities equals n, so, taking f eigenvector into account, we have

$$1 + m_1 + m_2 = n = r^2 + 1.$$

Since the sum of all eigenvalues of a matrix equals its trace (that is the sum of its diagonal elements), we get the second equation

$$r + m_1 \lambda_1 + m_2 \lambda_2 = 0.$$

where  $s = \sqrt{4r - 3}$ . Then, with the first equation, we have

$$2r - r^2 + (m_1 - m_2)s = 0.$$

We note that s is a square root of a natural number. Therefore it is either natural or irrational number. In the last case  $m_1 - m_2 = 0$ , we get an equation  $2r - r^2 = 0$ . Since  $r \neq 0$ , then  $r = 2$  gives us a pentagon.

Now let s to be a natural number. Express r in terms of s:  $r = (s^2 + 3)/4$ . Then we are able to write the equation for x by opening the parentheses and multiplying received equation by -16.

$$s^4 - 2s^2 - 16(m_1 - m_2)s - 15 = 0.$$

Possible values of s are 1, 3, 5 and 15 since natural roots are divisors of the free term. Find the respective values  $r = (s^2 + 3)/4 = 1, 3, 7, 57$ . Do not take 1, since  $r \geq 2$ . The remaining values including  $r = 2$  give all possible options.

Beautiful graphs are rare things. And as rare such beautiful evidences are as those.

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УДК 159.954

## THE WAYS OF INCREASING CREATIVITY LEVEL FOR HIGHER EFFICIENCY

Fedorova V.V. (Kharkiv)

Language supervisor: Chernysh T.V.

**Summary:** The article deals with the ways of increasing creativity level for higher efficiency. The research concerns the problem of searching a universal way of increasing creativity and the methods of improving the level of creative thinking.

**Key words:** creativity, meditation, multicultural learning, phenomenon, social rejection

**Анотація:** Стаття присвячена розгляду засобів підвищення рівня креативності для більш високої ефективності. Дослідження стосується проблеми пошуку універсального способу підвищення креативності і методів підвищення рівня творчого мислення.

**Ключові слова:** креативність, медитація, мультикультурне навчання, соціальна відчуженість, феномен

**Аннотация:** Статья посвящена рассмотрению способов повышения уровня креативности для более высокой эффективности. Исследование касается проблемы поиска универсального способа повышения креативности и методов повышения уровня творческого мышления.

**Ключевые слова:** креативность, медитация, мульти-культурное обучение, социальная отверженность, феномен.

Creativity is a phenomenon whereby something new and valuable is created (such as an idea, a literary work, a painting or musical composition etc.). Some scientists consider creativity as the process of producing something that is both original and worthwhile, characterized by expressiveness and imaginative. Other scientists are inclined to believe that creativity is a steady ability to generate a new concept with no time, age, kind, manner, way, technics, advantage, efficacy and subject limitation and restriction.

There are many points of view on creativity and there is no one general. Until now, scientists did not come to an agreement about it. It is known that creativity involves the production of new and useful products. In addition, it is the process of producing something that is both original and worthwhile or characterized by originality and expressiveness. In other words, creativity can solve the majority of problems that appear in the human life.

The subject of our research is the ways of increasing creativity level for higher efficiency. The relevance of the problem lies in the fact that even though this topic is studied by many scientists, there are some aspects which are not researched well enough. The ways of increasing creativity level are among these aspects because the general way of increasing is still undiscovered. Our research focuses on the most effective ways. This problem is studied by such researchers as M. Mumford, L. Colzato, A. Galinsky, V. Molyako and etc.

The first and the most important way of increasing creativity level for higher efficiency is to experience cultures different from one's own. Multicultural learning is a critical component of the adaptation process, acting as a creativity catalyst. People become more flexible in their thinking and are better able to make creative connections

and this works only when people actually live abroad, not when they just imagine it. In a global world, where more people are able to acquire multicultural experiences than ever before, living abroad can be even more beneficial than previously thought [2, p. 4-5].

The next way is meditation. Certain meditation techniques can promote creative thinking. The influences of different types of meditation techniques are divided into two main components of creativity: divergent and convergent styles of thinking. Divergent thinking allows many new ideas to be generated. Convergent thinking, on the other hand, is a process whereby one possible solution for a particular problem is generated. Different types of meditation have different effects. Meditation without focusing attention helps to perform better in divergent thinking, and to generate more new ideas than previously. But meditation with focused attention produces a bit different result. It has no significant effect on convergent thinking leading to resolving a problem [1, p. 6].

The third way of increasing creativity level for higher efficiency that is not very easy and acceptable is social rejection. Social rejection can inspire imaginative thinking, particularly in individuals with a strong sense of their own self-dependence. For those who already feel separated from the crowd, social rejection can be a form of validation. For person who do not pay attention to other people's points of view about them the rejection confirms what they already feel about themselves, that they are not like others. For such individuals, that distinction is positive, it leads them to greater creativity in most of life situations. Social rejection has the opposite effect on people who value belonging to a group: it inhibits their cognitive ability.

In the future, a creative person with an independent self-concept might even be said to thrive on rejection. While repeated rebuffs would discourage someone who longs for inclusion, such slights could continually recharge the creativity of a self-sufficient person. The latter type could see a successful career trajectory, in contrast with the person who is inhibited by social rejection.

The next way of increasing creativity level is to divide one big problem into two smaller ones. Many problems are solved in a similar way: by recalling a similar old one and applying the same or similar solution. Individuals are poor at recalling similar problems they have already solved. Having two problems rather than one would recall problems they had solved before, which helped them solve the current problem [4, p. 32].

Another way of increasing creativity level for higher efficiency is to start arguing. It is commonly assumed that people become more narrow-minded, rigid and consequently less creative in the dispute. The reverse may actually be true. In conflict, individuals increasingly face with the problem that must be solved well and quickly, and generate more original ways of arguing to prove their position. Being in a social conflict seems to give individuals an intense motivated focus.

The next case about the benefits of daydreaming for incubating ideas are well known. It is a good idea that all the work is going on with no effort from an individual. But all the methods covered here are active rather than passive, because there is few advantages for periods of incubation or unconscious thought. The problem with unconscious creativity is that it tends to remain unconscious, so it is difficult to find it. The benefit of incubating or waiting may only be that it gives time to forget all initial bad ideas, to make way for better ones. Incubating only works if the unconscious

already has lots of information to incubate, in other words if individual have already done a lot of work on the problem, so it is better to do than to dream.

The last but not least important way of increasing creativity level is stimulation. [6, p. 235] Stimulation can be tangible (money, or some other related incentive) and intangible (enjoyment of the completed work and achieving the purpose). In the former case, incentives linked to task completion even can reduce creativity because all of individual's activity are focused on getting tangible promotion. In the latter case, way of encouraging creativity is simply to be reminded that creativity is a goal. It is more effective than the former case. It works because individuals often do not realise that they are supposed to be looking for creative solutions. Unlike children, adults need to be reminded about the importance of creativity. Everyday life encourages conformity and repeating the same things people have done before. Something different to do needs a special effort.

The foregoing methods are not all the ways by which it is possible to increase the level of creativity for higher efficiency. They are most effective in everyday life and are quite simple to use.

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## **PSYCHOLOGY OF IMAGE**

**Galushchak A.S. (Kharkov)**

**Language supervisor: Chernysh T.V.**

**Summary:** The article deals with the psychological aspects of the phenomenon of image. It concerns the influence of the clothing choice on self-perception and on the people's judgments the link between the emotional state and the clothing choice.

**Key words:** clothing, choice, image, emotional state, perception.

**Анотація:** Стаття розглядає психологічні аспекти феномену іміджу. Було визначено, що існує вплив вибору одягу на самосприйняття та на думку оточуючих, та, що емоційний стан людини впливає на вибір одягу.

**Ключові слова:** вибір, емоційний стан, костюм, імідж, сприйняття.

**Аннотация:** Статья рассматривает психологические аспекты феномена имиджа. Было определено, что выбор одежды оказывает влияние на восприятие себя и на мнение окружающих, и, что эмоциональное состояние человека влияет на выбор одежды.

**Ключевые слова:** выбор, эмоциональное состояние, костюм, имидж, восприятие.

The subject of the research is psychology of image. This problem is studied by L. Froiland, J. Pine, K. Pine, J. Baumgartner, F. A. Parsons, S. L. Paek, W. I. Thomas, S.M. Heathman. According to Oxford dictionary, image is a representation of the external form of a person or thing in art; the general impression that a person, organization, or product presents to the public. Image includes manners of behavior and speaking, clothes, accessories, etc.

Some people judge books by their covers. In the case of human beings, a "cover" is in mostly personal clothing and others are looking at it to help gauge an impression of who this person is. J. Pine revealed that people are greatly judged, as first impressions go, through their overall head-to-toe appearance. It was concluded that even minor adjustments, such as dress cut and accessories, may have a major impact on the first impressions about an individual. An everyday dress style has a great influence on personal appearance and is usually associated with individual personality. Further research has actually proved that a person's way of dress has a considerable effect both on mood and behavior. The style of dress is as influential in young children as it is in adults. A teacher's first judgment of their pupils' intelligence was proved to be influenced by the children's style of dress. The study done by S.L.Paek on adults proved that while conservative and casual clothing styles are more likely to portray a more reliable and self controlled personality, dressier styles are more likely to convey an unfriendly personality, and create a sense of unease in others [4, p. 15]. L.Froiland states that, when a person talks to a group, anybody needs 3 minutes or either less to decide who and what he/she is: at first by personal appearance, then by body language, and then by verbal communication. It takes much time to change that original perception. So the value of clothing is profound.

One of the aspects of influence of clothes is that other people make their judgments and predictions based on the image. Another aspect is the link between clothes and emotional state.

Many women have experienced, that dressing in nicer clothes makes them feel better. The women who are depressed or sad are more likely to wear baggy tops, jeans, and a sweatshirt or jumper. Women who are happy or positive are more likely to wear a favorite dress, jewelry, and jeans. These clothing choices seem to mean that women who are feeling down put less effort into what they are wearing, and women who are in a good mood tend to try and look nicer to match their mood. Many women believe that what they wear affects how confident they feel.

Wearing certain clothes can affect emotional states. The link between clothing and mood state suggests that people should put on clothes that are associated with happiness, even when feeling blue. K.Pine added that jeans are more associated with a depressed mood state and that women should consider abandoning them for a different clothing choice in order to feel better.

S.M.Heathman thinks that looking their best is not on the minds of depressed or unhappy people. It becomes a hassle and waste of time for them. Mental energy is turned inwards towards emotional thoughts. Dressing simply becomes function versus adornment or fun.

Jeans are usually associated with depressed or sad mood, and S. M. Heathman thinks this could be because jeans are an easy choice. So, she does not think that the fact of wearing jeans suggests sadness or depression. It is just wanting effortlessness and

functionality. But people can prefer this type of clothes, because, when people are depressed or sad, they are not focused on how they look, they stop caring about both their appearance, clothing and people's opinion about them and turn to what is easy and comfortable.

It was found that happy clothes include well-cut, figure-enhancing items made from bright and beautiful fabrics. The reason for that is next fact: if something makes people's figures look poor, they are unhappy about it. When people do not like what they wear, they focus on it throughout the day. It takes away the focus from the daily tasks that are important – work, relationships, family. A woman should walk out of the door and not have to think about what she is wearing for the rest of the day. A big part of mental energy is exhausted pondering about how we look.

There is no one item or style that makes a person look successful. Dr. Baumgartner recommends the basics when trying to project a positive image: the little black dress, the blazer, the pumps. Wearing classical clothes, works for a person, because classic has multiple functions, and it is appropriate for different age ranges and body types. It becomes a classic because it works no matter who you are [1, p.195].

Psychologists conclude that there is no one item or style that makes a person look unsuccessful. But there are some clothes choices, that can be a reason of bad expression. The worst clothing is the kind that ignores where or who the person is (for example, shorts, worn by pupils at school), or the kind that shows, that a person does not pay attention to his or her body/age/situation, etc. So, people should avoid clothes that prohibit them from doing their job, it will send the wrong message.

So, an emotional state affects the choice of clothes, but also the clothes can change the emotional state. Let us view some examples of this phenomenon. Sports teams that wear all black, act more aggressively. In monarchies based on militarism, royal princes, as soon as they can walk, are put into military uniforms. It cultivates the desired military spirit in them [3, p. 55].

It was discovered that clothing enhances people's self perception of a range of "occupational attributes", including responsibility, competency, knowledgeability, professionalism, honesty, reliability, intelligence, trustworthiness, willingness to work hard and efficiency. A person's sense of these traits was augmented, by wearing appropriate clothes. People who are dressed more formally use more formal language to describe themselves, compared to the casually dressed who use more casual language. Fashion affects both self-concept and internal feelings, but also affects the forms of symbolic and emotional expression: the first two are described as "inward oriented" and the second pair as "outward oriented" within a communications model. It was concluded that people consume fashion to fulfill emotional needs.

There are three main functions of clothes:

- to express your personality or emotional state;
- to change your personality or emotional state;
- to make the right impression.

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УДК 577

## CHEMISTRY OF EMOTIONS

Gerasimchuk V.N. (Belgorod)

Language supervisor: Belovodskaya I.I.

**Анотація:** Кожен день в нашому житті трапляються якісь події (приємні і не дуже), які змушують нас відчувати емоції. Під емоціями, насамперед, мається на увазі процес, що відображає суб'єктивне оціночне ставлення до існуючих або можливих ситуацій. Але що конкретно викликає емоції? Що лежить в їх основі? Чи можна їх контролювати або викликати штучно? У даній статті всі ці питання будуть розглянуті з точки зору нейробіології.

**Ключові слова:** нейробіологія, гормони, емоції, хімія, біохімія, нейротрансмітери.

**Аннотация:** Каждый день в нашей жизни случаются какие-то события (приятные и не очень), которые заставляют нас испытывать эмоции. Под эмоциями, прежде всего, подразумевается процесс, отражающий субъективное оценочное отношение к существующим или возможным ситуациям. Но что конкретно вызывает эмоции? Что лежит в их основе? Можно ли их контролировать или вызывать искусственно? В данной статье все эти вопросы будут рассмотрены с точки зрения нейробиологии.

**Ключевые слова:** нейробиология, гормоны, эмоции, химия, биохимия, нейротрансмиттеры.

**Summary:** Some events (pleasant and not very pleasant), which cause us to experience emotions, happen in our lives. Primarily, emotions mean process that reflects a subjective estimate attitude to existing or potential situations. But what exactly produces emotions? What is the basis of them? Is it possible to control emotions or cause them artificially? In this article, all of these issues will be considered in terms of neurobiology.

**Key words:** neurobiology, hormones, emotions, chemistry, biochemistry, neurotransmitters.

*Emotions are natural like the passing weather.*

*From the film «Peaceful warrior»*

Chemistry was always interested in living matter. Already at the beginning of the XIX century, this interest was the cause of the first division of chemistry - chemistry of inorganic and organic. Soon there was a need for more specialized branch of knowledge – science of the molecular basis of life, i.e. biochemistry. Biochemists were able to figure out the most important chemical bases of biological processes, the general principles of the functioning of living organisms, to decipher the genetic code. All of this, together with the revolutionary discoveries in chemistry at the end of XX – beginning of XXI century, allows us to put the question of the chemical bases of not

only physiological processes, but also the mental life of animals and humans. Modern chemistry is able to consider such human qualities as love, affections, dreams and well-being. Way to resolve questions about how the chemical substances, their interactions and transformations control human emotions was prepared.

So, where does it all start from? There are three bodies of many parts of the brain for different purposes, working in close conjunction with each other: hypophysis, hypothalamus and epiphysis. All three of these bodies take a fairly small amount (in compare with the total volume of the brain) but have a very important function: they synthesize hormones. These bodies are one of the main secretion glands of endocrine system. Equally important glands of endocrine secretion are adrenals.

Hormones are signaling chemical substances that have a complex and multifaceted effect on the organism as a whole or to specific organs and systems of the target. Hormones are regulators of certain processes in specific organs and systems.

The 60s of the 20th century were marked by significant discoveries in the neurobiology. Just at this time scientists were convinced that some electrical discharges are enough to transmit impulses between nerve cells.

The fact is that the nerve impulses pass from one cell to another in the nerve endings known as "synapses." As it turned out, the majority of synapses are not electric (as previously it was thought), but chemical mechanism of action.

In this case, in the transmission of nerve signals neuromediators (neurotransmitters) are involved, which are biologically active substances which transmit pulses between the nerve cells of the human brain chemically. Among the most common neurotransmitters are serotonin, norepinephrine and dopamine. Accordingly, neurons that secrete a particular neurotransmitter are called serotonergic, norepinephrinergic or dopaminergic. The first two neurotransmitters (serotonin and norepinephrine) are also called base, because the most stable motivations are formed in the brain with their participation [1].

Susceptible to serotonin neurons are located almost throughout the brain. Most of them are in the so-called "raphe nuclei", which are areas of the brainstem. This is where the synthesis of serotonin in the brain occurs. Besides brain a large amount of serotonin is produced by the mucous membranes of the gastrointestinal tract. It is difficult to overestimate the role played by serotonin in the human body:

- In front of the brain areas responsible for the process of cognitive activity are stimulated under the influence of serotonin;
- Entering the spinal cord serotonin effects positively on motor activity and muscle tone;
- Finally, the most important is that increasing serotonergic activity creates feeling of mood lifting in the cerebral cortex (although we get the whole range of emotions of "satisfy" and "euphoria" in different combinations with other hormones serotonin). Lack of serotonin, on the contrary, causes depressed mood and depression.

Besides mood, serotonin is responsible for self - or emotional stability. Serotonin controls the sensitivity of brain receptors for stress hormones epinephrine and norepinephrine (which will be mentioned later). Slightest pretexts cause abundant stress response in people with low levels of serotonin. Some researchers believe that the dominance of individuals in the social hierarchy is due to high levels of serotonin.

Two things are needed for serotonin produce in our organism:

- Inflow of tryptophan amino acid with food, since it is need for direct synthesis of serotonin in synapses;
- Supply of glucose with the carbohydrate food => stimulation of insulin release into the bloodstream => stimulation of protein catabolism in tissues => increasing the level of tryptophan in the blood.

It is curiously enough, but foods that consist of almost entirely of carbohydrates, such as bread, bananas, chocolate or net carbs: table sugar or fructose, are rich in tryptophan. This indirectly confirms the statement, which is widespread in society, that sweet teeth are more kind [2].

Serotonin in the organism has an antipode – it is melatonin. They are synthesized from serotonin in epiphysis ("pineal gland "). Melatonin secretion is directly dependent on the overall level of illumination - excess light inhibits its formation and reduction of light, on the contrary - increases the synthesis of melatonin.

Just melatonin synthesized in the epiphysis is responsible for circadian rhythms, which are the internal human biological clock. As correctly noted, the circadian rhythm is not directly determined by external factors such as sunlight and temperature, but depends on them, i.e. melatonin synthesis depends on them. Melatonin is produced not by itself, but from serotonin. At the same time, he blunts the production of serotonin.

So is even love just simple chemistry?

2-phenylethylamine (PEA) is synthesized with experience feelings of love in the human brain. This substance is often called "the substance of love." This is a rather "simple" compound, but what emotions it causes! It is an emotional lift, excitement, affection, energy recovery. However, this substance in the organism is easily destroyed by the enzyme monoamine oxidase. It is considered that 2-phenylethylamine is synthesized in the body in the initial period of the emergence of feelings of love. «Substance of love» contains in chocolate (in 100 g is about 600 mg) [2].

Endogenous morphine (endorphins - « hormones of joy»). According to some scientists, endorphins are responsible for the development of subsequent amorousness, i.e. they are «molecules of long-term romance». It is known that endorphins act at opioid receptors, i.e. have the effect of morphine. Chemically they represent peptides. Endorphins cause analgesia (relieves pain), euphoria (that is why they called "happiness hormones" or "natural drugs"), affect memory and ability to learn. Among endorphins the most active is b-endorphin consisting of 31 amino acid residues.

Oxytocin. Oxytocin relates to peptide hormones. It is formed of nine amino acid residues, i.e. it is a nonapeptide. The structure of oxytocin was established in 1953 by Vincent du Vigneaud. Oxytocin is synthesized in the hypothalamus. It causes contraction of smooth muscles (including the uterine muscle, which finds application in gynecology and obstetrics) and the flow of milk. There is a hypothesis that oxytocin causes a feeling of loyalty [3].

Thus, we can distinguish a number of substances that affect mood and emotions of human. For example, epinephrine and norepinephrine are responsible for fear and rage, vasopressin is responsible for the affection. Prolactin stimulates the development of maternal affection. Something is only a hypothesis, something is proved authentically. In addition, there are still such emotional lines of human behavior, such moments of brain function that cannot be explained in terms of alone chemistry. Such aspects are considered by psychology, which, though engaged in explaining (and

animals) human behavior, but still cannot fully answer all our questions. Because the human despite the high level of science in the 21st century still remains largely a mystery.

So whether it is possible to control emotions and cause them artificially? There are no doubt that you can call and suppressing some emotions and feelings using chemicals (e.g. antidepressants) or foodstuffs (same chocolate containing PEA, or banana containing serotonin). Therefore, I believe that it is not a healthy emotion that make up our daily life and without which our lives would not be so bright and colorful [3].

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## **MULTI-AGENT APPROACH FOR DESIGN OF DECENTRALIZED SYSTEMS**

**Giblov A. O. (Kharkiv)**

**Language supervisor: Chernyshova N. V.**

**Summary:** The article deals with aspects of multi-agent approach which is one of the methods of studying artificial intelligence. There principles of constructing of agents and agent-based systems, methods of interaction are considered. The paper also describes conflicts.

**Key words:** decentralized systems, agents interaction, architecture of decentralized systems.

**Анотація:** У статті розглядаються основні аспекти мультиагентного підходу, який є одним з методів вивчення штучного інтелекту. Розглядаються принципи побудови агентів та систем на їх основі, способи взаємодії, описуються конфлікти.

**Ключові слова:** децентралізовані системи, взаємодія агентів, архітектура децентралізованих систем.

**Аннотация:** В статье рассмотрены основные аспекты мультиагентного подхода, который является одним из методов изучения искусственного интеллекта. Рассматриваются принципы построения агентов и систем на их основе, способы взаимодействия, описываются конфликты.

**Ключевые слова:** децентрализованные системы, взаимодействие агентов, архитектура децентрализованных систем.

## **Introduction**

Nowadays systems are used everywhere. A system is an aggregate of elements that are in certain relations with each other and with the environment. Centralized systems with a certain element playing a major, dominant role in the whole system functioning, are the most spread. Organization of structures of centralized systems are matrix and project.

At the same time some systems called decentralized do not have a dominant element. One link itself is incapable for giving a result but through interaction with other elements the goal is achieved. As an example of a decentralized system an anthill can be given.

Decentralized systems research is closely connected with artificial intelligence development. One of the methods of studying within the last 30 years is a multi-agent approach. Let's consider its essence briefly.

### **Definition of an Agent and Its Properties**

Agent is an essence that obtains data from the external environment, processes it and affects environment. In computer systems agent is to be thought as an intermediary between a user and task which is jointly controlled. A weak and strong definitions of an agent are distinguished.

The weak definition includes:

- autonomy – capability to work without being controlled by a human being and control its over actions and state;
- social behaviour – capability to interact with other agents through a common language;
- reactivity – capability to perceive the environment of state timely respond to its changes;
- pro-activity – capability to set goals and act rationally to achieve them.

The strong definition besides weak definition nobious also includes:

- knowledge – data of agent about itself, other agents and environment that do not change within the operation;
- beliefs – knowledge about other agents and environment to change over the time;
- desires – states or situations to be achieved by an agent;
- intentions – what results from desires or obligations as taken to other agents;
- goals – a set of intermediate and final states achieving of which agent has taken as behavioral strategy [1].

### **Cooperation of Agents**

Multi-agent approach implies cooperation of agents when solving problems. An agent interacts with others if it is not capable of solving a problem itself. It is possible to unite agents to solve a common problem as well. As practice shows effectiveness of the systems like those is high. As an example a beehive can be given.

The most popular model of cooperation of agents is a model of cooperative problem solving. This model considers interaction of agents built according to the architecture Belief-Desire-Intention. This architecture has the following structure: relating The most popular model of cooperation of agents is a model of cooperative problem solving. This model considers interaction of agents built according to the architecture Belief-Desire-Intention. to the target  $f$  of agent  $i$  there is a potential for cooperation if and only if (1) there is a certain group  $g$  such that  $i$  believes that  $g$  can jointly achieve  $f$  and either (2)  $i$  is not capable to achieve  $f$  in isolation or (3)  $i$  believes that for each action  $a$  which it could perform for achieving the goal  $f$  it has another goal causing a failure to perform  $a$ .

Making up a joint plan begins if the previous stage was successful. Then there is a group of agents uniting to perform actions together. But collective actions cannot begin until the group will come to an agreement what each agent will actually do. At the stage of making up a joint plan the agents of the group jointly attempt to achieve such state in the group when all the agents would work out a joint plan, agree with it and intend to act according to it.

During negotiation the agents suggest plans, coordinate them with other agents, modify suggested plans until all the agents agree with a single plan.

Having completed the previous stage successfully the stage of joint action begins. At the initial state of the stage there is a common plan in the group and it intends to continue the joint actions. Under the normal running the process actions are performed by the plan taken up to its completion [1].

### **Conflicts**

Possibility of occurring conflicts in a multi-agent environment is an inevitable consequence of decentralization of such systems. For example, local convictions of one agent may contradict to beliefs of other agents. An agent can form a goal which will conflict with goals of other agents. Under the conflict the situation is meant in which there is a contradiction in the form of  $p \square q \square false$ , where  $p$  and  $q$  are beliefs of agents.

The main types of conflicts in multi-agent systems are:

- Conflicts in the system of beliefs of an agent that may occur when the agent receives false information from the other agent or information that contradicts to beliefs of the agent. To maintain integrity of the information in multi-agent system, three levels are distinguished: terminological, semantic, temporal.
- Conflicts arising from incompleteness of the model of the environment and models of other agents available to the agent. The latter is taken to connect with the notion of an agent reflection.
- Conflicts connected with rivalry for joint resources, or conflicts connected with the presence of contradicting goals.

To solve a conflict means to remove logical contradiction in the form of  $p \square q \square false$  by eliminating one of alternatives according to some criterion or changing both  $p$  and  $q$ .

There are a lot of ways of solving conflicts, for example:

- using a centralized method, for example, a referee;
- solving conflicts using priority, i.e. an agent constructs its beliefs based on the data obtained from a more reliable source;
- choosing and removing a random one of conflicting beliefs.

### **Architecture of Multi-agent Systems**

Besides the agent theory developing formalisms to describe reasoning about agents and expressing required properties there is a section of researches studying system structure to meet properties of the agent theory called “Architecture of agents and multi-agent systems”.

When choosing the architecture two aspects should be considered: methods of the agent interaction in the system and structure of an individual agent. They depend on a lot of factors, in particular: a conceptual model of an agent, a mathematical model of cooperation and a class of applications the system to be oriented on.

### **Interaction of a System of Agents**

This component is mainly aimed at coordinating the agent operation under solving problems. There are two approaches of constructing systems: a completely decentralized system and a system with a dedicated coordination agent on meta level.

An example of a fully decentralized architecture is a system of planning meetings.

It has a wide range of applications: scheduling, aircraft control service, etc. The features of the meeting planning problem is that the schedule is always made up in the context of the already existing appointments of each participant of the meeting. Using this information in a centralized manner, for example, database is excluded because, as a rule, this information is private and the participants prefer it not to be disclosed. Thus, the information to be used for planning meetings is distributed and limited to each participant. In such situation each participant is represented by its agent that knows everything about its client and has little information about other meeting participants.

In a hierarchical structure, as it was said, there is a meta-level agent for work coordination. It can be located on a server and then it is called an agent meeting place. It is an intermediary between agents requesting data and agents that provide these data. The meta-level agent is an usual agent with a number of additional features, namely checking authenticity of an agent, right control and linguistic journal that is a database that helps agents and an agent meeting place to understand each other during communication.

### **Agent Architecture**

There are two classes of architecture, namely knowledge based and on behavior.

From the classical point of view, based on knowledge architecture is an architecture that contains a symbolic model of the world represented in an explicit form and in which taking decisions about actions to be taken by the agent are based on logical or pseudo-logical reasoning. It should be noted that the idea of the knowledge based architecture at present has already gone beyond the logical paradigm of representation and knowledge processing. There are architectures with linguistic approach (based on formal grammars) as well as those which try to use approximate knowledge and plausible reasoning.

The architecture based on planning is considered as an alternative to the knowledge based one. In this approach planning is considered as “constructing a sequence of actions that being executed would result in the required achieving goal”. A simple example of the architecture like that is an architecture in which an agent reaction on external events is generated by a finite machine.

### **Conclusion**

Multi-agent approach is used for studying decentralized systems. Implementation is carried out by means of simulation. It enables to develop environments for studying properties and characteristics of such environments, predict changes of properties or the system on the whole. It is practically impossible to use static methods based on knowledge of large amount of specific data in such areas as, for example, population dynamics, evolution of anything, economics, sociology, etc. And then methods of artificial intelligence appear to help. As any method the multi-agent approach has both advantages and disadvantages for solving particular problems of research. Currently an alternative to a multi-agent system is a system of actors that works better for particular class of problems. Like any mathematical apparatus these approaches are being developed, improved and allow to cover more and more classes of problems in various subject areas where accurate analytical methods are not suitable.

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## **PHOTOGRAPHY AND PHOTOJOURNALISM IN THE XX-TH CENTURY**

**Grankina N.O. (Kharkiv)**

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

**Summary:** The article concerns photojournalism in the 20-th century. Different periods of its development are considered. The conclusion is made that photojournalism is closely connected with the main events in the history of society.

**Key words:** camera, image, focus, photography, photojournalism.

**Анотація:** Стаття присвячена фотожурналістиці в 20-му столітті. Розглядаються різні періоди її розвитку. Зроблено висновок про те, що фотожурналістика тісно пов'язана з основними подіями в історії суспільства.

**Ключові слова:** зображення, камера, фокус, фотографія, фотожурналістика.

**Аннотация:** Статья посвящена фотожурналистике в 20-м веке. Рассматриваются различные периоды ее развития. Сделан вывод о том, что фотожурналистика тесно связана с основными событиями в истории общества.

**Ключевые слова:** изображение, камера, фокус, фотография, фотожурналистика.

The year of the beginning of modern photojournalism is considered as 1925, in Germany. The first 35 mm camera (the Leica) was invented in Germany. It was designed as a way to use surplus movie film, then shot in the 35 mm format. Before this, a photo of professional quality required bulky equipment; after this photographers could go just about anywhere and take photos unobtrusively, without bulky lights or tripods. The difference was dramatic, for primarily posed photos, with people aware of the photographer's presence, to new, natural photos of people as they really lived.

The combination of photography and journalism, or photojournalism — a term coined by Frank Luther Mott, historian and dean of the University of Missouri School of Journalism — really became familiar after World War II (1939-1945). Germany's photo magazines established the concept, but Hitler's rise to power in 1933 led to suppression and persecution of most of the editors, who generally fled the country. Many of them came to the United States.

The time was ripe, of course, for the establishment of a similar style of photo reporting in the U.S. Henry Luce, already successful with the Time and the Fortune magazines, conceived of a new general-interest magazine relying on modern photojournalism. It was called the Life.

The first photojournalism story is an article about the building of the Fort Peck Dam in Montana. Margaret Bourke-White photographed this, and in particular chronicled the life of the workers in little shanty towns spring up around the building site. The Life editor in charge of photography, John Shaw Billings, saw the potential of these photos, showing a kind of frontier life of the American West that many Americans thought had long vanished. The Life, published weekly, immediately became popular, and was emulated by look-alikes such as the Look, the See, the Photo, the Picture, the Click, and so on. As we know, only the Look and the Life lasted. Look went out of

business in 1972; Life suspended publication the same year, returned in 1978 as a monthly, and finally folded as a serial in 2001 [2, p. 55].

But in the World War II era, the Life was probably the most influential photojournalism magazine in the world. During that war, the most dramatic pictures of the conflict came not so often from the newspapers as from the weekly photojournalism magazines, photos that are famous today. The drama of the war and violence could be captured on those small, fast 35 mm cameras like no other, although it had to be said that through the 1950s and even 1960s, not all photojournalists used 35s. Many used large hand-held cameras made by the Graflex Camera Company, and two have become legendary: the Speed Graphic, and later, the Crown Graphic. These cameras used sheet film, which meant people had to slide a holder in the back of the camera after every exposure. They also had cumbersome bellows-style focusing, and a crude rangefinder. Their advantage, however, was their superb quality negative, which meant a photographer could be sloppy about exposure and development and still dredge up a reasonable print. (Automatic-exposure and focus cameras did not become common until the 1980s.) Successor to the Graphic by the 1950s was the 120-format camera, usually a Rolleiflex, which provided greater mobility at the expense of smaller negative size. But in newspapers, by the Vietnam War era, the camera of choice was the 35--film got better, making the camera easier to use, and the ability to use telephoto, wide-angle, and later, zoom lenses made the 35 indispensable, as it is to most photojournalists today.

Some of the great photojournalists of the early picture story era included "Weegee" (Arthur Fellig), a cameraman before World War II who chronicled the New York crime and society's underside.

During World War II W. Eugene Smith and Robert Capa became well known for their gripping war pictures. Both were to be gravely affected by their profession. In fact, Capa was killed on assignment in Indochina, and Smith was severely injured on assignment in Japan.

Shortly before the war, with the world realizing the power of the camera to tell a story when used in unposed, candid situations, the federal government's Farm Security Administration hired a group of photographers. In fact, the FSC was set up in 1935 by Franklin D. Roosevelt to help resettle farmers who were destitute due to the Depression and massive drought in the Midwest. Because these resettlements might be a controversial task, the director, Roy Stryker, hired a number of photographers to record the plight of the farmers in the Midwest.

The photographers later, many of them, became famous — the collected 150,000 photos now housed in the Library of Congress. The power of these often stark, even ugly images showed America the incredible imbalance of its society, between urban prosperity and rural poverty, and helped convince people of the importance of Roosevelt's sometimes controversial social welfare programs.

The golden age of photojournalism, with its prominent photo-story pages, ranged from about 1935 to 1975. Television clearly had a huge impact — to be able to see things live was even more powerful than a photo on paper. Even so, many of the photos people remember so well, the ones that symbolized a time and a place in our world, often were moments captured by still photography. In that period black and white was still the standard, and newspapers and many magazines were still publishing many photo-pages with minimal copy, stories told through photographs. Beginning about in

the mid-1980s, however, photojournalism changed its approach. Photographs standing alone, with bare cutlines, carrying the story themselves often have been dropped in favor of more artistic solutions to story-telling: using photography as part of an overall design, along with drawings, headlines, graphics, other tools. It seems photography has fallen often into the realm of just another design tool.

Photography is driven by technology, always has been. Because, more than any other visual art, photography is built around machines and, at least until recently, chemistry. By the 1990s photojournalists were already shooting mostly color, and seldom making actual prints, but use computer technology to scan film directly into the design. And by the beginning of the new millennium, photojournalists were no longer using film: digital photography had become universal, both faster and cheaper in an industry preoccupied with both speed and profit. Color became the standard for "legacy media," newspapers and magazines, as well as for web news sites. Because color printing technology requires a higher quality image, photojournalists have had to adapt their methods to accept fewer available light images. Too, most publications are looking for eye-grabbing color, not necessary in black and white, and color demands correction to avoid greenish or orangeish casts from artificial light. All of this has meant photojournalists, even with the most sophisticated new cameras, are sometimes returning to the methods of their ancestors, carefully setting up lights, posing their subjects. If we compare published photography today to that of 25 years ago, many fewer candid photos, less spontaneity, fewer feature photos of people grabbed at work or doing something outside. In fact, more and more, the subject is aware of the camera, just as they had been before the 1960s, the beginning of the age of the quest for naturalism in photojournalism [1].

The quality of the image has gone up, better lighting, sharper focus, and lush color, especially primary colors. Photojournalism is not better today than it was in the black and white days, because it depends on what people like. Perhaps photojournalism is not as important to society today, does not have the general impact of television, and its sometimes gritty "you are there" images bounced off satellite. Even with all our space-age technology, if we want to remember an image that for us defined a certain event, chances are we'd remember a still photograph. For instance, think Tiananmen Square in China, and we'd possibly recall the man facing down tanks. Think Gulf War, and we may recall the wounded soldier crying over a comrade. Think Vietnam War, and the execution of a Vietcong, or girl napalm victim. Think Protest Era, and the woman grieving over students shot at Kent State University. The single image still holds some defining power in our society.

Thus, the picture reflects the development of society and the major events in the history of mankind.

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## ETHICAL ISSUES OF SCIENCE

Harlamov K.D. (Belgorod)

Language supervisor: Arjavitina V.A.

**Анотація:** У статті розглядаються етичні проблеми науки, причини їх виникнення, особливості взаємодії науки та етики, труднощі, що виникають при цьому, та можливі шляхи їх вирішення.

**Ключові слова:** Наука, етика, природа, клонування, евтаназія, аборт.

**Аннотация:** В статье рассматриваются этические проблемы науки, причины их возникновения, особенности взаимодействия науки и этики, трудности, возникающие при этом, и возможные пути их решения.

**Ключевые слова:** Наука, этика, природа, клонирование, эвтаназия, аборт.

**Summary:** The article deals with the different ethical issues of science. This is to analyze the main reasons of problems in interaction between science and ethics and to find out some ways to solve these problems.

**Key words:** Science, ethics, nature, cloning, euthanasia, abortion.

The great discoveries in physics, creation of new kinds of weapons, including nuclear weapon, ecological crisis, genetic engineering and cloning showed the problem of scientists' responsibility for their decisions to society. Early moral and ethical statements of science dealt only with the procedure of experiments, rules of its analysis results and so on. Now scientists' works can cause enormous harm to the society and nature. Science controversies over different problems such as, for example, cloning, show us that there are no criteria that show the real danger of every single research. But most scientists think that the researches with obvious bad consequences must be stopped [1].

One of the most important problems now is the problem of interaction between nature and society. Ecological ethics describes the moral norms and behavior that can save and recover the biosphere. In post-industrial time, the technical pressure on the biosphere increased much. According to famous philosopher Schweitzer, in pre-industrial times human divinized the nature and life, but industrialization destroyed this harmonic relations. Ecologists think that the reason of this crisis lays in the old anthropocentric world system. According to this system, human has unlimited rights to use the nature for his own needs. The solution is creating new relations between humanity and nature. Ervin Laszlo said that new ethics could be based on the ideals of respect to the natural systems. Ecological ethics is based on the principles of new philosophical concept, which is known as global evolutionism. Other philosophers think that we should create personal responsibility for the nature's conservation, and this should be based on religious ideals [1, p.10].

Human cloning is the creation of a genetically identical copy of human. Human cloning has many significant problems. The first one is that many cloning experiments ended poorly, so scientists can create a lot of disabled people by cloning. The second one is that world religions treat human cloning badly, because the main purpose of cloning is the artificial creation of life, and it doesn't accord with religious dogmas. The third one is unpredictable changes in human's genome. In some countries, for example in Japan, France and Germany, cloning is forbidden by law. But that doesn't mean that it is forbidden at all and forever, improved and examined cloning can be used in this

countries in future. Therapeutic human cloning means that the embryo's development stops and this embryo is used to get stem cells. In most countries this type of cloning is also forbidden, except the USA and Great Britain.

Euthanasia - one of the most urgent problems today, emerged in the late twentieth century, due to the intervention of science in the usual pattern of life and morality. There are two types of euthanasia: passive euthanasia and active euthanasia. It takes a lot of resources to keep the terminally ill person alive, and all these resources could be used to help other people, but it can't be the moral justification of euthanasia. On the one hand, humanistic moral is based on the "do not kill" rule, and active euthanasia violates this rule, because active euthanasia means using special methods of life's cessation. On the other hand, the rejection of euthanasia violets the person's rights, in case the person wants it. The patient has the right to get all the information about his disease and conditions, as well as to make decisions about his body. But some people say that euthanasia is equal to suicide and human can't make decisions like this. In the countries where euthanasia is legal there is a special committee to make such decisions. The committee includes attending physician, medical personnel and representatives of the hospital administration, the priests, philosopher of ethics, lawyers, social security services, etc. It shows that this decision is extreme. It is extreme in two ways: firstly, this decision is very hard, so the cooperation should soften it; secondly, it is fraught with abuse of limitlessness, so a comprehensive representation is to block the possible abuse.

Sometimes doctors use palliative care. Palliative care is a medical intervention, which is designed to facilitate the physical and moral pain, thereby improving quality of life. The negative aspect is that the goal of palliative care is the cessation of suffering without ending life. Palliative care often means introduction of a patient into a long unconsciousness of sleep, usually up to his death. Palliative care doesn't differ too much from euthanasia. In both cases the same medication but with different dosage [2].

Abortion is the artificial interruption of pregnancy. In today's world permissibility of abortion and its limits is an acutely debatable problem, including religious, ethical, medical, social and legal aspects. In some countries (for example, in the USA, Poland), this problem has become so acute that caused a split and fierce confrontation in society. The first moral issue is does abortion interrupt already existing human life? Many believers, particularly Christians, refer to abortion as the murder of a person, although at an early stage of its development. According to supporters of abortion, the embryo cannot be considered a child neither in legal nor biological perspective. The second question is about priority of interests of women and embryo. Abortion opponents thinks that women and embryo rights are equal. Supporters of abortion consider that the women rights to integrity and freedom are more important [3].

Ethical problems of modern science are very important. Ethics of science explores the moral basis of science and unites the social and the humanistic aspects of science. The modern technology puts the human in the world far from natural, so we must adapt to the new reality. Technology defines our lifestyle, free time, even art. Traditional ethics doesn't match the modern lifestyle. In the number of researches the subject is the human, and it creates some dangers to his health and life. Different ethical issues can be divided into issues of physics, biology, genetics, techniques and ethics of scientist. The most important problem in the ethics of science is authorship, plagiarism

and competence. Ethics of scientist also included the problems of scientist's life. Properly speaking, scientist is responsible only for reliability of discovered knowledge but not for its practical usage. There is an acute contradiction between the professional responsibility of the scientist and his social responsibility. That's why ethical justification should precede the experiment [4].

Nuclear and other kinds of weapon made it clear that humanitarian control above the science is vital. Ethical problems in biology show the dangerous of biologizing trends, which teach that negative points of human individuality are inborn. Genetics faced troubles in questions of different intelligence level of representatives of different gender, races, nations. Bioethical problems are about relations between doctor and patient and experiments above human.

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## **MUSEUM OF FINE ARTS AND ANTIQUES**

**Hnatchenko A.A. (Kharkiv)**

**Language supervisor: Kovinko K.V.**

**Summary:** The article is devoted to the Museum of Fine Arts and Antiques: since its foundation as a subsidiary institution at the faculty of History and Philology and before its registration as a museum. The study revealed certain periods in the formation and function of the museum which it carried out at different stages of its development.

**Key words:** antiquity, the faculty of History and Philology, Mintz-office, subsidiary institution, university charter.

**Анотація:** Стаття присвячена дослідженню Музею образотворчого та стародавнього мистецтва: від початку його заснування як допоміжної установи при історико-філологічному факультеті та формування його як музею. В результаті дослідження були виділені окремі періоди становлення музею та функції, які він виконував на різних етапах свого розвитку.

**Ключові слова:** допоміжна установа, історико-філологічний факультет, мінц-кабінет, старожитності, університетський устав.

**Аннотация:** Статья посвящена исследованию Музея изобразительного и древнего искусства: со времени его основания как вспомогательного учреждения при историко-филологическом факультете и до оформления его как музея. В результате исследования были выделены определенные периоды становления музея и функции, которые он выполнял на разных этапах своего развития.

**Ключевые слова:** историко-филологический факультет; древности; вспомогательное учреждение; университетский устав; минц-кабинет.

In 1835 University Charter Regulations provided the establishment of museums in education. Official recommendation found support among lecturers of Kharkiv University. It was decided to open the University Museum of Fine Arts and Antiques [1, p. 5].

Museum of Fine Arts and Antiques begins its story from the first years of existence of the university as an educational institution at the faculty of History and Philology. It was based on Mintz-office, cabinet of curiosities, drawing room and partly architectural office. Later collections of these offices completely shifted to the museum [2, p. 52-53].

The beginning of the museum was due to V.N. Karazin who purchased for the University the collection of engravings of famous academician Adelunga for 5000 rubles at the end of 1803 (or in January, 1804) [3, p. 230]. It had moved from the University library and stored in the museum since 1877. It had given a lot of information to explore the history of engraving art of various epochs and peoples since the 16th century [4, p. 63-64].

Mintz-office was founded by the first trustee of Kharkiv school district S.O. Potocki who donated a collection of 800 coins of different countries in 1804 [5, p. 38]. The cabinet of curiosities was founded in 1807 when the University Council addressed to the head teachers of schools with a request to find various rarities and transmit them to the University. It primarily related to the subject of antiquities and ethnography [6, p. 451]. In the University, with its base, there also existed the cabinet of drawing and painting founded by V. N. Karazin who bought it for different accessories in 1803 [5, p. 122]. In 1835 an architectural office was founded in the University. It ceased to exist with the new university charter in 1863 [2, p. 54]. Thus, the museum formed two branches: Fine Arts (subjects of drawing office) and Antiquities (Mintz- office and office of antiquities) [2, p. 52].

With the introduction of the new university charter in 1835, the museum received a new name – the Museum of Fine Arts and Antiques [7, p. 39, 42].

Until 1837 the museum departments did not receive any donations and purchases, and only in the second half of this year, the authorities of the University began to take measures to purchase works of art. Also, there was the beginning of a special library of the museum which was the purchase of capital artistic and scientific publications [4, p. 9-12].

In the 1830 donations from artists and people remained the primary source of donations among which the most valuable at that time were from ancient Egypt, the idols and clothing from the East, monuments from Kerch, and also weapons and household items [8, p. 16].

When the head of the museum and of the Mintz-office was professor Zernin (1849-1864), only some art editions in small quantities were bought. During that time the museum received only several donations of antiquities of other types of monuments [4, p. 12]. A new stage in the history of the museum began in 1855, and it is connected with the name of I.E. Betsky, who is sometimes considered to be the founder of the museum [4, p. 1]. In 1857 he sent his first donation of 170 paintings, for which he was elected as a corresponding member of the University. The next year he gave another 373 pictures. At a later stage, for over 10 years, Betsky made a lot of great donations [10, p. 372-373].

Having placed the museum's collection and Mintz-office in 2 rooms in 1861, the University decided to organize an exhibition. At that time there was printed an announcement that from February 26<sup>th</sup> that year, the museum "is opened to the public", the terms of the use of the museum were published [2, p. 55]. From that time on Sundays the museum was opened to the public, and on weekdays it engaged artists, amateurs and students of the school of drawing [4, p. 65]. It is known that one day in 1884, the museum was visited by about 1,300 people. Thus, the museum gave an opportunity for many visitors for the first time to get acquainted with the monuments of art, antiquities and culture of different peoples [8, p. 26].

In 1863 a new university charter approved Art Museum of Antiquities and Fine Arts at the Department of Theory and History [11, p. 38]. Since that time the museum greatly expanded, it became uncomfortable to share with Mintz-office and so it moved to another room. The following year they existed separately. At the same time the new rules in governing were established at the museum [12, p. 38].

In 1868-1884 professor A.A. Potebnya headed the museum. When he became the head of the museum, it started to grow rapidly, mainly due to donations of Betsky and A.N. Alferov (paintings, watercolors, engravings by European artists, as well as books on the history of painting and graphics) [13, p. 240]. The museum concentrated all the visual, cultural and historical values situated in different departments of the University until that time. The museum funds increased from 2 to 12 thousand copies; inventory books were replaced [14]. In the late 1870s and early 1880s the existence of the museum was threatened. In 1879 the council decided that for teaching core subjects in the medical and physical and mathematical faculties there was a need of a room of the museum. The solution had been discussed for a long time and at first was rejected, but in the end, after long discussions, yet the room was temporarily given over to the classrooms [2, p. 56, 67].

In 1884 the introduction of statute did not significantly affect the museum. It changed only its name – the Museum of Antiquities and Fine Arts [15, p. 16]. From that year N.F. Sumtsov became the head of it [8, p. 25]. His successor was Professor G.F. Schultz (1886-1893), who did much to bring the museum in order, after its returning to the old building in mid-1880s.

In 1893 Schultz was replaced by Professor E.K. Redin. He headed the office until 1908. Redin founded the church Department of Antiquities which consisted of items collected on the territory of Ukraine, especially in Kharkiv province [16, p. 98]. Due to Redin the museum expanded to epic proportions.

The Museum was especially replenished during the XII Archaeological Congress in 1902, antiquities were mainly donated from the excavations [2, p. 66]. Due to the XII Archaeological Congress and personal work of E.K. Redin in the museum there were established new departments: religious, historical and local [17, p. 335].

During the Archaeological Congress the museum greatly expanded and it needed more space. Then in 1903 the University allocated 244 488 rubles 78 kopecks for the construction and equipment of the museum. Only in autumn 1906 the museum moved to the former trustee's flat [13, p. 241]. After the October Revolution, it was decided to create two museums in the city and name them Gregoryi Scovoroda Central Art Museum and the Museum of Ukrainian Art.

Thus, we see how educational support, educational institution gradually grew and expanded with the help of university graduates, its leaders and the local population. Such changes can be determined in stages:

1) Since the foundation of the University and to the middle of the 1850s. At that time, the museum existed as a teaching institution at the faculty of History and Philology. It did not have significant renewals until 1855 when it was donated to the biggest collection of Betsky. The museum was also replenished by individual collections donated by professors and the local population; some of them were bought.

2) Mid. 1850s – the beginning of 1890s. During this period, the museum expanded so much that it was decided to open the exhibition. Drawing classes for students and for anyone who had a desire were organized in the museum in the University. At the same time there was a separation of the Numismatic Museum office. In the second half of the 1980s premises of the Museum were transferred to practice physical-mathematical and medical faculties.

3) At the beginning of the 1990s Redin became the head of the museum. During his facility management the museum collection was considerably enriched. The department of church antiquities was organized. An important role in the development of the museum played the XII Archaeological Congress. At that time the museum was greatly enlarged and in 1906 it was transferred to a new building.

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## LANGUAGE AS A METOD OF SOCIAL REALITY CONSTRUCTION

Ivanova A. (Kharkiv)

Language supervisor: Guseva A.G.

**Summary:** This article deals with the problem of language as an instrument of social power, and also with the methods of this function realization. A particular attention is paid to the methods and features of the language, which allow those, who use it, to accomplish manipulative impact on the listeners. The role of the language in social reality construction is studied.

**Key words:** language, manipulation, reality construction, social power.

**Анотація:** В статті розглядається мова як інструмент соціальної влади, а також способи реалізації цієї функції мови. Окрема увага приділяється мірам та особливостям мови, що дозволяють тим, хто її використовує, здійснювати маніпулятивний вплив на слухачів. Вивчається роль мови в конструюванні соціальної реальності.

**Ключеві слова:** мова, маніпуляція, соціальна влада, конструювання реальності.

**Аннотация:** В данной статье рассматривается язык как инструмент социальной власти, а также способы реализации данной функции языка. Отдельное внимание уделяется приемам и особенностям языка, которые позволяют тем, кто пользуется им, осуществлять манипулятивное воздействие на слушателей. Изучается роль языка в конструировании социальной реальности.

**Ключевые слова:** конструирование реальности, манипуляция, социальная власть, язык.

Our social reality is significantly structured and defined through the language. Using it an individual is able to declare himself and contact with others. It is in the light of the language, that social reality is structured, perceived and transmitted from generation to generation. The language represents a dual phenomenon: simultaneously it can reflect the existing reality and produce and influence of social reality. In this way, the studies of the language, its functions and features are possible only taking in account its inclusion into the social context.

Thus, the object of this work is the language as an instrument of social power, the subject is the characteristics of the language which make it an instrument of social and political power. The topicality of this article is stipulated by a research interest to its study, and also by the necessity to realize the linguistic mechanisms of social manipulation, to work out the mechanisms of its avoidance.

Language comprehension is something that an individual cannot control. All he can do is to adopt and use already existing language forms. A person is not completely independent. His actions are in many ways determined by the language, meaning “I am what I am due to the context I am in” [5, p. 136].

Frequently the research of the language as a mechanism of social reality construction involves examination of this function from the three perspectives: 1) social reality construction; 2) construction of the communicant`s social portrait; 3) impact of the language on the emotional atmosphere, created between communicants [2].

Of course, the language is not the only way of reality construction. However, it is the language that defines our vision of reality and of its aspects which we present to the interlocutor during the process of communication. Thus, for instance, social reality can take definite estimated or emotional colouring that the language gives it.

Through the language the speaker expresses his attitude to the subject which, in its turn, can tell us a lot about himself. The choice of the semantic, grammar or lexical methods constructs the portrait of the speaker, and also the one their idea is directed at.

The language function directed at the establishment of social connection is also able to create barriers between the participants of a communicative act. Thus, there are different social groups that are formed by means of their inner specific language. This demonstrates the group unity and also constructs the borders with other groups. The language choice enables the level of formality in interpersonal communication: the choice of pronouns or stylistically coloured words [4].

The language as an instrument of social power influences previously described aspects of reality. There are various ways of realization of such a language function which is responsible for its impact on social reality. Usually the realization of power in society takes place at three levels. Firstly, the lowest level is represented by an individual communicative act when the sender forms the structure and conditions of social reality and the recipient gets and decodes the content of communication. Secondly, the language system itself conceptualizes the reality expressing diverse values and interests of those, who use this language. Lastly, at a more global level numerous languages and dialects can be found on the same territory, though they vary in status and influence [2].

Consequently, at each of these levels there are some factors, which make the language an instrument of social power and provide different levels of manipulation.

Firstly, throughout the communication the sender by many ways and means transfers information and the recipient obtains it. The message, which is sent or received, may be differently coded during the sending and decoded during the receiving. In the coding process there are many different ways of expressing the same message. The difference between interpretation and presentation of some information can be influenced by many factors, such as the choice of words and phrases, the choice of grammar forms, word sequencing, the choice of supersegmental characteristics, the choice of the general context and situational factors.

Then, the choice of words or phrases realizes its power function using the possibility to describe one and the same situation with the help of various stylistically coloured synonyms. In this way, for example, different words can stress distinct characteristics of one subject, emphasize its specific functions, etc. The word choice is a dual phenomenon: on the one hand, it is a product of social context, on the other hand, it is formed and created depending on the social context.

The distinction in the message interpretation is greatly affected by the grammar choice (active/ passive). The situation described by two separate means leads to its recomprehension from the position of an actor, an active subject. Consequently, the position of other participants is also subjected to changes.

The choice of the word order arranges information on the conversation subject, putting initially equal elements on different positions.

A certain part in information encoding and decoding is performed by supersegmental characteristics of the language: a voice tone, its pitch, emphasis, etc. With the help of these features the sender can highlight the part of the message which is the most significant, and the recipient can interpret it.

The language is unable to fulfill its social functions without social context. As a result, interpretation of the message is complicated in case of absence of information on the context or prerequisites. Thus, preconditions are connected with the words and phrases choice. However, the context is often presented in the noncompromised form.

In each case the sender forms his message in a way he wants the receiver to understand it. This very approach is the basis for manipulative interaction. However, despite specific reality configuration attempted by the recipient, information can be interpreted differently due to polysemantism of a symbol. In this case, a vital role is played by another instrument of social power, revealed through the language – the complication of a verbal unit.

In this situation, the level of analysis is reduced to a word or word group and takes into account the aspects that help to combine an attitude to the subject of communication: homonymy, the associative component and the emotive aspect. Homonymy assumes that one language form can correspond to a few distinctive meanings. An associative aspect underscores that one word or a word group are often associated with the definite and specific meaning which cannot describe the word completely. And an emotive component affects the perception in quite a similar to the associative component way, though it presupposes the choice of words due to their emotional colouring. The latter suggests negative or positive evaluation to the meaning. Usually these three components are actualized simultaneously, have a mutual impact, which constructs a definite image of a language unit to the receiver. The sender's ability to use these instruments has an impact on the recipient's perception degree and a level of consent.

The third instrument of the language social power consisted in language proceeds from the statement that the language is an open system. Therefore, there are practically no restrictions on the quantity of new phrases production, many of which have never been used before or have been used for designation of other phenomena. Firstly, it is quite possible that some words change their meanings because they are used in different and flexible contexts. Then, appropriation of new names to old phenomena takes place. Denomination is often a result of some social or political processes: the conflict of interests, the change in the level of prestige, etc. Secondly, new processes and phenomena happen in society which undoubtedly require nomination. In both cases "pin of a label" takes place. However, the former situation is marked by a label change. The latter can be characterized by appropriation of language labels. Moreover, due to this factor there are "empty words" which create the image of a subject but, meaningfully, have no sense. Such an approach is common in political and commercial spheres.

The fourth instrument that helps the language to reveal social power is its ability to reflect existing power relations. Here it should be taken into an account that the language is not the only way of reality conceptualization though it can clearly reflect the system of power relations. Nevertheless, we should not forget that the language is always valuably and emotionally coloured, represents a definite point of view and, accordingly, takes some position [4]. It is practically impossible to find a neutral

expression which could be equally perceived in a different situation by different people. At this point we can appeal to De Saussure`s theory, the main point of which is that the language is a social contract, an agreement which society did not come to [1]. Due to this we can say that any language labels are the expression of “social convention” [2] and can be changed if needed, since the connection between the signified and the significant is initially arbitrary and conditional. Though, of course, there are some objective factors which can put some limits on the level of the sender`s freedom in reality construction. R. Barthes brings out four of such facts. Firstly, these are the limits imposed by the reality itself. Of course, there are some cases when the verity of a statement cannot be easily set due to mediation of the social contact with reality and its relativity. However, there are some facts, verity of which is more obvious and exactly they set the limits on possible variation of social reality construction. Secondly, the language itself sets some limits on the sender. Owing to the lack of specific mechanisms, sometimes it is impossible to describe a phenomenon by means of the language. Thirdly, the sender and the recipient themselves put some boundaries and also create a level of confidence between them. And the last point is the freedom of the receiver to interpret the obtained information. The receiver of the message is introduced not as a helpless being under one`s influence, “subject passive”, unable to obtain the imposed view of reality. The recipient is considered to be able to a critical examination of any information he gets. This concept does not assume a strict separation of society into two groups of “senders and receivers”. It constructs everyday communication as a dynamic model due to which the sender and the receiver always change the roles and have relatively equal chances to get into a “language trap” [2, p. 116].

Thereby, we can make a conclusion that the fight for social power by means of the language methods stimulates a competition between such issues as whose preconditions, which point of view, whose social reality construction will be set for a basis. The means of obtaining such a kind of leadership are various, and exactly they were described in this article.

The perspectives of the research are in pursuing the further analysis of the topic related issues. Related to the language role in the formation and operation of political ideologies and myths, the studies of clarity and manipulativity of political discourse, the ways of discursive and symbolic power formation.

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# PRODUCTIVE WAYS OF FORMING PHRASEOLOGICAL UNITS IN MODERN ENGLISH

Kamenskaya A. Y. (Kharkiv)

Language supervisor: Bieliayeva O. Yu.

**Summary:** The article concerns the problem of phraseological units in English. Some classifications of phraseological units are studied. The most productive ways of forming them are analyzed.

**Key words:** derivation, idiom, phraseological unit, productive, word-combination.

**Анотація:** У статті розглядається проблема фразеологізмів в англійській мові. Вивчаються деякі класифікації фразеологічних одиниць. Проаналізовані найбільш продуктивні шляхи їх формування.

**Ключові слова:** деривація, ідіома, продуктивний, словосполучення, фразеологічна одиниця.

**Аннотация:** В статье рассматривается проблема фразеологизмов в английском языке. Изучаются некоторые классификации фразеологических единиц. Проанализированы наиболее продуктивные пути их формирования.

**Ключевые слова:** деривация, идиома, продуктивный, словосочетание, фразеологическая единица.

Central to the expressive use of word-combinations in English is the creative manipulation of their form. Deliberate variation, or even distortion, of an idiom or formula to achieve a particular stylistic effect is a common device in speech and writing, and is to be distinguished from variation within a multiword unit which is familiar and systemic and recorded as such in phraseological dictionaries. Creative modification, and the associated play on literal and transferred meanings, are always tied to a specific context.

Phraseological units can be classified according to the ways they are formed, according to the degree of the motivation of their meaning, according to their structure and according to their part of speech meaning [2, p.12].

A.V. Koonin classified phraseological units according to the way they are formed. He pointed out primary and secondary ways of forming phraseological units [1, p.58].

The primary ways of forming phraseological units are those when a unit is formed on the basis of a free word-group.

The most productive in Modern English is the formation of phraseological units by means of transferring the meaning of terminological word-groups, e.g. in cosmic technique we can point out the following phrases: «launching pad» «стартова площадка», in its transferred meaning – «відправний пункт», «to link up» – «стикуватися, стикувати космічні човни» in its transformed meaning – «знайомитися».

Phraseological units in Modern English are also approached from the contextual point of view. Proceeding from the assumption that individual meanings of polysemantic words can be observed in certain contexts and may be viewed as dependent on those contexts, it is argued that phraseological units are to be defined through specific types of context. Free word-groups make up variable contexts whereas the essential feature of phraseological units is a non-variable or fixed context;

A large group of phraseological units was formed from free word groups by transforming their meaning, e.g. «granny farm» – «пансіонат для старих людей», «Trojan horse» – «комп'ютерна програма, яка навмисне створена для виведення з

ладу комп'ютера»; phraseological units can be formed by means of alliteration: «a sad sack» – «нешасний випадок», «culture vulture» – «людина, яка цікавиться мистецтвом»; they can be formed by means of expressiveness, especially it is characteristic for forming interjections, e.g. «My aunt!», «Hear, hear!» etc; they can be formed by means of distorting a word group, e.g. «odds and ends» was formed from «odd ends»; they can be formed by using archaisms, e.g. «in brown study» means «in gloomy meditation» where both components preserve their archaic meanings; they can be formed by using a sentence in a different sphere of life, e.g. «that cock won't fight» can be used as a free word-group when it is used in sports (cock fighting), it becomes a phraseological unit when it is used in everyday life, because it is used metaphorically. They can be formed when we use some unreal image, e.g. «to have butterflies in the stomach» – «відчувати хвилювання» etc.

The secondary ways of forming phraseological units are those when a phraseological unit is formed on the basis of another phraseological unit.

They are conversion, e.g. «to vote with one's feet» was converted into «vote with one's feet»; changing the grammar form, e.g. «make hay while the sun shines» is transferred into a verbal phrase – «to make hay while the sun shines»; analogy, e.g. «curiosity killed the cat» was transferred into «care killed the cat»; contrast, e.g. «cold surgery» – «a planned before operation» was formed by contrasting it with «acute surgery», «thin cat» – «a poor person» was formed by contrasting it with «fat cat»; shortening of proverbs or sayings e.g. from the proverb «you can't make a silk purse out of a sow's ear» by means of clipping the middle of it the phraseological unit «to make a sow's ear» was formed with the meaning «помиляться».

In phraseological combinations one of the components (generally the component which is used figuratively) can be combined with different words, e.g. *to talk sports, politics, business* (but to speak about life), *leading worker, leading article* (but the main problem), *deadly enemy, deadly shot* (but a mortal wound), *keen interest, keen curiosity, keen sense of humour* (but the great surprise). Sometimes traditional combinations are synonyms of words, e.g. *to make inquiries = to inquire, to make haste = to hurry*. Traditional combinations often have synonymous expressions, e.g. *to make a report = to deliver a report*.

In phraseological unities the meaning of the whole can be guessed from the meanings of its components, but it is transferred (metaphorical or metonymical), e.g. *to play the first fiddle* (to be a leader in something), *old salt* (experienced sailor) etc. The meaning of the whole word combination is not the sum of the meanings of its components, but it is based on them and the meaning of the whole can be inferred from the image that underlies the whole expression, e.g. *to get on one's nerves, to cut smb short, to show one's teeth, to be at daggers drawn*.

Phraseological unities are often synonyms of words, e.g. *to make a clean breast of = to confess; to get on one's nerves = to irritate*. Sometimes traditional combinations are synonyms of words, e.g. *to make inquiries = to inquire, to make haste = to hurry*.

Phraseological unities are equivalents of words as : 1) only one of components of a phraseological unity has structural forms, e.g. *to play (played, is playing, etc.) the first fiddle* (but not played the first fiddles); *to turn (turned, will turn, etc.) a new leaf* (but not to turn newer leaf or new leaves); 2) the whole unity and not its components are parts of the sentence in syntactical analysis, e.g. in the sentence : *he took the bull by the*

*horns* (attacked a problem boldly) there are only two parts: *he* – the subject, and *took the bull by the horns* - the predicate.

In phraseological fusions the degree of motivation is very low, we cannot guess the meaning of the whole from the meanings of its components, they are highly idiomatic and cannot be translated word for word into other languages, e.g. *to pull one's leg* (to deceive); *at sixes and sevens* (in confusion); *a mare's nest* (a discovery which turns out to be false or worthless); *to show the white feather* (to show cowardice); *to ride the high horse* (to put on airs).

Phraseological fusions are the most idiomatic of all the kinds of phraseological units. Phraseological fusions are equivalents of words: fusions as well as unities form a syntactical whole in analysis.

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## **HISTORY OF THE “OMORO SOUSHI” ANTHOLOGY**

**Kiseleva T.D. (Moscow)**

**Language supervisor: Fedyanina V.A.**

**Summary:** This article presents a brief historical overview of “Omoro soushi” - the songs' anthology which was compiled in the XVI century in the Ryukyu Kingdom, Okinawa. Nowadays the anthology is recognized on the Ryukyu Archipelago as one of the most valuable literature treasures, but little known outside it. This article describes the purpose and the history of creation of the “Omoro soushi”, its structure and the role it played in Ryukyu's culture.

**Key words:** Ryukyu Kingdom, history of literature, anthology, motets, “Omoro soushi”.

**Анотація:** стаття присвячена короткому огляду історії пісенної антології королівства Рюкю «Оморо сосі», що створена в XVI ст. Ця антологія є визнаним на архіпелазі Рюкю скарбом словесності, але мало відома за його межами. У праці описується мета та історія створення «Оморо сосі»; характеризується структура антології; стисло описується її подальша доля в культурі Рюкю.

**Ключові слова:** королівство Рюкю, історія літератури, антологія, релігійні співи, «Оморо сосі»

**Аннотация:** статья посвящена краткому обзору истории песенной антологии королевства Рюкю «Оморо соси», созданной в XVI в. Данная антология является признанным на архипелаге Рюкю сокровищем словесности, но мало известна за его пределами. В работе описывается цель и история создания «Оморо соси»; характеризуется структура антологии; кратко описывается ее дальнейшая судьба в культуре Рюкю.

**Ключевые слова:** королевство Рюкю, история литературы, антология, религиозные песнопения, «Оморо соси».

During the antiquity and the middle ages, the South of Japan, the modern Okinawa prefecture, was an independent kingdom. Chinese knew it as “the land of Immortals” because they believed that people of the Islands knew the secret of eternal youth and longevity and in Japan the islands were allegedly regarded for their natural beauty [1, p. 111].

The exact history of the Ryukyu Islands as a state is more or less known only from the XIV century [5, p. 70], the time when the ruling clans were united under king Shō Hashi. The final establishment of the kingdom was completed only in the XV century, when three principalities known as *Hokuzan*, *Nanzan* and *Chūzan* were finally unified under the Shō clan.

The Ryukyu kingdom maintained relations with China and Japan, starting from the XIV century it became a rich and prosperous trading state. The reign of king Shō Shin (1477-1526) was called "the Great Days of Chūzan" as it was a period of great peace, relative prosperity and extraordinary cultural development. At this time, there have been many reforms of which some were in the religious sphere. Female priesthood, which had some power throughout the whole Ryukyu's history, provided substantial support for the government. The king, eager to strengthen priesthood's authority, ordered the creation of a government office dedicated for collecting religious songs [3, p. 543]. Then, with the purpose to increase authority of the religion's reforms, there was a royal decree to gather poetry and religious texts from the whole country into a single anthology, named "Omoro soushi". By bringing together almost all the islands religious texts and poetic content in one book, which was kept in the palace of Shuri, the king thereby was demonstrating the unity of all the islands under his rule. After that he also ordered to compile a history of the kingdom and a dictionary of Ryukyuan dialect [8, p. 24].

Due to the fact that religious songs constitute the bulk of the anthology, it is worth mentioning the islands' indigenous beliefs of the time. Those are usually defined as animism - the belief in many Gods called *kami* (local pronunciation: *kam*, *gan*, *gam*) and also spirits who "supervise" various areas of the people's life. All the islands Gods can be divided into three groups: Gods who descended from heaven; those came from across the sea (or from the afterlife world, *nirai-kanai*); and finally, Gods-Ancestors. The sacred site, called *utaki*, is the place where Gods of the first group descended from the heaven or where they lived, and where an interaction between the world of humans and God-spirits is taking place. *Utaki* cult has predominantly a feminine character. It has been carried by the "god's people" (*kaminchu*) – people who were «obsessed with the Spirit of God". These people were semi-religious functionaries providing religious services for the whole society [9].

The Ryukyu culture is no less elegant than the culture of any other nation. Despite being influenced by neighbouring countries, it has retained its true, natural charm, expressing it in many fairy tales, legends and folk songs. And, taking the example of neighbouring countries, in particular Japan, the Ryukyu kingdom created its most suggestive literature and cultural anthology - the "Omoro soushi". The exact time of its creation is unknown, although some studies have references to specific dates, such as 1532 [2, p. 23]. However, this text monument more often dates back from the middle of the XVI to the middle of the XVII centuries [1, p. 112]. Despite the fact that "Omoro soushi" was created in a different era, one can often hear as it is called the Ryukyuan "*Man'yōshū*" ("Collection of Ten Thousand Leaves" compiled in Japan at 759), which is the first and the most famous of Japan's poetic anthologies.

"Omoro soushi" is regarded as the oldest poetic collection of the Ryukyu Islands. The term "*omoro*" designated the religious hymns which were used in rituals and also during ceremonial blessings for ships and ambassadorial missions of the royal court.

Also the anthology is the biggest work written entirely in the dialect of the Ryukyu Islands before it was influenced by the mainland Japanese language. Thereby, the anthology is an invaluable source for researchers of the Ryukyu's dialects. It was written in hiragana (one of the Japanese syllabaries) with a little percentage of hieroglyphs that were read according to the norms of the local dialect.

Translators often change words which were used exclusively in the language of the Ryukyu Islands to more commonly used forms. It should also be noted that the songs often contain allusions with space, as well as all sorts of references to the kinship between the royal family and the Deities. Let's consider for example a song called "The message from the Gods" (5 scroll, 260 Song) [4, c. 181].

Ryukyu's dialect <i>Seji ko nachie kara wa</i> <i>Wagami wakaku nate</i> <i>Teda ga inochi</i> <i>Kami ga inochi mioyase</i> <i>Omohi natiwe kara wa</i>	Japanese language <i>Seichi no ko umarete kara wa</i> <i>An ga mi wakaku natte</i> <i>Aji ga inochi</i> <i>Onushi ga inochi mioyase</i> <i>Omoi ko unde kara</i>
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It can be translated like:

Leaving the sacred place the child was born My body was inflated with new energy The greatest king Who equal with the exalted Gods of the earth The child, for who we had waited so long, was born	
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Probably, this song was written for the birth of the heir to the king. The actual author is unknown. The song, like many others, used the word "teda", which means "kingdom" or "sun", in other words it means that the king rules not only the kingdom, but, as a descendant of the Gods, he is also endowed with a special, heavenly authority. In addition, the song contains the word that was used during court ceremonies "mioyase" - «the one who was worshiped and begged for help.»

"Omoro soushi" consists of 22 scrolls and 1551 poetic works. Anthology doesn't have a foreword or epilogue. Texts of "Omoro soushi" are dissimilar by content and can be divided into two main groups: the ritual songs and the songs not related to rituals and celebrations. The second group of songs is comparably smaller than the first one. It includes ancient motets which are widespread across all Ryukyu Islands and songs which content and style is close to the "heroic" character (*esa-omoro*). Many of the works are a kind of labour songs related to sea fishing (*eto-omoro*). The ritual songs are those which accompany the ritual (*koneri-omoro*) and sacred dances (*asubi-omoro*), prayers and also songs dedicated to important household rituals and celebrations. This group also distinguished by containing a significant stratum of author's works, which were written by well-known performers of *Omoro* songs as well as by priestesses *norō* [1, p. 115].

In contrast to the Japanese anthologies "Kokinshū" ("Collection of Japanese Poems of Ancient and Modern Times", made by the order of the emperor in 905) and "Shinkokinshū" ("New Collection of Poems Ancient and Modern", made by the order of

the emperor in 1205), the “Omoro soushi” doesn’t include separate scrolls dedicated to seasonal songs, songs of love, separation, etc. Neither the less, the songs related to these topics have a ubiquitous presence in all parts of the anthology.

According to Japanese scientists, the anthology can be regarded as an important source for the history, culture, mythology and folklore of the Ryukyu Islands. Hokama Shūzen, who is one of the most respected researchers of “Omoro soushi” [5, p. 456], believes that the anthology includes works from the three "eras" of the history of the kingdom, namely:

1. Prehistoric times (V, VI - XII centuries);
2. Feudal aristocratic rule (XII - XV centuries);
3. Shō family’s government (XV - XVII centuries).

Particular attention should be paid to the title of the anthology. Until now it is not known exactly what formed its basis. There are several theories. The first of all, the word “*omoro*” means the whole Ryukyu’s poetry was passed on from the earliest times, so the term was used to signify all the literature works of the text monument.

The second theory is that originally the word "*omoro*" a dialect pronounced as “*umuru*”. The closest modern equivalent is the verb "*omou*” which means «think, reflect”. Consequently, the name of the anthology can be translated as a “Book of ancient thoughts” [1, p. 113]

There is another theory of the researcher Iha Fuyu [7, p. 237] which states that the title of the anthology was made in association with Ryukyu’s religion: priestesses performed sacred rites in groves, which called “*o-mori*”. Based on the fact that most of the songs are ritual chants, we can assume that the word “Omoro” is a latter transformation “*o-mori*”.

Work of translating the anthology into European languages can be encountered by number of difficulties, namely linguistic and cultural. Linguistic problems arise due to the fact that the Okinawa’s dialect has undergone many changes since the time when the anthology was created. This fact makes it hard for adequate translation even for Japanese researchers. Cultural difficulties can be associated with the fact that certain realities mentioned in the anthology works no longer exist. Due to insufficient knowledge of the history and culture of the Ryukyu Islands the passable interpretation of the songs can be problematic. The anthology has been translated into Japanese by Hokama Shūzen, but there are no translations of the anthology into European languages, although N. Nevsky, who was a Russian researcher of Ryukyu Islands, has translated several texts into Russian [1, p. 116].

The further fate of the anthology is full of twists and turns. The text of the anthology was almost completely destroyed in a fire that broke out in 1709 in the Royal Shuri palace. After a while it was restored to some extent. There was more than one version of the anthology. In order not to lose such a great country’s intellectual treasure the text was copied and given to the collection deposited in the old family *Aniya*, whose members served as court reciters. The second version of the anthology is called "*Aniya Omoro soushi*». Original scrolls of the anthology were stored on one of the central islands of the archipelago for a long time, but they were taken from the country after World War II when Japan was occupied by America.

In 1872, Japan claimed the Ryukyu as a territory of Japan, and in 1879, when the Japanese army invaded the Shuri palace, the kingdom ceased to exist and became part

of Japan as a prefecture, now bears the name of Okinawa. On May 26, 1953, on the 100th anniversary of the arrival of Commodore Perry to Japan, the government of Okinawa received a priceless gift from America: four ancient works were returned, one of which was the anthology "Omoro soushi." [8, p. 3].

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## **«THE POLITICS» OF THE LANGUAGE: INVENTING A (POST)MODERN THINKING**

**Kiselyova V.A. (Kharkiv)**

**Language supervisor: Guseva A.G.**

**Summary:** The article focuses on the research of language functions, especially its ability to define reality and its seeing based on studying of immanent peculiarities of language organization (its «politics») within contemporaneity – (post)modern.

**Key words:** language, functions of language, «politics» of language, (post)modern.

**Анотація:** Стаття присвячена дослідженню функцій мови, зокрема її властивості визначати реальність та бачення цієї реальності на основі вивчення іманентних особливостей організації мови (її «політики») в контексті сучасності – (пост)модерну.

**Ключові слова:** мова, «політика» мови, (пост)модерн, функції мови.

**Аннотация:** Статья посвящена исследованию функций языка, в частности его способности определять реальность и видение этой реальности на основании изучения имманентных особенностей организации языка (его «политики») в контексте современности – (пост)модерна.

**Ключевые слова:** «политика» языка, (пост)модерн, функции языка, язык.

The topicality of this article is predetermined by increased research interests in the analysis of lingua-functional regularities, and also its ability proceeding from own inner specifics to structure and change consciousness in a corresponding way. The purpose of the article is to investigate instrumental, communicative and worldview constructing functions of the language that is the subject of this analysis, on the basis of studying general features of the language organization that makes an object of research. The

material includes numerous developed theoretical and practical concepts in the spheres of linguistics, political linguistics, linguistic semiotics, hermeneutics and discourse analysis.

As we are interested in the language in its contemporary existential form (the language in Heidegger's understanding as "the house of being"), it is necessary to clarify the concept of contemporaneity. Since the aim of this article is not a detailed examination of the present and its characteristics by means of various developed scientific categories, we will be limited only by the two most widespread approaches to its understanding. The first one relies on the concept that the era of modernity contains three stages of development (the early present, the mature present and the late present). Currently, we are undergoing a period characterized as Late Modernism. Such a position stems from considering social changes started in the second half of the XX century and continuing till nowadays as deeply intensive, pursued, consequent processes that were rooted in modernity [2, p. 9].

Another approach suggests that the period since the end of the 60s should be designated as the beginning of a qualitatively new era, a turning point in society's development that completely fails to fit the "modernity" concepts, and therefore can be barely regarded as something after modern, i.e. "post-modern". The term "postmodernism" for designation of "the relevant present", or the present, was widely adopted after a publication of Zh.-F. Liotar's book "A Condition of Postmodern" (1979) initially aimed at culturologists and literary critics, and then through social scientists [2, p. 10]. With regard to such unambiguous definitions of the present, to make the analysis more objective and clear we will use a neutral concept of "(post)modern".

Furthermore, it is necessary to emphasize research framework due to the prevailing existence of fragmentation and a justified tendency to interdisciplinary of scientific knowledge. It will shape the study of the language "life" not through the manner but differentially: in its various modes, aspects and forms. The importance of analysis lies in a political perspective of the language. However, it should be stressed that the concept "political" is conceived in a dissimilar way. Often the political aspect of the language is considered as a linguistic perspective of political communication where the key object of the analysis constitutes verbal political information as a phenomenon placed at the intersection of political and linguistic sciences [11]. Such a view commonly regards the language as a basic instrument of political advertizing, promotion, propaganda.

We argue that a significant scientific interest should be focused on internal, immanent "politics" of the language. Zh. Byurdo, a French jurist and a political scientist, defines politics as something that 'makes a complex of rules urged to provide unity and inviolability of a certain social space with its conflictedness and heterogeneity' [6]. That means the "inner" specifics of the language which are transferred to consciousness, and, in turn, transform the perception of this "social space". V. Ermolenko provides an excellent metaphor for the description of one of the studied objects. He quotes Walter Benjamin, a highly influential critic and philosopher of the XX century, a "pure mystic of the language": "City and, more generally, every room has space for Benjamin that "allows us to read the exact image of everybody who dwells therein." The act of deciphering the interior or the street has something in common with an art physiognomist for which external facial features or the body are the

signs of the internal content" [4, p. 20]. Similarly "opening" the features of the language can allocate, give the chance "to read" and distinguish characteristics of an individual way of thinking. In other words, in this article the considerable attention will be paid to ontological and philosophical problems of the language, and also their practical aspects.

Now we are going to consider some starting methodological points. First of all, special attention will be given to the concepts of Ferdinand de Saussure, a Swiss linguist, one of the founders of semiotics and structural linguistics. He suggested that the language exists out of any dependence on reality and it is not subject to influence of any external factors whereas the effect of the language on the reality by means of structuring the latter is indisputable. According to Saussure, the language is the most difficult semiotics system where appositive, relative, negative properties, distinction relations between its own elements, instead of their positive, substantive properties are essential. Elements of the language are understood as a unit where each has not only got not only the value (*le sens*), but also the significance (*le valeur*), proceeding from its place in the system of such relations. The language system is localized in consciousness through speaking therefore language poses a mental and social status [9].

Moreover, it is necessary to allocate the theory of the language games of L. Wittgenstein, a British philosopher of the Austrian origin, who investigated an instrumental and communicative function of the language. The scientist argues that the language has rules of use which are developed spontaneously. To identify such rules accurately is quite difficult. They are defined and formed by a direct language practice. As any activity assumes observance of certain principles and rules, any activity is a game of rules, including the language. While using the language, people have to comply these rules to be understood, thereby to participate in the "language game" [7, p. 17].

‘The term "language game" highlights that the language is a component of the activity or a life form’ [3, p. 90]. The description of phenomena, requests, orders, gratitude, performance with the report and even jokes are all examples of the language games. It is important to note that the same word expression can be used in different games with different rules and, consequently, its meaning (value) changes. And as rules are not accurately recorded, linguistic confusions are possible: sometimes occasional (jokes), sometimes purposeful (when there is a substitution of concepts). Thus, the principles (rules) of various life spheres that shape various games are respectively the dictated laws of the language and are caused by a sociocultural context. If we change language laws, the surrounding conditions are also bound to change [7, p. 17].

Despite its debatable or partly provocative character it is worth providing a hypothesis of linguistic relativity by Sepiro-Uorf. According to the latter the language defines thinking and a way of getting knowledge. Another version states that the language just influences thinking. A considerable part of criticism of a hypothesis is mostly connected with a global way of its formulation when it indistinctly designates what is meant by thinking and how to understand "to influence it". Some researchers, therefore, suggest to use the term of the "language picture of the world", describing its various fragments. Nevertheless, for 80 years of a hypothesis’ existence it is precisely the latter version that allowed it [the hypothesis] to become "a linguistic superproductive research and a methodological frame" [1].

The interrelation of the language and an individual way of thinking, in our opinion, could be the most brightly and effectively described with the example of literature, first

of all with fiction. And here we directly turn against a hermeneutics as the area of text interpretation and understanding, interpretations of marginal values of the culture, reality research through a textual prism of the culture. As M. Foucault wrote: 'To look for the sense means to reveal the similarities. To look for the law of signs means to open the things which are similar. Grammar of life forms is their interpretation' [10, p. 65].

We are going to consider, for example, J. Orwell's work "Policy and the English language" where the author tries to track the relationship between a peculiar decline, "damage" of English and corresponding changes in the spheres of a public life, first of all, politics. 'Most people who bother with the matter would admit that the English language is in a bad way, but generally assumed that we cannot consciously do anything about it' [8]. Orwell also notes that English 'becomes ugly and inaccurate, because our thoughts are foolish, but the slovenliness of our language makes it easier for us to have foolish thoughts. If one gets rid of these habits one can think more clearly, and to think clearly is a necessary first step toward political regeneration: so that the fight against bad English is not frivolous and is not an exclusive concern of professional writers' [8]. Not only in the sphere of modern English prose, but also within a political rhetoric, according to Orwell, when the author even really has something to tell, fails express it, or incidentally tells something different, so it appears almost indifferent to author whether there is a sense in his words or not. Thus and (post)modern vision, a way of perception is characterized by a lack of accuracy, a vagueness, chaos. 'But if the thought corrupts the language, the language can also corrupt the thought', 'one ought to recognize that the present political chaos is connected with the decay of the language, and that one can probably bring about some improvement by starting at the verbal end' [8].

So, it is possible to claim that any sort of literature is a peculiar context that is independently created by the lingual, political, economic, sociocultural and other contexts. The context that displays external and internal conditions of the emergence, focused and solid, but nevertheless subjectively refracted through the prism of the author's inner self-essence. Zimmel's textual 'instant picture of history', Kuli's 'mirror self, glass-looking self': 'But the truth is that the author cannot speak about anything but about himself, can he? ... Heroes of my novel – my own opportunities which were not allowed to be carried out ... The novel is not the author's religion, but the research of a human life within a trap into which the world turned' [5].

Thus, in our opinion, the language really has capacity not only to design reality, but also to define perception of this reality, and also to identify unique features of an individual way of thinking. From this point of view specifics of the language's "behavior", ways of interaction between the language and knowledge, the language and information, the language and the mental discourse in the context of information era or the time of (post)modern there is a great potential for a further scientific analysis.

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## **PYRRHUS AND HIS PERSONALITY IN THE HISTORIOGRAPHY**

**Kopanishin A. K. (Kharkiv)**

**Language supervisor: Kobsar O. I.**

**Summary:** This paper focuses on the personality of Pyrrhus- king of Epirus and Macedonia. Being one of the most talented generals of antiquity, he is regarded just not as a follower, but also as an incarnation of Alexander the Great. The historiographical question is studied in this study concerning the learning activities of Pyrrhus.

**Key words:** Pyrrhus, the successor of Alexander the Great, the geostrategic way, the fate of Pyrrhus, Gaius Marius, the historiographical difficulties.

**Анотація:** Дана стаття присвячена особистості Пирра – царя Епіру та Македонії. Будучи одним з найбільш талановитих полководців античності, він розглядається, не просто як послідовник, а й втілення самого Олександра Македонського. Також у даному дослідженні порушені історіографічні питання стосовно вивчення діяльності Пирра.

**Ключові слова:** Пирр, спадкоємець Олександра Великого, геостратегічний шлях, доля Пирра, Гай Марій, історіографічні труднощі.

**Аннотация:** Данная статья посвящена личности Пирра – царя Эпира и Македонии. Будучи одним из наиболее талантливых полководцев античности, он рассматривался, как не просто последователь, но и воплощение самого Александра Македонского. Также в данном исследовании затронут и историографический вопрос касательно изучения деятельности Пирра.

**Ключевые слова:** Пирр, наследник Александра Великого, геостратегический путь, судьба Пирра, Гай Марий, историографические трудности.

King Pyrrhus is a key figure for the whole era which began with the establishment of the Empire of Alexander the Great and ended with the Romans landing on the coast of the Balkans before the beginning of the Second Punic War II. It was the time when history could take another geostrategic path: the Western Greeks had a real chance to get in the way of the Roman and Carthaginian expansion, extending the chain of the Hellenistic states to Pillars. Of course, the young Rome was a more energetic opponent than the decrepit Persian Empire - from this point of view, it was more

difficult for Pyrrhus than for Alexander - but the Greek influence in Italy, Sicily and the western Mediterranean was much greater than on the vast expanses of Asia. It was enough to unite the efforts of Tarentum and Syracuse, Agrigento and Locri, Marseilles and Capua. Pyrrhus' failure does not prove that it was impossible [2].

Nevertheless, even the failure of the mission of Pyrrhus in the West played a decisive role in the history of the ancient world: hiking of Epirus' Army facilitated the involvement of Rome in the world history. Henceforth, the political space which was connected by a single causal chain stretched from the Alps to the Indus . The favorable outcome of the war for Rome led to a sharp rise in consciousness and the Romans brought their state to the strongest powers in the world.

Pyrrhus' story is not limited by his wars in the west of the that Greek world. The king of Epirus king witnessed the collapse of the global power of Alexander the Great which was accompanied by a ruthless struggle between his former associates. He participated in the Battle of Ipsus, the largest battle of that era. He had seen a sunset of the great Macedonian army which has conquered half of the world. He captured Macedonia twice and laid over himself Alexander's tiara.

Pyrrhus had a chance to encounter with almost all the military systems of the era, from the Macedonian and Spartan hoplites to Roman legionnaires and militias of the Highlanders in South Italy. The description of the military campaigns of Pyrrhus requires the creation of the encyclopedia of military affairs in the Mediterranean states in the 4<sup>th</sup> – 3<sup>rd</sup> centuries B.C.

Pyrrhus emerged victorious from the most battles: as commander he was rated very highly both by the contemporaries and by the descendants . Admittedly, the spirit and will of Alexander the Great only revived in him, and many of his military discoveries influenced the development of military art.

The fate of Pyrrhus looks like a classical tragedy. Not without reason in antiquity biographies of Pyrrhus were read with pleasure and only one of them has come to our time - from the pen of Plutarch. Interestingly, that in tandem with the biography of Pyrrhus in the " Comparative Biography " Plutarch gives the biography of the Roman general and politician Gaius Marius who also had an enormous influence on the formation of the Roman (in the near future imperial) army who was seven times elected a consul, but at the end of his life he survived the crash of all their hopes.

Pyrrhus and Gaius Marius belonged to the type of persons who are constantly dissatisfied with their present situation. Each success seemed to them only a prologue to the future great glory. Plutarch speaks of them more severely: "People are foolish and forgetful, all that happened to them floats away with the passage of time, and does not come back, and is accumulated forever deprived of benefits, but full of hope, they are looking to the future, taking no notice of this" [1].

With a light hand of Plutarch a dubious glory for Pyrrhus was established as the royal adventurer. But focus on the future does not mean the prevalence of adventurous vein in his character. Pyrrhus was looking for the fame - and the kingdoms which would have been considered worthy by himself. Epirus, despite the militancy of its inhabitants, was the political and economic backyard of the Greek world, and the governor who limited the power over this country belonged to the minor monarchs of his time. In their desire to justify Pyrrhus we will not be original. In the 19<sup>th</sup> century Pyrrhus was written about as a true emperor whose ambitious plans by virtue of a number of reasons

failed to realize. The authors of the most serious books which were written about Epirus and Pyrrhus – R. Scala, G. Herzberg, R. Schubert, G. Cross – he was evaluated in this way. The similar thoughts were expressed by the modern domestic historian S. S. Kazarov in the book "King Pyrrhus of Epirus and the State in the Hellenistic world " – the only scientific monograph in Russian which was devoted to the great king of Epirus.

Russian historians did not spoil Pyrrhus by much attention. His name was often mentioned in the courses on Roman History or popular arrangements of Plutarch. Serious works on the history of Epirus can be counted on the fingers. The scientific literature began to support the interest to Pyrrhus only in the recent years these are the works by L.R. Vershinin and S. Kazarov. It is also necessary to mention the works by V.N. Tokmakova who actively writes about the Republican era of the Roman army.

However, the tragic aura accompanies the image of the adventurer Pyrrhus - at least, in popular and history books. Perhaps this is due to the elementary lack of information.

While everybody recognizes the military talent of Pyrrhus and its influence on the world history hikes, few attempts were made to uncover what exactly they expressed . Detailed analyses of the campaign of Pyrrhus in Macedonia, Italy, Sicily, the Peloponnese were extremely rare and, unfortunately, sometimes superficial. Fragmentation and inconsistency of the ancient sources of Pyrrhus makes our work at the military affairs, in historiographical treatises difficult [3].

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УДК 727.7

## **THE CONTEMPORARY ART MUSEUM**

**Korobtsova P. (Kharkiv)**

**Language supervisor: Lysenkova T.M.**

**Summary:** This work deals with the project of contemporary art museum in Kharkov. Special attention is given to the museum building itself and its extra functions. It could be interesting for students of architectural and design professions.

**Key words:** exhibition space, multifunctional building, underground parking space,

**Анотація:** У статті йде мова про проект музею сучасного мистецтва в місті Харків. Особлива увага приділяється опису будівлі музею та її додаткових функцій. Стаття може бути цікавою для студентів-архітекторів та дизайнерів.

**Ключові слова:** багатофункціональна будівля, виставковий простір, підземний простір для паркування.

**Аннотация:** В статье рассказывается о проекте музея современного искусства для города Харькова. Особое внимание уделено описанию здания музея и его дополнительных функций. Статья может представлять интерес для студентов-архитекторов и дизайнеров.

**Ключевые слова:** многофункциональное здание, подземное парковочное пространство, выставочное пространство.

We at the beginning of our third year in KNUCA. The task which was formulated as “a museum project for Kharkiv” we obtained.

It was decided to make a project on Contemporary Art Museum because of lack of exhibition space in Kharkov. Some details concerning the project are given in this work.

As to its location it is suggested that the museum will be situated on Lenin avenue in the vicinity of the Nauchnaya underground station.

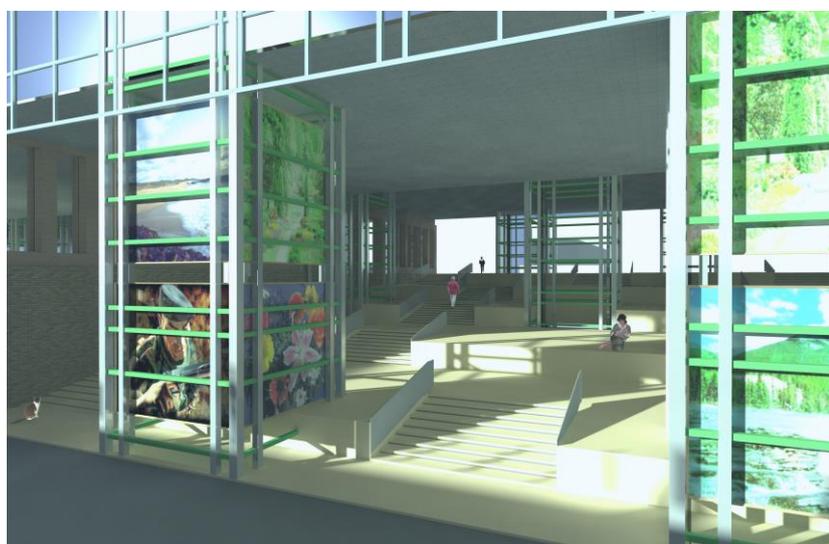


The museum is only a part of the multifunctional building. There is a cinema multiplex on the underground floor with five small movie theatres, a trade mall, underground parking space and some kind of science and art club with workshop rooms [2]. The main attraction of the museum is an open «street» below the avenue level. This street links two metro entrances and provides an access to the park back from the museum. This street is also a trade mall and we can also reach the multiplex, bar and the main pedestrian part of Lenin avenue from it. A visitor can get to the main level of the Lenin avenue by stairs which go round the light-box columns; and these columns are also an open exhibition space. You can also see these columns on the space under the museum – some kind of an inside yard.



The building itself is divided into two main parts by this «yard» that has been described above. When a visitor looks at the museum from Lenin avenue, on his/her left he/she can see a part of the building with workshop rooms, the archive, lecture rooms, cafes etc.

On his/her right there is the main entrance to the museum (a visitor can get there





by the bridge across the trade street below), and the museum itself is on the third floor.

The building's structure is made of beams and columns that is why we have large open spaces for exhibitions [1].

It was one of the first of "major" projects that KNUSA students got and the first one of the multifunctional building. And it was decided to create some kind of a contemporary

art center with the main part as an exhibition space. While the project was designed, we were trying to create a building with a set of outstanding features, such as exhibition light-box columns for open-air art exhibitions or a «museum street» below the main level of Lenin avenue.

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УДК: 340.12

## GLOBAL DEMOCRACY IN MODERN WORLD

Kosmin V.O. (Kharkiv)

Language supervisor: Nemchonok S.L.

**Summary:** The article aims at describing global democracy phenomenon which is a part of globalization in the contemporary world. Two ways of defining global democracy were revealed as results of the study: political theory and the process of democracy expansion which is going on at present and correlates with the theory. The research provides an opportunity to make predictions about future of modern world and the place of democratic principles in a global society.

**Key words:** democracy, geopolitics, globalization, United Nations, Western Civilization, world community.

**Анотація:** Метою цієї статті є опис феномену глобальної демократії, який являє собою частину глобалізації у сучасному світі. За результатами дослідження було виявлено два шляхи визначення глобальної демократії – політична теорія та процес розширення демократії, що відбувається сьогодні та вступає в кореляцію з теорією. Дослідження дає можливість здійснення прогнозів, щодо майбутнього сучасного світу й місця демократії у світовому суспільстві.

**Ключові слова:** геополітика, глобалізація, демократія, Західна цивілізація, Організація Об'єднаних Націй, світове суспільство.

**Аннотация:** Целью данной статьи является описание феномена глобальной демократии, который является частью глобализации в современном мире. По результатам исследования было обнаружено два пути определения глобальной демократии – политическая теория и продолжающийся в настоящее время процесс распространения демократии, который вступает в корреляцию с теорией. Исследование предоставляет возможность осуществления прогнозов, относительно будущего современного мира и места демократических принципов в мировом сообществе.

**Ключевые слова:** геополитика, глобализация, демократия, Западная цивилизация, мировое сообщество, Организация Объединенных Наций.

Nowadays we can observe globalization in rapid progress. The world is exchanging cultures, economies, policies and philosophies. It is difficult to find a society which is not affected by another society, so it is hard for «relict» culture to appear, develop and keep its uniqueness. As a result, there is a tendency of general cultural approach and despite the fact that originality is tried to be kept it is a matter of time when global culture is formed. In a contemporary society the issue of democracy is extremely significant as it follows progressive thinking development of present societies. Globalization leads to genesis of global democracy. This phenomenon is being described in the article.

Global democracy can be viewed in two forms as a spreading process of democratic tendencies and as a political theory.

1. Global democracy as a process of democratic principles expansion.

History of democratic principles goes back to pre-historic times of anthropoid primates, who had band societies of practical equal members. For the first time a familiar form of democracy could be observed in ancient Greek city-states, where all mature citizens had been engaged in political life and had had neither rights nor opportunities to influence their governments.

A significant impulse to the democracy development was given during the Age of Enlightenment (17<sup>th</sup> and 18<sup>th</sup> centuries), when conceptions of fundamental human rights, freedom and equality, humanism and anti-absolutism originated.

Later in 20<sup>th</sup> century we could observe foundation of international organizations as the result of World War I and World War II. It could be considered as the beginning of global era, because the prevailing part of states had been involved into international cooperation. After the defeat of Nazi Germany, which had committed unprecedented atrocities, the world community realized that it was necessary to develop democratic world-wide peace and order [1].

Global democracy is introduced into world policy through different international treaties, conventions, pacts, agreements, deals, contracts, etc. and through membership in various interstate organizations. Thus, the Universal Declaration of Human Rights adopted by the United Nations General Assembly on the 10<sup>th</sup> of December 1948, the Geneva Convention relative to Protection of Civilian Persons in Time of War, the European Convention on Human Rights, etc., declare required and mandatory obligations of human rights protection.

The United Nations Organization was formed in 1945 and since then it has been the centre of international activities throughout the world. It is also considered to be a form of a global government, as all sovereign countries of the world and even several quasi-states are members of the UN. Bodies of this organization are in charge of corresponding spheres of global geopolitics, economies, etc. In addition to it there are International Court of Justice, United Nations Security Council, the United Nations General Assembly and other bodies that coordinate global society. Moreover, there are organizations such as European Union, Inter-Parliamentary Union, World Trade Organization, and even Greenpeace which all spread democratic tendencies to

international relations. So we can see that global democracy can be called a “child” of international organizations the actions of which are governed by democratic ideals.

However, there are lots of undemocratic societies and those which have low level of democracy. Among them are Arabian states, China, countries of Africa and South America, North Korean Republic, former states of the Soviet Union, etc. Global democracy should spread its ideals and principles on these states.

Nowadays countries of Western civilization are considered to be democracy “holders” and spreaders. If we look at the world map showing types of political regimes in different states, we can notice that nearly all representatives of the West have various forms of democratic regimes. And democracy comes from them. An interesting question is whether this process of democracy expansion is really out of control? According to a dialectical method, if this effect can be a self-generated and a spontaneous one, it is also possible for it to be governed by the so-called “Big Brother”.

In order to understand the term “Western Civilization” we can look at the 12-volume work “A Study of History” by a great British historian and philosopher Arnold Joseph Toynbee in which he examined the rise and fall of 26 civilizations in the course of human history. He pointed that modern Western Civilization, consisting of the United States, majority of European countries, Canada, Australia and New Zealand had appeared in the Greek Mycenaean civilization [2]. This civilization is of aggressive nature and during the past several thousands of years it could be considered as one of the most powerful world hegemon. However, in different times the power of the West was only in its military activities. During the first period of the Middle Ages when the former Roman civilization died, new representatives of the West lagged behind some other civilizations. Toynbee considered the West to be aggressive in its struggle for conquest and enslavement using technology. Today this technology is of ideological and economic matter but it is less of military matter. The democracy ideology propaganda is now an instrument of contemporary “Western conquest”. We can surely point out that democratic ideals are used as a kind of mask to cover imperialistic policy of aggressive and powerful states that aim to extend their political and economic influence all over the world. As an example we can take international policy of the United States which often participate in different local conflicts “on behalf of democracy”. Obviously, some real goals are connected with economical and political impacts.

Summing up we can conclude that due to globalization there is a huge expand of democracy being provided by international organizations. However, this democracy comes from Western Civilization, so it can be a kind of an instrument in this expansion.

## 2. Global democracy as a political theory.

Cosmopolitan democracy is also a political theory which explores use of democratic principles and values at different levels, beginning from local to global ones. It also aims at describing any possible forms of global governance which can appear in future or are being formulated currently. Some academic coryphaei of this theory are Daniele Archibugi, David Held, Mary Kaldor, and Richard Falk. In their Cosmopolitan Democracy model decisions are made by those citizens who are affected by them, avoiding a single hierarchical form of authority. According to the nature of the issues, democratic practice should take into account the will of stakeholders. This can be done either through direct participation or through elected representatives. The model of

cosmopolitan democrats is decentralized - i.e. global governance without world government [3, 4].

The victory of Western liberal states in Cold War gave an opportunity that international relations can be guided by ideals of democracy and a rule of law. At the beginning of 1990s, a team of theoreticians developed a political project of cosmopolitan democracy with the aim of giving intellectual arguments in favor of democracy expansion, both within states and worldwide. While some significant successes have been achieved in terms of democratization within states, much less had been attained in democratization of global a system.

In different form necessity of spreading democracy above a national state was studied by a political philosopher Jürgen Habermas and a sociologist Ulrich Beck.

Criticism of cosmopolitan democracy comes from supporters of realism, Marxism, communitarian and multicultural thinking. A democratic theorist Robert Dahl manifested his doubts about possibility to expand democracy in international organizations, as he believes that democracy diminishes with size of the state. Opponents of Dahl's views stand for an idea that larger countries are not necessarily less democratic. In addition to it, there is no correlation between voters' turnout and population size of the state.

The idea of cosmopolitan democracy is upheld with reference to development of international organizations. This includes establishing of the International Criminal Court, a direct elected World Parliament or world Assembly of governments, and more wide democratization of international organizations [5]. Followers of cosmopolitan democracy are very skeptical about effectiveness of military interventions, even when they are obviously motivated by humanitarian intentions. They suggested activating people's diplomacy and arms control instead.

Thus, global democracy is a significant phenomenon of modern world and it is important to study this process in order to organize the most effective forms of society development.

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## **THE WAY TECHNOLOGY IS CHANGING DEMAND FOR HUMAN SKILLS**

**Kotlyarov A.S. (Kharkiv)**

**Language supervisor: Luchenko O.O.**

**Summary:** The article concerns some of the advantages of machine devices and human skills, their differences in various scopes of activity. The skill of complex communication and the expert

thinking (a skill which helps to solve problems when they cannot be solved with the help of rules) are also shown. Five categories of labour resources are described, which can help people make the right choice for the development of their human skills.

**Key words:** computerisation, labour tasks, foundation skills, complex communication, expert thinking.

**Анотація:** У статті розглядаються деякі переваги машинних пристроїв та людських навиків, їх відмінності у різноманітних сферах діяльності. Також було висвітлено навичок комплексної комунікації та експертне мислення, як навичок, що допомагає вирішити проблеми, якщо вони не можуть бути вирішені за допомогою правил. Були описані п'ять категорій розподілу трудових ресурсів, які можуть допомогти людям зробити правильний вибір для розвитку їх особистих людських навичків.

**Ключові слова:** комп'ютеризація, трудові завдання, основні навички, комплексна комунікація, експертне мислення.

**Аннотация:** В статье рассмотрены некоторые преимущества машинных устройств и человеческих навыков, их отличия в различных сферах деятельности. Также показано навык комплексной коммуникации и экспертное мышление, как навык, который помогает решить проблемы, если они не могут быть решены с помощью правил. Были описаны пять категорий распределения трудовых ресурсов, которые могут помочь людям сделать правильный выбор для развития их личных человеческих навыков.

**Ключевые слова:** компьютеризация, трудовые задачи, основные навыки, комплексная коммуникация, экспертное мышление.

Nowadays, computers have increasingly come to replace the human factor. This is because the machine technology can change their properties more quickly than people improve their skills. Scientific and technological progress is something we have to face every day in our life. It is very hard to imagine a kind of job that could go without computerized technology. The largest technological force shaping work is the computer. Computers are much weaker than people in performing some workplace tasks but much faster and less expensive than people in performing other tasks. It is important to remember that computers *substitute* for some work (issuing metro tickets, for example), and *complement* other types of work (providing computerized images that assist in medical diagnoses). Getting to know the properties and capabilities of computers, we will be able to outline part of the work remaining for people in the future and the skills that this work requires. It will also help to define the way the computers can assist people in performing that work.

We can get a picture of what computers do by considering two workplace tasks:

- In railroad stations, the task of selling tickets to particular destinations, a moderately skilled task, is increasingly performed by self-service kiosks rather than by desk agents.
- In industrial seaports, the task of recording and tracking the movement of sealed cargo containers is increasingly done automatically using signals emitted from radio frequency identification tags. The task used to be done by clerks who inspected containers visually [1, p. 22].

How do we explain the fact that computers substituted for human work in issuing tickets and tracking cargo containers while they complemented the doctor's diagnostic skills? The answer lies within two ideas.

- All human work includes the cognitive processing of information. The accountant who reads numbers in a spreadsheet, the doctor who looks at an X-ray, the farmer who looks at the sky for signs of rain, the cook who tastes a meal, the carpenter who feels his

hammer as it hits a nail – all these men and women are processing information to decide what to do next or to upgrade their picture of the world.

- We can think of a properly running computer programme as a series of rules that specify an action for each contingency. Computers execute certain rules. Some of the rules are divided into arithmetic ( $2 \times 5 = 10$ ) and logical conditions (if  $[a > 18] b = 10$ ) [4].

**Complex communication.** Frank Levy and Richard Murnane, in “The New Division of Labor”, define complex communication as: the social ability to work with diverse partners and colleagues, to exchange and understand vast amounts of information, build understanding, cultivate trust, and negotiate outcomes. People assumed, that networked computers could communicate the information at much lower cost than traditional modes of person-to-person communication. In practice, jobs in management, teaching and sales are as important as they ever were. The reason why lies in a basic cognitive principle: information is inherently ambiguous, and we give information meaning by imposing a context. Without a shared context, there is no guarantee that the recipient of information will interpret it as the author intended. The work of managers, teachers, sales people and others is not to convey information *per se* but to establish a context in order to convey a *particular interpretation* of information [3].

Mastering complex communication – the ability to establish a common understanding of information – is a highly valuable skill, particularly in technology-rich environments where information is abundant and circumstances can change rapidly.

**Expert thinking** is the cognitive ability to build a bank of knowledge, construct hypotheses, identify patterns, and be thoughtful about one’s thinking and problem-solving [3]. When a problem can’t be solved by rules, it is necessary to look for other ways of solving the dilemma – what can be called expert thinking. Expert thinking is a collection of specific solution methods that vary according to the problem at hand. One frequently used method is what cognitive scientists call *case-based reasoning*. The method is illustrated by an example from automobile repair.

A customer brings in a recently purchased car – a new model – with a non-functioning power seat. A mechanic uses a computerized diagnostic tool to search for problems. In a new car, many new electronic components can interact in the ways engineers have not foreseen. If the seat problem is caused by one of these unanticipated interactions, the factory-programmed rules will detect no error and the technician must solve the problem another way. In case-based reasoning, the mechanic begins with a kind of pattern recognition in which he recognizes points of similarity between the current problem and other problems he has solved in the past. He uses his previous solutions [4]. What stands out about this problem is that there is no straightforward solution path. That is no accident. Problems with straightforward solution paths are increasingly solved by computers; meanwhile complex problems like this will comprise an increasing share of human work. It is the fact that makes expert thinking important.

**Foundation skills for the future.** Computers can greatly speed up different types of work, just knowing the descriptions of the actions and procedures to be performed in some cases. On the other hand, in order to use the basic skills, computers have concrete processes to convert to a numerical abstraction. Since the use of computerized technologies reduces costs, people with math skills and those, who can create such technology, are in great demand nowadays. Being able to multiply and divide will

always be important, but these basic skills are not sufficient to deal with the abstraction of many computer-generated analyses. Similarly, a basic reading skills is not sufficient to absorb the pages or web views of a repair manual, including searching for the parts of the manual that apply to the case at hand [2, p. 81].

Complex communication and expert thinking are only two of the skills used in the economy but they are growing in importance. All labour-force tasks are classified into five broad categories.

- Tasks requiring expert thinking: solving problems for which there are no rule-based solutions. Examples include constructing the diagnosis of a patient's illness, repairing an automobile when the problem is not addressed by diagnostic tools, and so on. While computers cannot substitute for humans in these tasks, they can complement human skills by making information more readily available.

- Tasks requiring complex communication: interacting with humans to acquire information, to explain it, or to persuade others of its implications for action. Examples include a manager motivating the people whose work he or she supervises, a sales person gauging a customer's reaction to a piece of clothing, a biology teacher explaining how cells divide, an engineer describing why a new design for a DVD player is an advance over previous designs.

- Routine cognitive tasks: mental tasks that are well described by deductive or inductive rules. Examples include maintaining expense reports, filing new information provided by insurance customers, and evaluating applications for mortgages. Because these tasks can be accomplished by following a set of rules, they are prime candidates for computerization.

- Routine manual tasks: physical tasks that can be well described using deductive or inductive rules. Examples include installing windshields on new vehicles in automobile assembly plants, and counting and packaging pills into containers in pharmaceutical firms. Since these tasks can be defined in terms of a set of precise, repetitive movements, they are also candidates for computerization.

- Non-routine manual tasks: physical tasks that cannot be well described as following a set of "if-then-do" rules because they require optical recognition and fine muscle control that have proven extremely difficult to programme computers to carry out. Examples include driving a truck, cleaning a building, and setting gems in engagement rings. Computers do not complement human effort in carrying out such tasks. As a result, computerization should have little effect on the percentage of the workforce engaged in these tasks [4].

Summing up, the following conclusions can be drawn:

- the fact that technology is replacing certain types of work is inevitable. The effect of automation, and more generally of the progress of technological change, is to reduce the demand for people who are only capable of doing routine work, and to increase the demand for people who are capable of doing knowledge-based work. It means that a greater proportion of people will need to be educated as professionals.

- it is very important to understand trends and concepts of changing demand for human skills to be globally competitive in labour market. Professions that require only human skills such as complex communication and expert thinking and professions connected with non-routing manual tasks will remain. They can not be replaced by computer technologies. These professions are: teachers, doctors, drivers, mechanics,

engineers, programmers etc. Routine cognitive tasks and routine manual tasks are candidates for computerization in future.

- the changing demand for human skills is posing new challenges to those who choose their vocation which is one of the most important and difficult decisions a person makes in life. Moreover it is a challenge to a nation's educational system that can grow out of touch with job-market trends and effective policies to develop expert thinking and complex communication skills.

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## **MONETARY REGULATION OF MONEY AND CREDIT MARKET OF UKRAINE AT THE PRESENT STAGE**

**Kravchonok S.V. (Kharkiv)**

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

**Abstract:** The paper concentrates on the money and credit market as it is the largest segment of the financial market. Steady development of economy requires mobilization of temporarily free funds of individuals and entities, and their distribution and redistribution on a commercial basis among various sectors of economy. In a well-functioning economy, this process is carried out in financial markets.

Money and credit market is a key element of the market model of money and credit economy regulation. In this market, offer and demand for loans for various periods are concentrated, interest and exchange rates are formed. Without a system of markets in the money and credit sphere one can not ensure effective functioning of a two-level banking system.

**Keywords:** financial market, monetary regulation, money and credit market, money and credit market instruments, money and credit politics.

**Анотація:** Стаття присвячена грошово-кредитному ринку, так як він являється найбільшим сегментом фінансового ринку. Для нормального розвитку економіки постійно потрібна мобілізація тимчасово вільних грошових коштів фізичних та юридичних осіб і їх розподіл і перерозподіл на комерційній основі між різними секторами економіки. В ефективно функціонуючій економіці цей процес здійснюється на фінансових ринках.

Грошово-кредитний ринок є ключовою ланкою ринкової моделі грошово-кредитного регулювання економіки. На цьому ринку концентрується попит та пропозиція кредитів на різні терміни, формуються процентні ставки, обмінні курси. Без системи ринків в грошово-кредитній сфері не можна забезпечити ефективного функціонування дворівневої банківської системи.

**Ключеві слова:** грошово-кредитна політика, грошово-кредитний ринок, інструменти грошово-кредитного ринку, монетарне регулювання, фінансовий ринок.

**Аннотация:** Статья посвящена денежно-кредитному рынку, так как он является самым крупнейшим сегментом финансового рынка. Для нормального развития экономики постоянно требуется мобилизация временно свободных денежных средств физических и юридических лиц

и их распределение и перераспределение на коммерческой основе между различными секторами экономики. В эффективно функционирующей экономике этот процесс осуществляется на финансовых рынках. Денежно-кредитный рынок является ключевым звеном рыночной модели денежно-кредитного регулирования экономики. На этом рынке концентрируется спрос и предложение кредитов на различные сроки, формируются процентные ставки, обменные курсы. Без системы рынков в денежно - кредитной сфере нельзя обеспечить эффективное функционирование двухуровневой банковской системы.

**Ключевые слова:** денежно-кредитная политика, денежно-кредитный рынок, инструменты денежно-кредитного рынка, монетарное регулирование, финансовый рынок.

The money and credit market is understood as part of the financial market preoccupied with trade short-term loans. The money and credit market is a market in which money demand and supply determine the level of interest rates, "price" of money, it is a network of institutions providing interaction of supply of and demand for money. Credit market assets are not "sold" and "bought" like other goods. This is a specificity of money on the credit market. In operations in the money and credit market money is exchanged for other liquid assets at an alternative cost measured in terms of the nominal rate of interest [6].

Money market instruments are:

- various short-term securities: bonds, treasury bills, municipal bills, commercial bills, bank bills, commercial papers, certificates of deposit, savings certificates;
- short-term loans: interbank credit, commercial credit;
- REPO - operations – sale of securities in the condition of redemption [8].

A feature of money market instruments is a low financial risk. Sides to the money market are, on the one hand, people with money (lenders), and on the other hand those who borrow money under certain conditions (borrowers). One of the categories of market participants are financial intermediaries. Provision of funds received and borrowed is possible without financial intermediaries.

The function of lenders and borrowers in the money market can be performed by: banks, non-bank credit institutions, enterprises and organizations of various types legal entities, individuals, the state in the face of certain bodies and organizations, international financial institutions, other financial and credit institutions. Financial intermediaries in the money market are: banks, professional participants of the stock market, brokers, dealers, management companies, other financial institutions and others [7].

Interests consist of money market generating income from transactions with various financial instruments of the money market. Creditors receive income in the form of interest on the transferred amount. Borrowers receive income in the form of additional revenue generated from the use of borrowed funds. Financial intermediaries receive income in the form of commission or the difference between the interest rates of investment and borrowing.

The money and credit market relates to the institutional framework of modern money and credit policy, since it is a key element of the market model of money and credit economy. This market concentrates supply and demand loans for various periods of generated interest rates, exchange rates, etc. Without a system of markets in the

money and credit sphere, one cannot ensure effective functioning of a two-level banking system [9].

The money and credit market regulating monetary policy of the state as a part of economic policy is a set of money and credit instruments and institutions with the power to form objectives of government economic policy. This definition implies that monetary policy is a special sphere of activity of the state and the central bank, aimed at mobilizing financial resources and their rational use. The impact of economic and social development is carried out through monetary policy [10].

In Ukraine, the government uses monetary policy to carry out its functions and objectives. The Law of Ukraine "On the National Bank of Ukraine" states: "Money and credit policy is a set of measures in the field of money and credit, aimed at regulating the growth, curbing inflation and ensuring stability of the money and credit unit of Ukraine and of employment" [2].

Monetary policy of the state depends on internal and external factors. There are general principles of monetary policy for countries with market economy and democratic principles of developed society. One can identify several principles for implementation of monetary policy: 1) continued promotion of the production, maintenance of entrepreneurial activity; 2) anti-inflationary money policy orientation; 3) promotion of employment; 4) mobilization of financial resources for the provision of social guarantees to the population; 5) maintenance of the stability of the national currency [10].

Forms of monetary policy are differentiated depending on the purpose of their implementation, as well as a set of methods and tools. The difference in forms of monetary policy also is based depending on the state of the business cycle and the level of entrepreneurial activity [5].

To solve the problems of monetary control over the use of the money supply one can apply tools such as: 1) conducting open market operations; 2) change backup standards; 3) change in interest rates by the central bank and other.

The main purpose of money and credit policy with regard to the provisions of the Constitution is to ensure stability of the money and credit unit of Ukraine. A stable currency is regarded as one of the basic values of society, one of the main guarantees for the protection of private economic interests of every citizen, and a necessary condition to achieve the strategic goals of economic development of Ukraine, to ensure high rates of economic growth through modernization and innovation, building a modern, stable, open and globally competitive economy and thereby ensuring the welfare of the people of our state [1].

In accordance with the Law of Ukraine "On the National Bank of Ukraine", in fulfilling its primary function, the National Bank should proceed from the priority of achieving and maintaining price stability in the state. The main criterion for the success of money and credit policy is to maintain the medium term (3 to 5 years) of low stable inflation, as measured by the consumer price index. The annual growth rate of the consumer price index in 2013-2014 should be stabilized in the range of 4-6%, and since 2015 kept in the range of 3-5% [2].

Further we consider the monetary indicators for money and credit - credit market (Table 1 compiled by the author on the basis of statistical data [3, 4, 11, 12]). The table

contains a number of indicators, fundamental for the formation of the monetary policy in Ukrainian.

Analyzing monetary indicators for the period from 2007 to 2013, we see that the account rate decreases rapidly and in 2013 reaches the value of 6.5%. The inflation rate is not sustainable either, it decreases systematically.

It is obvious that the table does not comprise all monetary indicators, only the ones we consider basic.

The living wage increases, but it is planned and a further increase in the rate at the moment is 1218.00 UAH. Money supply has also been steadily rising for seven years, having increased by 142 663 mln. The UAH exchange rate rose sharply in 2009 and the highest rate in 2013 reached 799.30 UAH for \$ 100.

Continued implementation of economic and social reforms in the state at certain periods can lead to objective situational fluctuations in prices for consumer goods markets and services. Such fluctuations may be the result of structural changes in the economy, bringing some prices and tariffs in line with economically justified levels of exposure to significant external shocks, etc. Under the circumstances, a certain temporary deviation of growth of consumer inflation from targets set is permitted. At the same time, the deviation should not affect the achievement of certain targets concerning inflation in the medium term [4].

Table 1

Monetary Indicators of Ukraine for 2007 – 2013

	2007	2008	2009	2010	2011	2012	2013
Money supply, mil. UAH.	141 901	186 671	194 965	225 692	239 885	255 283	284 564
Exchange rate UAH to Dollar USA, 100 units	505,00	526,72	779,12	793,56	796,76	799,10	799,30
Living wage, UAH	460,00	605,00	744,00	922,00	1004,00	1134,00	1218,00
Inflation index	116,6	122,3	112,3	109,1	104,6	99,8	99,4
Account rate, %	8,00	11	11,08	8,58	7,75	7,5	6,5

Recent developments of the global economic and financial crisis have shown that price stability is a necessary but not sufficient condition to achieve strategic goals of economic development. Given this, in accordance with the Ukrainian legislation, money and credit policy also aims at promoting stability of the banking system (as a key to ensuring financial stability in the state) and supporting the economic policy of the

Cabinet of Ministers of Ukraine, aimed at economic growth. The National Bank, within its capabilities, will boost the volume of lending to the real sector of the economy. The need to achieve these goals can not be in contradiction with the main objective of money and credit policy. Then productivity of the National Bank within the areas listed will be determined in conjunction with the effectiveness of economic and financial policy of the Government, based on the criteria contained in the relevant documents on policy and forecasting economic and social development.

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## **GENDER POLICY IN UKRAINE**

**Krykova O.I. (Kharkiv)**

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

**Summary:** The paper studies the gender policy in Ukraine: history and milestones of formation, its reasons and background, current state and problems of implementation of gender policy in Ukrainian society. The paper provides statistical analysis and indication of the current direction of development of gender policy in Ukraine.

**Key words:** equality, gender discrimination, gender policy, national programme.

**Анотація:** Стаття розглядає гендерну політику в Україні: історію, головні віхи та передумови її формування, нинішній стан, а також проблеми гендерної політики та її впровадження в українському суспільстві. У статті проаналізовані статистичні дані та виявлені нинішній напрямки розвитку гендерної політики у державі.

**Ключові слова:** гендерна політика, державна програма, дискримінація за статевою ознакою, рівність.

**Аннотация:** Данная статья рассматривает гендерную политику в Украине: историю, основные вехи и предпосылки для её формирования, нынешнее состояние, а также проблемы гендерной политики и её внедрения в украинском обществе. В статье проанализированы статистические данные и выявлено нынешнее направление развития гендерной политики в государстве.

**Ключевые слова:** гендерная политика, государственная программа, дискриминация по половому признаку, равенство.

Gender policy is one of directions of the public policy of Ukraine. This direction is rather new for the country, but it has its history of formation. It has become more important in the latest years since Ukraine referred to Eurointegration. The term “gender” first appeared in the social sciences 40 years ago to separate biological and social differences of people [8]. Gender is a range of physical, biological, mental and behavioural characteristics pertaining to and differentiating between masculinity and femininity. Depending on the context, the term may refer to biological sex (i.e. the state of being male, female or intersex), sex-based social structures (including gender roles and other social roles), or gender identity [8]. There are some key factors which underpinned the development of gender policy in Ukraine:

1. historical (activity of women parties in Ukraine, feminist movement);
2. cultural (worshipping woman as Mother in the patriarchal structure and mentality of Ukraine);
3. political (growing amount of women in public authorities and Parliament);
4. demographic (early and high death-rate of male citizens, negative population growth, decreasing of male population in Ukraine);
5. social (domestic violence, human traffic, sexual abuse and sex-traffic),
6. Economic (low level of economic activity of women) [2].

The demographic factor is of exceptional importance. According to statistics, the life expectancy at birth is 68 years for both sexes, females have a higher life expectancy (average rate of 74 years), whereas men can expect an average of 62 years. Thus, men in Ukraine have a slightly lower life expectancy compared to the global average of 66 years for men and 71 years for women. The adult mortality rate (per 1,000 adults between 15-59 years) remains high with 274 in contrast to the global average of 176 [7]. One of the most essential factors which influenced the development of gender policy is the history of the women`s movement in Ukraine. First organisations which aimed at achieving gender equality in Ukraine were women`s organisations. They appeared in the end of the 19<sup>th</sup> – beginning of the 20<sup>th</sup> century. They were influenced by suffrage movement and campaign for women`s rights in Europe. The principal objective of the first Ukrainian women`s organisations was the right for higher education for women. For example, in 1860 “Association Of Women`s Higher Education” pushed government to adopt the law, which gave women the right for higher education. The Association also launched a university discipline in higher institutions “Advanced course for women” in Kyiv. Similar groups appeared in Western Ukraine: “Association of the Ruthenian Women”, “Bevy of Women”, etc.

The beginning of 20<sup>th</sup> century witnessed the appearance of groups which focused on the protection of women, who were suffering from domestic violence. During World War I women associations mainly worked with refugees and orphans, were engaged in welfare work. The most popular were “Kharkiv Mutual Benefit Society of Women”, “St. Mary`s Community of Ladies” [3]. The Revolution of 1917 changed traditional scheme of the life in Ukraine. Rights become equal for both sexes, in the USSR there appeared laws which provided gender equality in the country. When Ukraine became

independent, women's organisations focused on protecting women from domestic violence and sex-traffic ("La-Strada Ukraine"), on childcare ("Association of Mothers with Many Children"). "Association of Soldiers' Mothers" exerted influence on formation of the Ukrainian army and pushed the government to adopt a law about deferred military service for the students of higher educational establishments [3]. "La-Strada Ukraine" forced government to adopt the laws on preventing human trafficking. We can see that women organisations influenced not only the formation of gender policy, but also some other parts of social and political life.

Nowadays there are following statutory documents which provide gender equality and regulate gender policy in Ukraine:

- the Constitution of Ukraine, adopted by Verkhovna Rada in 1996, enactments 3, 21,24, 51. Part of enactment 24 of the Constitution of Ukraine is directly devoted to preventing gender discrimination;
- the Law of Ukraine "On social insurance in case of unemployment" of 02.03.2000 № 1533-III;
- the Law of Ukraine "On prevention of domestic violence" of 15.10.2001 N 2789-III;
- the Law of Ukraine "On governmental support of families with children" of 22.03.2001 N 2334-III;
- the Law of Ukraine "On compulsory governmental social insurance in case of unemployment, birth, death and funeral" of 11.01.2001 N 2213-III;
- the Law of Ukraine "On equal rights and facilities for male and female citizens of Ukraine" of 08.09.2005 N 2866-IV;
- the Law of Ukraine "On improving work of executive authority which provide equal rights and facilities for male and female citizens of Ukraine" of 26.07.2005 N 1135/2005;
- the Family Law of Ukraine of 10.01.2002 № 2947-III;
- the Criminal Law of Ukraine of 05.04.2001 № 2341-III;
- the Labour Law of Ukraine of 10.12.71 № 322-VIII [5].

According to the laws, equal rights are provided in Ukraine for both sexes. But in these latter days there has been much discussion about the real state and its discrepancy from the documents. Most of these discussions are connected with the European Union Association Agreement with Ukraine. One of the points of the Association presupposed Ukraine's changing its policy to make it comply with European standards. Nevertheless, one has to admit that gender discrimination still exists. Ukrainian women suffer from widespread gender stereotypes on the role of man and woman in a family, acceptability of violence to women and girls. Domestic violence is quite a usual thing. According to women's rights groups only one tenth of domestic violence cases are reported and approximately 90% of domestic violence victims are women. The law requires the government to operate shelters for victims of domestic violence in every major city, but in practice, it does not. This partially happens through lack of municipal funding and insufficient negligence of the Ministry of Family, Youth, and Sports [7]. Many women suffer from harassment in their workplace, which has become the most common type of gender discrimination. According to statistics, 55% of unemployed Ukrainians are women, while the average salary for women is lower than the average salary for men. Ukrainian women constitute 54% of the population of Ukraine, they are usually better

qualified than men but they earn only 70% of the salary of men in equal positions [6]. In spite of maternity leave policies, this benefit also leads to gender-based discriminatory hiring practices because employers attempt to avoid hiring women of child bearing age to reduce costs [1]. Women's level of political participation in Ukraine is the lowest among the level among other European countries and even post-Soviet countries – 9,4%. Only 12% of women manage big business concerns [6].

Ukrainian system of education is also not perfect if we talk about gender policy inside it. The Ministry of Family, Youth and Sport which was responsible for introduction of gender policy in the country influenced the system of education, but substantially enough. In kindergartens toys for girls are usually selected with the aim to improve “householding” skills, and toys for boys are traditionally meant to improve their creative and thinking skills; in schools standards for girls and boys in such kinds of subjects as sports or craft are usually different [1]. Besides the laws, the government provides programmes on gender equality in Ukraine. From 2006 to 2010 government launched the National Programme on Gender Equality. After a break in 2011-2013 a new programme was adopted. The Programme for 2014-2016 is another programme funded by the government, and it is much different from the previous. For example, the ministry, responsible for the gender policy in the country, has changed. Since 2013 the Ministry of Social Policy has been responsible for gender policy, when it was controlled by the Ministry of Family, Youth and Sport before. The new programme is focused on europeanisation of Ukrainian legislation. This programme envisages 30% representation of female deputies in Verkhovna Rada. Besides, this programme also presupposes including the term “sexism” into the Legislative Act.

The principal goals of the new programme are:

- equal opportunities for female and male citizens to get a well-paid jobs;
- realization of women`s leadership ;
- implementation of the idea of “a man as a householder and child minder” [4].

Special attention will be paid to media-policy. Employers will be warned about the prohibition of gender discrimination. Stereotypes about gender social roles will also be extirpated, especially in advertisement, media and the Internet. Local gender programmes will be introduced in regions of Ukraine, they will also refer to schools and the system of education [4]. It will also include work with pupils of middle- and high-school by means of lessons, dedicated to gender problems and gender socialisation in a community.

In conclusion, nowadays Ukraine faces some difficulties in introduction and development of gender policy. But we are witnessing positive tendency in dealing with them. The government launches new programmes, makes attempts at altering mentality and the public mind of Ukrainians. In general, gender policy in the country has become a matter of priority on the state and legislative level, which gives much hope for further positive developments in gender equality domain.

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## SYMBOLIC FEATURES IN ARCHITECTURE

Kutko A (Kharkiv)

Scientific Advisor: Kreiser I.I.

Language supervisor: Lysenkova T.M.

**Summary:** This article deals with analysis of symbolic features in architecture. The results of the study are as follows: architecture is based on a symbolic understanding of space. Even in the distant past, when the architecture as a profession did not exist, the architects put deep symbolism into structures. The proportions of many structures were determined by symbolic meaning of shapes. People believed that when following certain geometric logic, the building was charged with sacred power. Different people had different senses for the same symbols. Over time, symbolism goes beyond the spiritual and religious architecture. The symbol is an expressive device of architecture.

**Key words:** symbolism, symbolic understanding, expressive device, sacred power, geometric logic.

**Анотація:** Дана робота пов'язана з вивченням символічних рис в архітектурі. Підсумками дослідження є наступне: архітектура базується на символічному сприйнятті простору. Навіть у далекому минулому, коли архітектура ще й не існувала як фах, архітектори вкладали глибокий символізм в свої споруди. Пропорції багатьох споруд визначалися символічним значенням форм. Люди вірили, що слідуючи певній геометричній логіці, будівля заряджається сакральною силою. Різні люди вкладали різні смисли в однакові символи. С плином часу символізм виходить за рамки духовної та релігійної архітектури. Символ є засобом самовираження в архітектурі.

**Ключові слова:** символізм, символічне сприйняття, засіб самовираження, сакральна сила, геометрична логіка.

**Аннотация:** Данная работа связана с изучением символических характеристик архитектуры.

Результатами исследования является следующее: Даже в далеком прошлом, когда архитектура ещё и не существовала как профессия, архитекторы вкладывали глубокий символизм в свои сооружения. Пропорции многих сооружений определялись символическим значением форм. Люди верили, что следуя определённой геометрической логике, здание заряжается сакральной силой. Разные люди вкладывали разные смисли в одинаковые символы. С течением времени символизм выходит за рамки духовной и религиозной архитектуры. Символ есть способ самовыражения в архитектуре.

**Ключевые слова:** символизм, символическое восприятие, способ самовыражения, сакральная сила, геометрическая логика.

Architecture is based on a symbolic understanding of space. Even in the distant past, when the architecture as a profession did not exist, the architects put a deep symbolism into their structures. They rendered the symbolic meaning content of the building by matching different planes of existence and forms of this building.

The proportions of many structures were also determined by symbolic meaning of shapes. People believed that when following certain geometric logic, the building was charged with sacred power. Different people had different senses for the same symbols. For example, in Asia, *square* was the symbol of earth sustainability. *Circle* meant the sky and infinity. The Maya, on the contrary understood *circle* as the motion of life on earth, *square* as sky, etc. These symbolic forms were the basis for erecting their city structures.

Spiritual and religious structures are prime examples of connection between *architecture* and *symbol*.

In ancient Greek and Roman temples, direct correlation between the architectural proportions and models of the origin and evolution of the universe were established and the idea of spiritual ascent was emphasized. The vertical vector was in the heart of the temple complex geometric symbolics. It also refers to the principle of vertical tree or mountain. The temple is a symbol of spiritual aspirations and achievements. So, the idea of a gradual ascent is most consistently expressed in the composition of the Babylonian ziggurats [1].

Geometric symbols of cosmos play an important role in the architecture. All round shapes express the idea of the sky, the square ones render the earth while the triangular shapes symbolize the interaction between the earth and the sky.

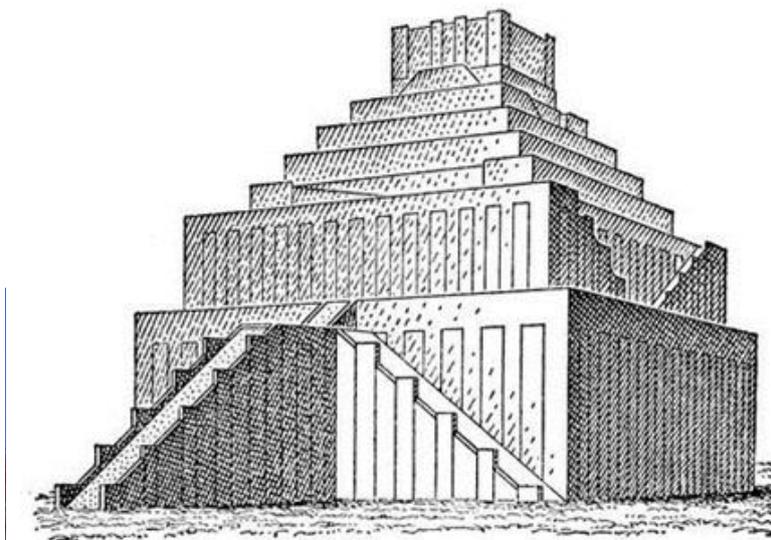


Fig. 1  
Etemenanki ziggurat in  
Babylon



Fig.2 Pantheon in Rome

Following this chain of analogies we can see that a pyramid has a square foundation and is a triangle in terms of the vertical section. These shapes were used in the Egyptian pyramids. A pyramid is also popular as a part of the Masonic worldview.



Fig.3 a Washington Masonic temple



Fig.4 The pyramids of Cheops and Chephre

Many traditional doctrines propose the idea of human body as a temple, created by the Holy Architect for the Holy Spirit. This temple restores the teomorfist principle of Man. The symbolism of the Christian churches expresses the transformation of the human figure. Their cross-shaped plan resembles a figure of Christ crucified. Romanesque church combines circular symbols with a square floor plan and a cross. Gothic architecture is based on the triangle that symbolizes the Trinity.

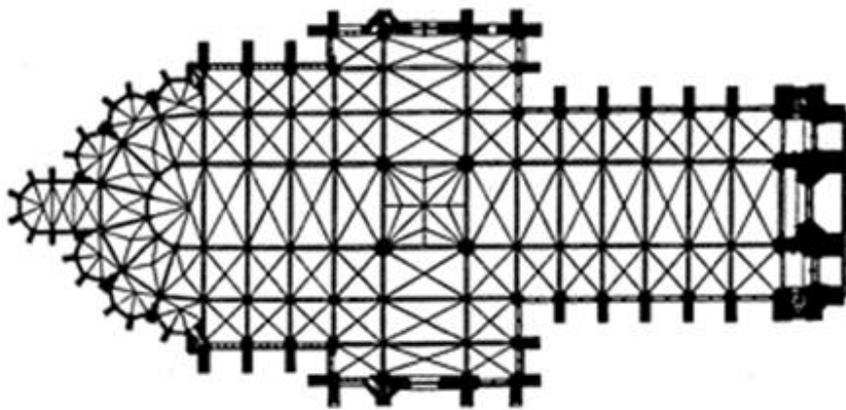
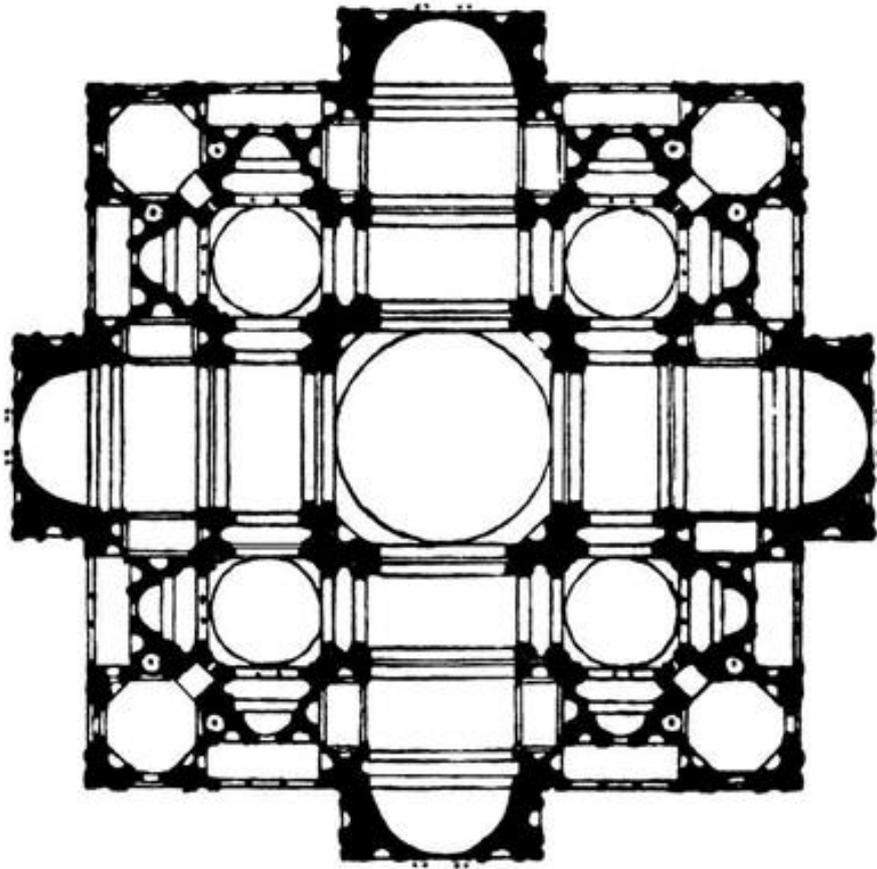


Fig.5 Plans of the Christian temple and Gothic Cathedral

In Buddhism, Islam and Christian churches the dome means the dome of the sky, i.e. the vault of heavens, that is why stars and angels are usually depicted on them. The dome over the intersection of the nave and transept represents unity, i.e. integrity of the world [2].



Fig.6 Khan Shatyr Entertainment Center

Over time, symbolism goes beyond the spiritual and religious architecture. The symbol is an expressive device of architecture.

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УДК 316.647.5

## **XENOPHOBIA IN THE MODERN SOCIETY: THE NECESSITY OF CONCEPT DEVELOPMENT**

**Lebedev A.A. (Kharkov)**

**Language supervisor: Guseva A.G.**

**Summary:** This article is focused on the analysis of the current state of the concept of xenophobia, its drawbacks, finding the ways of adaptation to contemporary challenges, with the reference to interrelated terms of globalization, multiculturalism and tolerance.

**Key words:** globalization, multiculturalism, tolerance.

**Анотація:** Ця стаття присвячена дослідженню поточного стану концепції ксенофобії, пошуку його недоробок, спробі знайти способи адаптації концепції у відповідності з сучасними викликами, беручи до уваги пов'язані терміни (глобалізація, мультикультуралізм і толерантність).

**Ключові слова:** глобалізація, мультикультуралізм, толерантність.

**Аннотация:** Эта статья посвящена исследованию текущего состояния концепции ксенофобии, поиску его недоработок, попытке найти способы адаптации концепции в соответствии с современными вызовами, принимая во внимание связанные термины (глобализация, мультикультурализм и толерантность).

**Ключевые слова:** глобализация, мультикультурализм, толерантность.

The topicality of the article is driven by the dramatically globalizing problem of xenophobia, growing social mobility which leads to mass coexisting of the people with different cultural, social, religious and other backgrounds. In such conditions the need for further xenophobia research is determined by numerous conflicts triggered by it and the lack of a systemic approach to their management. The purpose of the article is to analyze the way xenophobia is understood now, to how researched the problem is, what measures have been taken to solve it and possible ways of its improvement in terms of practical realization. The object of the article is the current state of development of the

xenophobia concept and the subject is the approach taken for researching. The material for the article includes existing social, philosophical, political and biological research works of the roots of xenophobia.

Originally the word xenophobia comes from the Greek words 'xénos', meaning 'the stranger' and 'the guest' and 'phóbos' meaning 'fear'. Thus, xenophobia stood for 'fear of the stranger' in the Ancient Greece. The disturbing fact is that since those times, the definition of the term has not changed much. For example, Oxford English Dictionary defines xenophobia as 'deep-rooted, irrational hatred towards foreigners' [1] and Webster's New Universal Unabridged Dictionary's definition is 'unreasonable fear or hatred of the unfamiliar' [2]. Thus, obviously, that even after thousands of years the main and, in fact, the only difference between the first definition of the xenophobia and the modern ones is in pointing at the lack of the 'basis' for xenophobia, its 'irrationality' and 'unreasonability'. For something as complex, as xenophobia is the definitions alone clearly show the lack of concept researching. Since it is hard to understand the reasoning behind ignorance to such a vexed problem as xenophobia, it will be researched later in the article.

The rise of xenophobia as one of the most problematic phenomena happened in the 1990s, due to a number of reasons dominated by the following two. The former is the new migration patterns that have developed after gradual internationalization of the labour market in the postcolonial era. In the receiving countries social groups in an unfavourable position considered newcomers as competitors for jobs and public services. This cultivated a social and political climate that generated xenophobia and racism (i.e. defensive reactions against migrants), as well as nationalism (i.e. demands the state to provide better protection against foreigners for its own population) [3]. The second cause that reinforced xenophobia is globalization. Increased competition between states has forced the states to reduce their services in areas of social welfare, education and healthcare. This reduction influenced, in particular, the segments of the population living on the margins of society. These groups are often in direct competition with migrants for welfare service and are the main breeding ground for xenophobic ideologies. Research has shown that severe economic inequalities and the marginalization of people from the access to basic economic and social conditions give rise to tensions and manifestations of xenophobia [4]. Those perceived to be outsiders or foreigners, often migrants, refugees, asylum-seekers, displaced persons, and non-nationals are the main targets.

These factors demonstrate not only increase in the rate and intensity of xenophobia in all modern societies, but also create a dangerous systematic tendency for the further growth. If social mobility continues to rise, the problem must be addressed immediately, but the current definition of xenophobia itself suggests the impossibility of taking effective measures against it. The reason is in the lack of roots – the 'irrationality' of the concept itself.

This leads directly to the analysis of the reasoning behind calling xenophobia 'unreasonable' and here we find the biggest drawback in the current concept state. Not only it is almost impossible to find out why xenophobia is considered a phenomenon without a basis, but also the social psychologists completely disagree with this statement. They argue that the social order shaping relations between people was defined by universal psychological diad 'we-they'. The survival dictates creating closed

‘we-groups’ and a hostile treatment to alien ‘they-groups’. The aspiration of the humanity to divide the world into the ‘we-groups’ and ‘they-groups’ is one of the basic features of the human nature and the main psychological mechanism of xenophobia [5]. In the modern social psychology the ‘we-they’ alternative is researched through the concept of the social identity. Forming the identity in various social groups, the individual himself almost always succeeds (if he fails to, it is considered a serious deviation) Thus, the individual starts to understand his belonging to a certain group and accepts its system of values and norms. In a stable situation the individual identity plays the main role, but if the social tension rises the individual starts expanding his social ties with the group he belongs to. Karl Yung called this process psychical inflation [6]. Obviously, the closer the individual becomes with the group or society he belongs to, the more tension with his ‘we-they’ groups rises.

Carl Schmidt in his work “The Concept of the Political” suggested the idea of ‘we-they’ groups (he called them ‘friends-foes’) as the main basis of the concept of the political which, in his view, starts existing only after people can distinguish ‘between the friends and foes’ in general. Also, when the most important groups that people organize themselves into (and the only ones he was really interested in researching) are the states. Thus, if we combine the point of view of the social psychologists, Carl Schmidt’s point of view and current conditions, we can conclude that the states themselves as huge social groups with their own cultural, religious, national backgrounds, are the main basis of xenophobia as a concept.

The next part of the research will be the attempt to find out why xenophobia was considered ‘basisless’ and the whole research approach to it had no real perspective. Firstly, great influence on the lack of real researching of this concept was caused by the historical factor in the twentieth century. The WWII and Nazis’ Germany particularly made racism a taboo theme. Xenophobia and racism often overlap though they are distinct phenomena. Racism usually entails distinction based on physical characteristics, such as skin colour, hair type, facial features, whereas xenophobia implies behavior based on the idea that the other is foreign to or originates from outside the community or nation [4].

Secondly, the popularization of the antagonist to xenophobia term ‘tolerance’, in fact, made it impossible for the concept to be researched and developed. The main reason behind this is the lack of any basis for tolerance as a concept itself. Tolerance was just artificially created and named as one of the basic human values with zero reasoning behind. And since xenophobia and tolerance are almost antonymous, it is obvious why there was no reason to search for roots of xenophobia – it could harm the concept of tolerance greatly. Thus xenophobia was just attributed a negative value and left behind as it is.

The consequences of this approach were dramatic for the mankind since tolerance had no real basis but people tried and still try to solve all the problems tied to xenophobia. In fact, the problems like culture-based conflicts between the native population and the immigrants are overlooked but just tried to be treated with ‘the magic word’ tolerance. This is one of the main reasons. The policy of multiculturalism does not work as it is supposed to. Cultural assimilation does not happen.

Even practical research on xenophobia (like measuring the level of it in different countries) is vastly outdated. It is usually measured by almost one hundred years old

Boghartus social distance scale, which can only measure the degrees of closeness with the 'alien' social groups but can hardly display the real tension between them in one given society. Thus, the reason why the conflicts between different social groups in one society remain unpredictable and tend to be addressed only when the tension between them becomes unbearable and the open conflict starts.

The one and the only systematic method of dealing with xenophobia that was suggested to the states and governments by tolerance and the multiculturalism policy is, in fact, positive discrimination. The tendency to protect solely the minorities and its usage led to another disaster. For some strange, unclear reason, it is overlooked that the difference between positive discrimination and common discrimination is close to none. In fact, when you give more rights to one social group of people it is almost the same as if you take away some of the rights from the other group because the outcome is the same – one group has more rights than the other. And the worst thing is that the latter group knows that the latter is privileged which leads to increasing the tension between them, instead of solving the problems. Thus, tolerance not only fails to cure xenophobia, it systematically cultivates it. This one-sided approach must be avoided because it is clear that the xenophobia between two or more social groups is not onesided but works both ways due to the nature of its basis.

Consequently, the approach currently used to define xenophobia is totally inefficient. It fails to give a usable definition of xenophobia which makes it difficult to research it further. It shows neither deep historical roots of xenophobia, nor the modern impact factors, which make it impossible to create a complex plan of overcoming it worldwide. It also creates dangerous baseless concepts like tolerance which just do not work since it is impossible to explain why it even exists, not even speaking of why people should follow it. Summing up, it is obvious that the concept of xenophobia needs urgent divergent reperspectivisation.

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## **TWITTER JOURNALISM AS A TYPE OF INTERNET JOURNALISM**

**Lebedieva A. (Kharkiv)**

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

**Summary:** The article deals with the advantages of Internet journalism. «Twitter» as an area of the net is investigated in comparison with the conventional forms. «Twitter journalism» is studied from the point of view of social network.

**Key words:** file, forum, Internet journalism, mass media, network, Twitter journalism.

**Анотація:** Стаття присвячена перевагам інтернет-журналістики. Представлено порівняння «Твіттера» з загальноприйнятими формами мережі. «Твіттер-журналістика» розглядається з точки зору соціальної мережі.

**Ключові слова:** засоби масової інформації, Інтернет журналістика, мережа, Твіттер-журналістика, файл, форум.

**Аннотация:** Статья посвящена преимуществам интернет-журналистики. Представлено сравнение «Твиттера» с общепринятыми формами сети. «Твиттер-журналистика» рассматривается с точки зрения социальной сети.

**Ключевые слова:** Интернет-журналистика, сеть, средства массовой информации, Твиттер-журналистика, файл, форум.

The combination of paper publishing, TV, radio, telephones and mail is the future of communications. The internet has several types of journalism which can be defined into three sections. One section consists of online magazines, online broadcasting, and other online services. The next group consists of resource files and web pages. And the third one consists of discussion groups/forums and e-mail.

In order to understand what all these topics are it is necessary to understand what the internet is. The simple answer is that computers, all over the globe, are connected together by telephone wires. It was first made by the military to have a network with no centre. That is way it could never be destroyed by any nuclear war. Since then, universities have used it and it has evolved into what it is today. It is a library that contains mail, stories, news advertising. In a sense, freenets are a literacy movement for computer mediated communication today, as public libraries were to reading for an earlier generation [2, p. 167].

An online magazine is a computer that lets users access it through the net. This computer stores one or more magazines which users can read. PC magazine and other magazines are available on the Web. The online service is used to enhance the print magazine.

Language and the media are two things that cannot be separated. Both are like two sides of a coin that will always be side by side. Language development did not escape from the role of mass media from time to time continued to experience growth. Series of language which gave birth to the communication process, both directly and indirectly, had been instrumental in disseminating large religious teachings, moral values, the system of legislation from generation to generation.

It is clear that the language has an important role in a change. Changing the existing value system in society, changing the perspective and mindset of the community in addressing certain issues, are also the services of a language.

The language can be used for all communication purposes both political communication, economic, social, cultural, and so on. Today our language can be attractive as possible, in order to attract attention and influence the audience. In the mass media especially the prints media, language has an extraordinary power. It can change the way people view, and it can deceive and fool someone. With the rhetoric of language, communication messages not only can be consumed, but also enjoyable.

The spirit concerns packaging an element, word or phrase, resulting in an interesting language, which of course will result in overall writing interesting too. The

language is now «exploited» in such a way by the mass media to transform the news [1, p. 205].

Political news is the words that are appropriate to represent the role of this language. Political news is the myriad of ways to convey the message in accordance with the target. It is a necessity in the world press. It is one part of the mass media organs. It was reviled, while also worshiped and praised. It trusted people as a force to be rooted out, as well as maintained. Whatever it is, a clear policy on media coverage is a picture of a reality that the world press has its own problems.

While an institution or organization publishing the press run the practices of this kind of partisanship, then the snapper will come by itself, both from the audience as well as from institutions other than press. Often there are things like this in the existence of a medium, in which a television network, for example, or a particular print media on its side to show the attitude of an institution or individual, or to a particular discourse, because of the setting back on by certain considerations also.

With the view that the interests of a particular organization or institution and or certain individuals in line with the interests of the media, the media run these practices. It would be very difficult indeed to give this assessment, because after all there are things that make sense and tend to be tolerated. The phenomenon of «journalist envelope», for example, is much reviled by many quarters not least by the circles and the media people themselves.

As a social networking or microblogging which continues to grow, Twitter has been transformed into a space where privacy and public space is getting cramped. Twitter is a social networking tool focused on allowing people to update each other with their lives on a second to second basis. Its technology is simple, being based around status updates to which can only contain 140 characters or less. The other part of the Twitter equation is following; people can follow each other without mutual consent (meaning that if you want to follow someone they do not have to agree to let you follow them), and get notified whenever someone they are following has published a new update. This equation can be confusing because those who use twitter (the Twitter community now includes businesses, artists, journalists, and news organizations as well) tend to update plenty of times each day.

As far as the future of news is concerned, Twitter will be a very successful tool in that it allows people from anywhere in the world to update others on what is going on at that exact moment. Breaking News will now almost completely be covered by Twitter alone. If an earthquake happens somewhere halfway around the world, Twitter feeds of that incident will come out even before that information is registered in geological databases, which is long before any news organization would get that information out to the public. At this point in time, there are not enough people using Twitter, so the argument cannot be made that Twitter is the main news medium for reporting breaking news all around the world.

However, it is probably safe to assume that at some point in the future, Twitter will have become popular enough so that enough people are tweeting around the world that almost any story that would normally be covered by news organizations are being covered by the citizens themselves. One might think that is the worst news that any journalist could hear, because if there are no stories like that to report. However, the fact that Twitter is eventually going to take over breaking news is probably the best news a

journalist could hear, because now journalists have a real opportunity to show their professionalism [3, p. 5].

Journalists are authors with a hint of practicality. They are there to write compelling stories that have to do with what is really going on around us; they are not to explain to us that something happened, but are rather telling us the significance of what happened. With a good method to charge people for the stories they write, journalists could even be better off now than they were before. News organizations can play into this by recruiting journalists in a similar way that any business hires their employees. So Twitter will essentially change the entire business model for journalism.

Thus, Twitter Journalism is a new phenomenon in the study of science journalism in line with the rapid growth of social networking, such as Facebook.

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УДК 339.9

## **UKRAINE IN MODERN BUSINESS ENVIRONMENT**

**Legoshchina I.S. (Kharkiv)**

**Scientific supervisor: Pokataeva E.P.**

**Language supervisor: Sayenko N.V.**

**Summary:** The article deals with the economic situation in Ukraine on the world stage. The latest publications concerning competitiveness of countries and conditions for running business have been analyzed. As a result of the research it has been found out that Ukraine is not quite competitive so far, but it is successfully moving towards improving the business environment.

**Key words:** business climate, indicators of competitiveness, economic indicators, crisis.

**Анотація.** В статті розглянуто положення економіки України на світовій арені. Проведено аналіз останніх публікацій стосовно конкурентоспроможності країн та умов для ведення бізнесу. В результаті дослідження було виявлено, що Україна ще не достатньо конкурентоспроможна, але, тим не менш, успішно рухається у напрямку поліпшення бізнес середовища.

**Ключові слова:** бізнес клімат, показники конкурентоспроможності, економічні показники, криза.

**Аннотация.** В статье рассмотрено положение экономики Украины на мировой арене. Проведен анализ последних публикаций относительно конкурентоспособности стран и условий в них для ведения бизнеса. В результате исследования было выявлено, что Украина недостаточно конкурентоспособна, но, тем не менее, успешно двигается в направлении улучшения бизнес среды.

**Ключевые слова:** бизнес климат, показатели конкурентоспособности, экономические показатели, кризис.

Nowadays having a successful economy is the main goal for modern countries, because an economically successful country becomes attractive for foreign investors, and, as a result, welfare of the country and its population increase. A lot of analysts all

over the world are studying the factors that influence competitiveness of the countries, and are trying to make the model of building a successful economy.

According to “Global Competitiveness Report” all economic determinants can be classified into some groups. The concept of competitiveness, thus, involves static and dynamic components. Although the productivity of the country determines its ability to sustain a high level of income, it is also one of the central determinants of its returns on investment, which is one of the key factors explaining an economy’s growth potential.

Many determinants drive productivity and competitiveness. Understanding the factors behind this process has occupied the minds of economists for hundreds of years, engendering theories ranging from Adam Smith’s focus on specialization and the division of labor a neoclassical economists’ emphasis on investment in physical capital and infrastructure, and, more recently, to interest in other mechanisms such as education and training, technological progress, macroeconomic stability, good governance, firm sophistication and market efficiency among others.

While all of these factors are likely to be important for competitiveness and growth, they are not mutually exclusive – two or more of them can be significant at the same time.

This open-endedness is captured within the GCI (Global Competitiveness Index) by including a weighted average of many different components, each measuring in a different aspect of competitiveness. These components are grouped into 12 pillars of competitiveness:

1. Institutions;
2. Infrastructure;
3. Macroeconomic environment;
4. Health and primary education;
5. Higher education and training;
6. Goods market efficiency;
7. Labor market efficiency;
8. Financial market development;
9. Technological readiness;
10. Market size;
11. Business sophistication;
12. Innovation.

It is important to keep in mind that they are not independent: they tend to reinforce each other, and a weakness in one area often has a negative impact in others. For example, a strong innovation capacity (pillar 12) will be very difficult to achieve without a healthy, well-educated and trained workforce (pillars 4 and 5) that is adept at absorbing new technologies (pillar 9), and without sufficient financing (pillar 8) for R&D or an efficient goods market that makes it possible to take new innovations to market (pillar 6). Although the pillars are aggregated into a single index, measures are reported for the 12 pillars separately because such details provide a sense of the specific areas in which a particular country needs to improve.

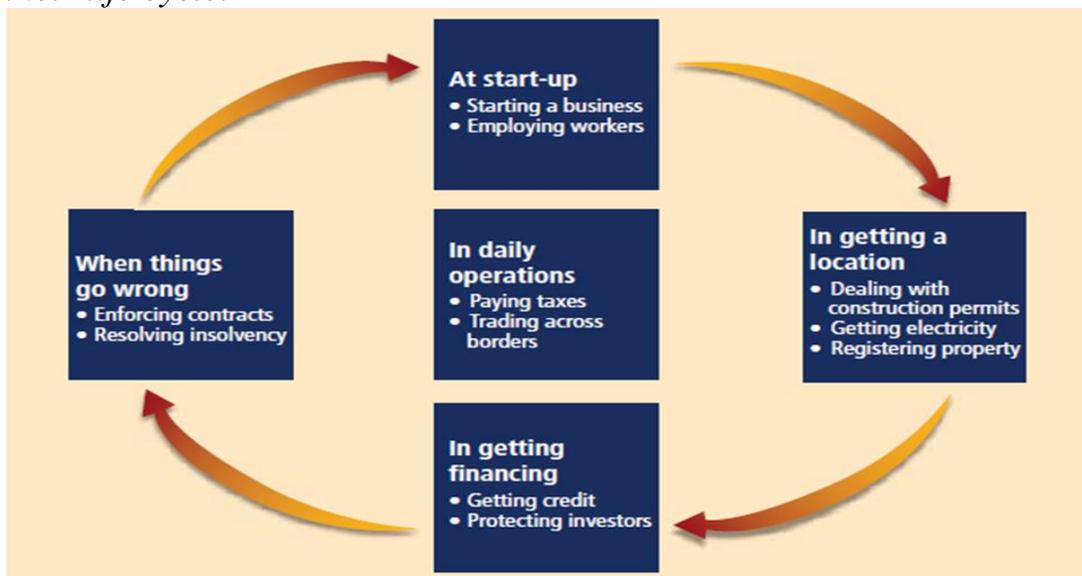
After improving somewhat last year, Ukraine falls back by 11 places to 84th position in this year’s GCI. Overall, Ukraine maintains its competitive strengths. These result from its large market size (38th) and a solid educational system that provides easy access to all levels of education (ranked 43rd on higher education and training and 57th

on primary education). Putting economic growth on a more stable footing in future will require Ukraine to address important challenges. Arguably, the country’s most important challenge is the needed overhaul of its institutional framework, which suffers from red tape, a lack of transparency and favoritism. Ukraine could realize further efficiency gains from instilling more competition into its goods and services markets (124th) and continuing the reform of its financial and banking sector (117th).

According to the report “Doing Business 2014” regulation is a reality from the beginning of a firm’s life to the end (Fig. 1).

Through the indicators of the report “Doing Business 2014” a business operation is measured and tracked in 10 areas in its life cycle: starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting investors, paying taxes, trading across borders, enforcing contracts and resolving insolvency. The aggregate ranking on the ease of doing business is based on these indicators.

*FIGURE 1. Regulations as measured by Doing Business affect firms throughout their life cycle.*



According to this report Ukraine’s rank is 112 from 189. Ukraine was the top improver in 2012/13, implementing reforms in 8 of the 10 areas measured by “Doing Business”. Ukraine made starting a business easier by eliminating a separate procedure for registration with the statistical office and abolishing the fee for value added tax registration. It made dealing with construction permits easier by instituting a riskbased approval system that streamlined procedures for simpler buildings with fewer risk factors. And an amendment to the property rights law simplifying the process for registering ownership rights to real estate made both dealing with construction permits and registering property easier.

In addition, Ukraine’s private credit bureau began collecting data on firms from banks, expanding the information available to creditors and debtors. The introduction of simpler forms for value added tax and the unified social contribution reduced the time required for tax compliance. The implementation of the new customs code reduced the time to export and import. And an amendment to the bankruptcy law made resolving insolvency easier.

Dealing with construction permits was the most common area of regulatory reform among the top improvers. Nine of the 10 made changes in this area. Improvements in construction permitting often show results only after a long lag following the approval of new laws or systems.

One of the main prerequisites for Ukraine's integration into the world economy is the obligatory task of building its statehood and economy. But to make this process really successful we should understand and implement several important things. They should be based on: knowledge and prediction of trends in changes of the external economic environment (of the world economy), which could operate Ukraine's national economy and the adoption of its internal economic "rules"; a clear understanding of the essential principles – balanced with national interests (the transformation of the national economy) – which could provide effective interaction with the world economy through high competitive economy.

As Ukraine is only on the way to the circle of economically developed countries, its success depends not only on the dynamics of foreign trade, but first of all on the capability of future social and economic development of the nation as an organic subsystem of the global economy.

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## **THE PHENOMENON OF PROCRASTINATION AND ITS CONNECTION WITH MOTIVATION AND TIME PERSPECTIVE**

**Levchenko A.D. (Kharkiv)**

**Language supervisor: Chernysh T.V.**

**Summary:** The article deals with the phenomenon of procrastination. It concerns the main types of procrastination and the connection of procrastination with motivation and time perspective.

**Key words:** delay, motivation, postponement, procrastination, time perspective, types of procrastination.

**Анотація:** Стаття присвячена феномену прокрастинації. У статті зазначені основні види прокрастинації, описується зв'язок прокрастинації з мотивацією та часовою перспективою.

**Ключові слова:** відкладати, затримувати, мотивація, прокрастинація, типи прокрастинації, часова перспектива.

**Анотация:** Статья посвящена феномену прокрастинации. В статье приводятся основные виды прокрастинации, описывается связь прокрастинации с мотивацией и временной перспективой.

**Ключевые слова:** временная перспектива, задерживать, мотивация, откладывать, прокрастинация, типы прокрастинации.

*«Only put off until tomorrow what you are willing to die having left undone».*

*Pablo Picasso*

The phenomenon of procrastination was discovered not long ago and many of its aspects have not been studied yet. But according to the antique sources, a number of scientists led by P. Steel point out that procrastination always existed in the history of mankind.

The object of my research is the phenomenon of procrastination. The subject of the research is the connection of procrastination with motivation and time perspective. According to the Oxford English Dictionary, procrastination is a type of behavior which is characterized by determent of actions or tasks to a later time.

The phenomenon of procrastination is very relevant in our time. First of all, scientific and technical progress gave mankind a computer and the Internet. And we have to deal with procrastination more frequently when a set of social networks taking our time and engrossing humans emerged. For example, a person instead of sitting in front of the computer writing an article or doing some important project enters a social network. According to the reports of psychologists, procrastination is one of the major factors leading to learning difficulties, and a lot of students consider themselves procrastinators.

Such scientists as M. Kachgal, N. Milgram, P. Steel, C. Lay, J. Ferrari, J. Johnson, W. McCown, E. Knaus, M. Aitken, L. Walker, S. Brownlou, R. Reasinger, Y. Varvaricheva etc. studied this phenomenon.

According to M. Kachgal, research procrastination is typical for 15-25% of people and for the last 25 years the level of procrastination of the population has increased.

N. Milgram identified five types of procrastination:

- daily or home procrastination (postponement of home affairs),
- procrastination of making decision,
- neurotic procrastination (delaying important life decisions, such as choosing a profession or a family),
- compulsion procrastination (a person combines two kinds of procrastination – behavioral and making decision),
- academic procrastination (delaying the implementation of training assignments, exam preparation).

N. Milgram combined all these types of procrastination into two types: putting off assignments and delaying decisions.

P. Steel focuses on the portrait of procrastinator. He thinks that the student's procrastination deals with the life in college dorms (which are full of enticements) and with different university clubs (political, athletic, recreational etc.). These clubs give to the student a new set of friends, with whom he will want to socialize, but also promote unwillingness to learn and minority of responsibilities in the university. The study goes by the wayside and it leads to postponement of university works. If the student's whereabouts were a lot of possibilities to socialize, to play, to read books (not within the curriculum) or to watch films, these students would procrastinate a lot more.

C. Lay created General Procrastination Scale which helps evaluate the level of procrastination.

J. Ferrari, J. Johnson, W. McCown based on temperamental and personal explanations for procrastination consider the connection of procrastination with intelligence, ability, achievement motivation, impulsivity, extraversion and

conscientiousness; the connection of procrastination with self-statements and private self-consciousness, with neuropsychological and biological features.

There are many theories explaining the phenomenon of procrastination. Some reasons for procrastination are the anxiety, disobedience, low sense of self-worth, motivation for avoiding failures and perfectionism. A man who is more susceptible to stress is more liable to procrastination. Most people put off doing work because they are afraid of it. A person has a protest when it is necessary to do something under pressure, that is why the work is delayed. A person limits himself to avoiding embarrassment, and his low sense of self-worth is the reason for procrastination. The level of procrastination depends on the correspondence of the personal goals with the social and personal expectations, on values and priorities. Procrastination occasionally seems to mask genuine phobias. Some people avoid preventative medical care, and some patients with generalized anxiety disorders avoid a lot of activities.

We researched the features of procrastination of V.N. Karazin Kharkiv National University students and defined the connection between procrastination and motivation, the relations between procrastination and temporal perspective and found gender differences of procrastination.

We used the following techniques: General Procrastination Scale, Zimbardo Time Perspective Inventory and test-questionnaire to measure achievement motivation by A. Mehrabian.

The students are most likely to delay execution of learning tasks for the later period in the learning process, which further can lead to the last night before the exam, problems with submitting course or papers and so-called work and «tails». Among the university students there are many procrastinators who don't pass reports, homework, course work, tests in time, causing charges from other people, financial difficulties, the need to continue learning indefinitely, significantly more than it is prescribed by undergraduate or graduate programs.

Human life depends on what motivation is dominating. If people are oriented to avoiding failure they obviate performing many forms of activity. The desire to overcome stress contributes to postponing. The experience of past failures causes anxiety, fear, especially if the performance is evaluated in public. Therefore a person avoids stress associated with the implementation of activities which are unpleasant, uninteresting or too difficult, thus «playing for time». In this case, it takes up the task only when the fear of the consequences of non-job outweigh the fear of a failed execution.

Procrastinators often do not know how to use their time efficiently and organize themselves. They spend their time in vain, which prevents them from being successful. Performing any task includes time to «overclock»: it is necessary to understand the problem, to be ready to start. But procrastinators delay dispersal obscenely long time: they don't do necessary work. As a result procrastinators waste valuable time uselessly. Therefore procrastination is connected with time perspective and motivation of students.

We found that the average level of procrastination is typical for the students of psychology faculty of V. N. Karazin Kharkiv National University.

Procrastination is directly related to time perspective of the «hedonistic present», when the desire to enjoy the present and the perception of uniqueness of every day are associated with delaying. Procrastination is also inversely associated with time

perspective that focuses on positive past, because the subjects are trying to avoid the mistakes of the past to maintain optimism and belief in themselves which will allow them to handle the situation and obtain rewarding experience.

Procrastination is related to the motivation to avoid failure. The subject can worry that he is not competent to perform the important work so he tries to delay the «moment».

There are differences by gender in procrastination as well: procrastination is more typical for women, which can be explained by more active attitude of men with higher achievement motivation and more contemplative position of women.

Benjamin Franklin said that people could delay, but time would not. Putting off things for later, people can postpone all their life.

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## **ETIQUETTE FORMULAE IN ENGLISH**

**Logvinenko A.V. (Kharkiv)**

**Language supervisor: Zmiyova I.V.**

**Summary:** This article analyses etiquette as a code of behavior at different stages of communication and the problems of using certain etiquette formulae in the English language. Three levels of politeness – formal, neutral and informal – are presented and illustrated by examples in English and Russian.

**Keywords:** etiquette formulae, greeting, communication, formal, neutral and informal levels of politeness.

**Анотація:** Ця стаття аналізує етикет як правила поведінки на різноманітних етапах комунікації, а також проблеми використання деяких формул етикету в англійській мові.

Представлено та проілюстровано прикладами англійською та російською мовами три рівні ввічливого спілкування – формальний, нейтральний і неформальний.

**Ключові слова:** етикетні формули, привітання, рівні ввічливості спілкування – формальний, нейтральний та неформальний.

**Анотація:** В данной статье рассматривается этикет как правила поведения на различных этапах коммуникации, а также проблемы использования определенных формул этикета в английском языке. Представлены и проиллюстрированы примерами в английском и русском языках три уровня вежливости – формальный, нейтральный и неформальный.

**Ключевые слова:** этикетные формулы, общение, приветствие, уровни вежливости – формальный, нейтральный и неформальный.

Etiquette is a code of behavior that delineates expectations for social behavior according to contemporary conventional norms within a society, social class or group [4].

The ethics of speech communication begins with abidance by rules of communication: benevolence to the audience, interestingness in discourse, attention. The etiquette speech formulals are widespread in every language. There are five stages of communication: opening, feed forward, business, feedback, closing.

Communication begins with greetings, which make a rhythm of whole act of communication. Communicative function is shown in a colloquial language. The conversation is a literary form consisting of a written or spoken conversational exchange between two or more people [4].

For proficient keeping of speech etiquette you should be a fine manners person, because in our society fine manners are worth their weight in gold. English speech etiquette is necessary for everybody who studies English as it has its own rules, which differ from the etiquette in our country.

With the help of speech etiquette we can make our communication more polite. On the assumption of this we can say that etiquette is the art. Therefore, English speech etiquette has a great practical value and deserves attention and special study.

In the English society communication has three levels of politeness – formal, neutral and informal. Every level has its own strain. On a formal level there is a polite communication in the formal environment. This level is obligatory at organizations, in business circles, areas of education, public health, etc.

On a neutral level of politeness there is a polite communication between people who are not in formal or informal relationships.

On the informal level of politeness communication is exercised in a family circle or between friends.

Table 1 demonstrates English greetings formulas used at different levels of communication [1, p. 204-207]:

Table 1  
English greetings forms

<b>Greeting/goodbye form</b>			
<b>Compellation form</b>	<b>Answer</b>	<b>Style</b>	<b>Function</b>
How do you do?	the same repeated	formal	Greeting after introduction
How are you?	Fine, thank you. And how are you?	neutral	Enquiry after smb's health
How're things? / How are you?	Fine, thanks. What about you?	informal	Greeting

Here are the examples of greeting a strange person (1), a person you do not know well (2) and a close friend (3):

- (1) – *How do you do?*  
– *How do you do?*
- (2) – *How are you?*  
– *Fine, thank you. And how are you?*
- (3) – *How're things?*  
– *Fine, thanks. What about you? / And you?*

As we see the most popular form of greetings in English is “*How are you?*”. This form is more characteristic for Americans, but is also well-known among those who study English. But it's very important to use set phrases correctly. For example, a phrase “*Good day*” means a greeting in America but in Great Britain it is a cold phrase when parting.

Table 2 shows greeting and goodbye forms used in special communicative situations:

Table 2  
Special greeting and goodbye forms

<b>Special cases</b>	
<b>Special greetings</b>	<b>Regards</b>
Happy Birthday/ Many happy returns of the day!	Remember me to smb/ Say hello to smb for me
Happy New Year/ Easter! Happy/Marry Christmas!	Give my best wishes/greetings/regards

Special greetings forms:

- (1) Season greetings
  - *Happy New Year!*
  - *Thank you! The same to you!*
- (2) Congratulations on a birthday:
  - *Happy Birthday to you!*
  - *Thank you very much.*

Special goodbye forms:

- *Remember me to your mother!*
- *Thank you? You also say hello to your relatives for me.*

And one more example. A set phrase “*All the best!*” has different areas of usage in English and in Russian. In English this phrase is used when you say goodbye to somebody before a long leave [3, p. 464]. In Russian it is a phrase, which can be used on both neutral and informal levels.

The given below phrases are used only for special events. For example, we use “*Congratulations!*” if there is something very important in the human life: anniversary, birthday, etc. And we use “*Best wishes!*” to say goodbye to somebody or, in American variant, “*Remember me to smb*”, “*Say hello to smb for me*” or “*Enjoy!*”, which have no Russian equivalent [2, p. 115-125].

Thus we see that there are many differences between formal, neutral and informal level of politeness in the English language. Therefore we use different greeting forms, which distinguish every level of politeness. In English these phrases and forms are strictly fixed and must be followed.

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## **CONCEPT AND TYPES OF ADMINISTRATIVE SERVICES**

**Liudkova K. I. (Kharkiv)**

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

**Summary:** The paper considers peculiarities of rendering administrative service. As a result of research of the chosen subject, such question as the concept of administrative services, their characteristics and types were analyzed.

**Keywords:** administrative services, concept, characteristics of administrative services, the term "administrative service", types of administrative services.

**Анотація:** Цю статтю присвячено розгляду аспектів надання адміністративної послуги. У результаті дослідження вибраної теми було розглянуто такі питання як поняття адміністративних послуг, їх ознаки та види.

**Ключові слова:** адміністративна послуга, поняття, ознаки адміністративної послуги, термін "адміністративна послуга", види адміністративних послуг.

**Аннотация:** Эта статья посвящена рассмотрению аспектов предоставления административной услуги. В результате исследования выбранной темы были рассмотрены такие вопросы как понятие административной услуги, их признаки и виды.

**Ключевые слова:** административная услуга, понятие, признаки административной услуги, термин "административная услуга", виды административных услуг.

Research of this perspective in science of administrative law is at an initial stage. Characteristics and types of administrative services have been investigated by many scientists – administrativist [2]. They claim that the services provided by bodies of the state and local government make the sphere of public services. As for characteristics of

the subject providing public services, scientists distinguish between two types of services: state (are provided by executive authorities and the state enterprises, establishments and organizations) and municipal (are provided by local governments and municipal enterprises, establishment, organization). Services which are provided by local governments and non-state establishments, organizations, enterprises as performance of the powers delegated to them by the state, belong to the state. And the municipal services – services which are provided by the state budget and under the responsibility of local authorities.

Administrative services are the public (i.e. state and municipal) services provided by executive authorities, executive bodies of local government and other authorized subjects. Their provision is connected with realization of powers of authorities.

In particular, some scientists single out the following characteristics of administrative services:

1. Administrative service is provided according to the address of a natural or legal entity.
2. Provision of administrative services is connected with providing legally significant conditions for realization of subjective right of a specific individual.
3. Administrative services are provided by exclusively administrative bodies though realization of powers of authorities.
4. The appropriate receiver of a concrete administrative service and the appropriate provider of the service have to be defined in compliance with law only.
5. The administrative act – the decision or legally significant action of an administrative body with which the service receiver is satisfied is a result of administrative service.

Administrative service in absolute majority of cases solved by bodies of public administration as a leading implementer of the right of citizens in the sphere of executive power, after all, are initiated by citizens and concern their subjective rights.

Below you will find classification offered by modern scientists:

1. On the level of establishment of power on providing administrative service by a type of legal regulation of procedure of their granting, service can be subdivided into:
  - administrative services on centralized regulation (law, Cabinet acts);
  - administrative services on local regulation (acts of local governments);
  - administrative services on «mixed» regulation ( when both centralized, and local regulation take place).
2. By the criterion of availability at a price, services can be:
  - paid
  - free
3. According to the content of public and office activity on providing administrative services, the latter can be subdivided into:
  - registration
  - granting permission (license)
  - certification
  - verification
  - nostrification
  - legalization

- establishment of the status, ect.
- 4. In accordance with the character of questions citizen address to administrative bodies, there can be:
  - enterprise (economic) service
  - social service
  - land service
  - construction utilities, etc.

Administratively - legal science has not taken commonly accepted position concerning the notion "administrative services". Moreover, the term "administrative services" has not been clearly defined in science and practice in Ukraine yet. The procedure of issuing a number of permissions, licences, certificates, etc. on an individuals request is connected with the individual's execution of set demands. The procedure also envisages alternative variants of use by an accredited organ of its discretionary authorities and can anytime be stopped on the subject's request resulting in no negative legal consequences for the subject. In the same way, the individual appealing for a document need not necessarily make any use of it, which will also be considered legal.

The term "administrative service" presupposes not only singling out a new kind of relations between state organs and private bodies (physical and legal) but also substantial revaluation of the nature of their relations. Since authoritative order on behalf of the state organs, their official individuals - is one format of valuation of their relations with citizens or legal bodies, while rendering by those subjects of administrative services to the latter ones is a different case.

The German Professor O. Lyuhtergandt believes, what the notion of administrative (managerial) services does not cover material (e.g., issuing a passport itself) and financial (e.g., granting money to socially unprotected individuals) services. He hereby understands managerial (administrative) services as "positive" individual acts, that are taken with a view of satisfaction of certain interests of physical or legal bodies [3, p. 27].

The category of "service" will accentuate attention on the execution of the duties country's before its citizens, intended at legalization of conditions necessary for provision of the proper realization by them of their rights and interests protected by law.

When analyzing administrative services as a legal institute of administrative law, one must pay attention to the fact that legal studies the institute of right is defined as a system of relatively separate from others and interrelated legal norms which regulate a certain group (kind) of homogeneous social relations. Therefore we accept the position of I. Koliushko that on account of homogeneity of relations associated with administrative services, homogeneity of norms that regulate these relations, continued history and broad legal benchmark, administrative services deserve apportionment into a separate legal sphere [2].

Therefore, administrative service — is public-authoritative activity of an administrative organ, aimed at provision of conditions for realization of subjective rights of a physical or legal entity. The activity itself is initiated on the individual's request [1, p. 121].

The legal institute of administrative services is a system of relatively separate and interrelated legal norms which regulate relations that arise at realization of subjective rights of a physical or legal entity (on their written request) in the process of public authoritative activity of an administrative organ.

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## **ELEMENTS OF ADMINISTRATIVE -LEGAL STATUS OF EXECUTIVE AUTHORITIES**

**Ludkova I.I. (Kharkiv)**

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

**Summary:** The paper considers elements of administrative legal status of executive authorities. The research has raised the number of questions, which resulted in allocating blocks of elements of administrative legal status of executive authorities.

**Keywords:** administrative legal status, administrative legal status elements, civil servant, competence, executive authority .

**Анотація:** Статтю присвячено розгляду елементів адміністративно-правового статусу органів виконавчої влади. У результаті дослідження було поставлено ряд запитань, що дозволило виділити блоки елементів адміністративно-правового статусу органів виконавчої влади.

**Ключові слова:** адміністративно-правовий статус, державний службовець, елементи адміністративно-правового статусу, компетенція, орган виконавчої влади .

**Аннотация:** Статья посвящена рассмотрению элементов административно-правового статуса органов исполнительной власти. В результате исследования был поставлен ряд вопросов, что позволило выделить блоки элементов административно-правового статуса органов исполнительной власти.

**Ключевые слова:** административно-правовой статус, государственный служащий, орган исполнительной власти, компетенция, элементы административно-правового статуса.

Questions of elements of legal status of executive authorities have been raised more than once and thus are of great scientific interest. What elements legal status has to include? Do they have to be fixed at legislative level? What acts have to regulate legal status of executive bodies of power? All these questions are of both theoretical, and practical value, and require a theoretical understanding and practical implementation.

Theoretical aspects of legal status were considered in works of scientists-administrativist, theorists of the right in the course of research .

According to the above mentioned scientists, the legal status implies a set of connected elements whose special relevance is gained by a question of what components form this status in society and whether all of them they have to be recorded in a legislative order.

V. Ya. Malinovsky considers that a set of rights, duties, freedoms, restrictions, responsibilities established by laws and the states guaranteed by authority are the principal elements of legal status [3, p. 41].

According to Yu. N. Starilov, legal status make the essence of state-office legal relationship revealed through establishment of rights, duties, responsibilities. With the change of its state-office legal relationship, legal status of civil servants, for example a dismissal or a resignation of an employee, etc. changes too [4, c. 240].

Analyzing the legal aspect of the status of the civil servant should be noted that it is caused by the content of public-service relationships. But when considering the status of a civil servant, has a set of interrelated elements of particular relevance is the question of what form the components of this status in society and whether they should be fixed by law.

Specific features and legal status of public authority are defined by its functions and a task, a form and methods which it realizes on behalf of the state, in the volume and limits of its competence.

These powers consist in the right of executive authority, public administration, their officials to issue regulations obligatory for those to whom they are addressed, and to apply measures of the state influence (belief, stimulation and coercion), providing their realization.

The set of elements of the legal status of civil servants in the law involves determining how he should to act, what problems to solve and that liability for improper performance or non-performance of duties assigned. The order of sessions ( replacement ) positions not included in the structure of the legal status of civil servants, as this procedure is part of the status of the position, not a civil servant. The legal status of civil servants combines elements of the public service by joining the civil service to complete it. It is a set of rules of the civil service-rights, obligations, prohibitions, restrictions, security, social protection, responsibility [2, p. 138].

In administrative-legal status of executive bodies it is possible to single out three main blocks:

- the target;
- the structural and organizational block;
- the block of competence.

The first element of administrative legal status of the state collective subject is its legally fixed purposes, tasks and functions.

All tasks which are set for structural units of state mechanism, can be united in three groups:

1) production, concretizing that purpose for the sake of which it is created (to let out production to learn, treat, control, register etc.);

2) economical and ecological (resource), fixing a duty carefully to use natural and other resources, to provide safety of environment and state property in use;

3) social, aiming at care of a group of workers and its members, their professional growth, at creating favorable conditions for service and work, at organization of cultural and community service, improvement of material well-being of the workers, employees and their families [1].

The second element of administrative legal status is organizational and structural. It applies to standard regulation of an order of education, legalization, reorganization, elimination of subjects, their subordination and transfer from maintaining one organization submission to others, establishment and change of their organizational structures, the right for organizational self-determination, procedures of activity and the right for official symbols.

Competence is the third and main part of legal status of the state collective legal entities and consists of a set of powers of authority in certain areas of jurisdiction. Its first element includes duties and rights connected with implementation of power, participation in authoritative relations, including the right to issue certain acts. The second element of competence is jurisdiction, legal fixing of a circle of objects and subjects.

Competence can be considered in a functional section (in the field of planning, control, etc.), in relation to certain subjects (to other governments, municipal bodies, enterprises and establishments, public associations, citizens). Competence of bodies of general competence needs to be considered in the sphere of defense, education, health care, transport, etc.

Taking into consideration all the above mentioned, we can arrive at a conclusion that in administrative legal status of executive bodies one should distinguish between three main blocks – target, structural and organizational competence. Besides, a separate responsibility block must not be overlooked. For each executive authority to carry out the functions and tasks properly, it is necessary to understand its administratively-legal status and responsibility for non-performance or not appropriate performance of the tasks assigned to them. One of the key issues is to determine the elements of legal status, since today there is no single approach at understanding it. As for the definition of the legal status, namely its key elements, the most appropriate of them are rights, obligations, prohibitions, restrictions, warranties, social security liability which generally show the legal status of a civil servant in the state. We believe it would be appropriate to amend the law and secure the position of not only basic rights, duties and requirements, but also of legal restrictions, prohibitions, guarantee of social security and accountability of civil servants as for their duties performance.

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## DIVINATION PROCEDURE OF THE DELPHIC ORACLE

Mashkina A. V. (Kharkiv)

Language supervisor: Kobzar O.I.

**Summary:** The paper is devoted to the procedure of the Delphic oracle's prophecy. As a result of the investigation the synthesis of the materials concerning the oracle has been carried out. The possible procedure of the prophecy has been reproduced.

**Key words:** Delphic oracle, prophecy, Pythia, prophets, Castalia stream.

**Анотація:** Стаття присвячена Дельфійській мантиці, а саме процедурі віщування. У результаті дослідження був проведений синтез матеріалів, що стосуються оракула. Було проведене відтворення ймовірної процедури віщування.

**Ключові слова:** Дельфійський оракул, віщування, піфія, профети, Кастальське джерело.

**Аннотация:** Статья посвящена Дельфийской мантике, а именно процедуре прорицания оракула в Дельфах. В результате исследования был проведен синтез материалов, посвященных оракулу. Было проведено воспроизведение возможной процедуры прорицания.

**Ключевые слова:** Дельфийский оракул, прорицание, пифии, профеты, Кастальский ключ.

The Delphic oracle was one of the greatest and the most famous oracles throughout the ancient world. Ordinary people, elite and even kings turned to him for the answers. It was a source of inspiration for the people and the voice of Apollo on the earth.

The sanctuary was located beneath the "Shining Rocks" of Mount Parnassus where the god Apollo spoke through a Pythia [2, p. 1]. According to the Greeks, it is situated not only in the heart of Greece, but also in the center of the whole world [8, p. 3].

The Pythia was the medium of Apollo, his instrument. The word "Pythia" first appears in Herodotus' works. The authors of the classical period describe her as an old woman. Earlier the Pythia was a young maiden, but after Ehekratid of Thessaly had fallen in love with the Pythia and had stolen her during consultations, the Delphians decided to choose the Pythia of women not less than fifty years old, but she had to wear virgin clothes [1, p. 26].

It is still unknown how the Pythia was chosen. The main criteria were blameless life and humble origin. Plutarch stressed that the Pythia was a simple village woman, uneducated, uncouth, without any ability and experience [6, p. 405] until she was inspired by Apollo. In her former life, she could be a wife and mother, but after taking office she was forbidden to meet with the family. Oracles lived in a special fenced sacred place, led a chaste life and complied with other ritual constraints. In case of disqualification, she returned to the old way of life. In the heyday of the temple at Delphi there were up to three pythonesses simultaneously: two of them worked alternately, and the third was in reserve, thus reducing the load on the prophetesses.

As for the location of the Pythia, the ancient tradition and the archaeological data report little information. Obviously, prophecy was given in the inner part of the sanctuary - aduton. The traditions also tell us about the separate location of the Pythia and a person who would like to ask her, but they had to be located in one room or in the neighboring room from where her voice was heard [5, p. 28-29].

The Pythia sat on the golden tripod at the three-headed serpent of which only the upper part of the base (twisted, the so-called Serpentine Column) and the head of the snake are located now in the museum in Istanbul. The Snake stand had a special meaning: it symbolized the victory, as if growing from Apollo because after the victory

over the Persians at Plataea in 479 B.C. the Greeks dedicated this tripod to Delphi [7, p. 374-379].

The sources tell us that the oracle first belonged to Gaia which was the goddess of the earth. One day a shepherd was driving sheep near the Castalia stream and suddenly he noticed that his sheep began to behave strangely. When he went there and breathed in a vapour of hydrogen sulfide emanating he predicted his future, but some scientists think that it is just a myth. As well as the fact that the Pythia inhaled vapours of hydrogen sulfide and gave oracles in the ecstasy [4, p. 214-240]. The causes of the Pythia's ecstasy are still unknown because geologists believe that in Delphi there could not be any gas outputs. The second version was checked by Oesterreich T. K. who chewed laurel leaves and said that he did not come into the ecstasy. According to many scientists, the inspiring ecstasy of the Pythia was her self-hypnosis [3, p. 318-322].

Originally, the Pythia prophesied only once a year on the seventh day of the month of Bisiya (middle February - middle-March). It was believed that on this day Apollo was born and the oracle was founded [6, p. 405] and at the same time it was the day when Apollo came back from the Hyperboreans. They thought that in winter Apollo left the sanctuary and flew to the Hyperboreans on swans, leaving the care of Delphi to Dionysus, during this time the oracle was inactive [6, p. 389]. In the 6-th century B.C. the consultation was given every month. In the heyday of Delphi the oracle's prophecies could take place any day.

The details of the procedure are difficult to determine but we will try. At dawn, the Pythia was purified by washing in the Castalia stream, fumigating herself with laurel leaves and showering herself with barley flour at the sacred hearth. A pilgrim had to pay for the consultation and make a preliminary sacrifice. Then the priests sacrificed a goat to Apollo. If after sprinkling it with holy water the animal trembled all the body, it was believed that the sacrifice pleased the God and he was ready to give the oracle. Otherwise, the day was considered unfavorable for divination. A goat was sacrificed on the altar outside the temple. Meanwhile, the Pythia wearing luxury gold woven clothes with disheveled hair and with a branch of laurel on her head went to the sanctuary, drunk the sacred water of the Kassotidy and chewed laurel leaves. Finally, she sat on a tripod. In the Castalia creek priests and ministers washed themselves. The position of ministers was vague and could be varied in different periods of the history of Delphi. They were the Prophets and gosiys who belonged to the cult of not only Apollo, but also the cult of Dionysus. Some of them were chosen by the Delphians. The questioning person also washed himself in the waters of the Castalia stream, after that they were allowed to take their place in the queue the order of which was determined by lot or without any queue. The sites and people for special services to Delphi also had such privileges, for example, Croesus and the Lydians. After additional charges a pilgrim had to make the first sacrifice on the altar - a sacred cake which was quite expensive. In addition, he sacrificed a sheep or a goat on the domestic altar. Through the whole ritual priests performed proxies [5, p. 1-46].

Finally, the questioner was allowed into the inner sanctum. He was warned that his thoughts must be pure and the words must have a good value. Then the silence followed. The Oracle rose on the tripod inhaling fumes penetrating from a cleft in the rock, uttered predictions in a verse or prose which were interpreted by the Prophet. Since the Pythia was a representative of the god, she prophesied in the first person:

"our church", "mother of Summer", "my father" (Zeus) and so on.

The Delphic oracle's divination procedure is very interesting and allows us to plunge into the world of the sacrament. But unfortunately, we cannot understand all the power of the oracle because for many people it is just a beautiful magic story. For the Greeks it was not a story, it was the life.

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## **THE THEORY OF MULTIVERSE**

**Mazitov A.S. (Kharkiv)**

**Language supervisor: Orach Y.V.**

**Summary:** The article deals with the theory of Multiverse. The results of the study are as follows: in addition to our Universe there is a possibility of Multiverse existence. Several ideas of the Multiverse existence and development are shown in the text

**Key words:** Big Bang theory, eternal inflation theory, Multiverse, space-time.

**Анотація:** Ця стаття пов'язана з теорією Мультивсесвіту. Результати дослідження полягають у наступному: вдобавок до існування нашого Всесвіту є також вірогідність існування Мультивсесвіту. У тексті показано кілька уявлень про існування та розвиток Мультивсесвіту.

**Ключові слова:** Мультивсесвіт, простір-час, теорія Великого Вибуху, теорія хаотичної інфляції.

**Аннотация:** Эта статья связана с теорией Мультивселенной. Результаты исследования заключаются в следующем: вдобавок к существованию нашей Вселенной есть также вероятность существования Мультивселенной. В тексте показано несколько представлений о существовании и развитии Мультивселенной.

**Ключевые слова:** Мультивселенная, пространство-время, теория Большого Взрыва, теория хаотической инфляции.

We live in the aftermath of a great explosion. This awesome event, called somewhat frivolously "the big bang", occurred some 14 billion years ago. The whole space erupted in a hot, rapidly expanding fireball of matter and radiation. As it expanded, the fireball cooled down, its glow steadily subsided and the universe lit up with myriads of stars. Planets revolving about some of the stars became home to intelligent creatures. Some of the creatures became cosmologists and figured out that the universe originated in the big bang.

There are the most basic questions about the universe. But can we ever hope to answer them? If someone claims that the universe ends abruptly beyond the horizon, or that it is filled with water and inhabited by intelligent goldfish, how can anyone prove him wrong? Cosmologists, therefore, focus mostly on the observable part of the universe, leaving it to philosophers and theologians to argue about what lies beyond. [1, p. 5]

The big bang cosmology simply postulated that the fireball had the required properties. The prevailing attitude among physicists was that physics can describe how the universe evolved from a given initial state, but it is beyond physics to explain why the universe happened to start in that particular configuration. Asking questions about the initial state was regarded as “philosophy,” which, coming from a physicist, translates as a waste of time. This attitude, however, did not make the big bang any less enigmatic. [1, p. 10]

So, there was a time when the word "universe" meant all things. Mentioning more than one universe was considered impossible. But if we could get outside of our solar system, the Milky Way, beyond the set of galaxies and beyond the visible part of the universe, we would be able to discover that our universe probably is not the only one. We can assume it is a science or a part of metaphysics. Also this theory may refer to philosophy or religion. Physicists usually say: “Let us think logically”. And logic leads them to such arguments. The universe we live in is not the only possible. In fact, our universe can be just one of the infinite number of universes forming a "multiverse." And there is not just one way to get to a multiverse – numerous physical theories independently point to such a conclusion. In fact, some experts think the existence of hidden universes is more likely than not. There are several most plausible scientific theories suggesting we live in a multiverse.

Scientists are not sure what the shape of space-time is, but most likely, it is flat (as opposed to spherical or even dough-shaped) and stretches out infinitely. But if space-time goes on forever, then it must start repeating at some point, because there are a finite number of ways particles can be arranged in space and time. So if you look far enough, you would encounter another version of you — in fact, infinite versions of you. Some of these twins will be doing exactly what you are doing right now, while others will have worn a different sweater this morning, and still others will have made different career and life choices. Because of the fact that observable universe extends only as far as light has had a chance to get in the 14 billion years since the Big Bang (that would be 14 billion light-years), the space-time beyond that distance can be considered to be its own separate universe. Thus, a multitude of universes exists next to each other in a giant blanket of universes. Space-time may stretch out to infinity. If so, then everything in our universe is to repeat at some point, creating a plenty of infinite universes.

In addition to the multiple universes created by infinitely extending space-time, other universes could arise from a theory called "eternal inflation". Inflation is the notion that the universe expanded rapidly after the Big Bang, in effect inflating like a balloon. Eternal inflation, first proposed by Tufts University cosmologist Alexander Vilenkin, suggests that some areas of space stop inflating, while other regions continue to inflate, thus giving rise to many isolated "bubble universes."

The duration of the bubble's expansion prior to collision determines the impact, and attendant disruption, of the ensuing crash. When two bubbles collide, their outer edges – where the inflation field's energy is high – come into contact. From the perspective of someone within either of the colliding bubbles, high inflation energy value corresponds to early moments in time, near that bubble's big bang. And so, bubble collisions happen at the inception of each universe, that is why the ripples created can affect another early universe process, the formation of the microwave background radiation. [2, p.395]. Thus, our own universe, where inflation has ended, allowing stars and galaxies to form, is just a small bubble in a vast sea of space,( some of them are still inflating) that contains many other bubbles like ours. And in some of these bubble universes the laws of physics and fundamental constants might be different than in ours, making some strange universes.

Another idea that arises from string theory is the notion of parallel universes that hide just out of reach of our own, proposed by Princeton University's Paul Steinhardt and Neil Turok of the Perimeter Institute for Theoretical Physics in Ontario, Canada. The idea comes from the possibility of many more dimensions to our world than the three of space and one of time that we know. In addition to our own three-dimensional space, other such spaces may float in a higher-dimensional space. Our universe may live on one membrane that is parallel to many others containing their own universes, all located in a higher-dimensional space. Columbia University physicist Brian Greene describes the idea as the notion that "our universe is one of potentially numerous 'slabs' floating in a higher-dimensional space, much like a slice of bread within a grander cosmic loaf," in his book "The Hidden Reality". A further wrinkle on this theory suggests these brane universes are not always parallel and out of reach. Sometimes, they might slam into each other, causing repeated Big Bangs that reset the universes over and over again.

The theory of quantum mechanics, which reigns over the tiny world of subatomic particles, suggests another way multiple universes might arise. Quantum mechanics describes the world in terms of probabilities, rather than definite outcomes. And the mathematics of this theory might suggest that all possible outcomes of a situation do occur — in their own separate universes. For example, if you reach a crossroads where you can go right or left, the present universe gives rise to two daughter universes: one in which you go right, and one in which you go left. And in each universe, there is a copy of you witnessing one or the other outcome, thinking — incorrectly — that your reality is the only reality.

To draw the conclusion, one can say that this is just a hypothesis but it is the leading one, because there is no more reasonable theory. Multiverse is a very interesting thing, but if we have not got any experimental data, we cannot rely on this theory completely. We cannot state that Multiverse is real. But for the last few centuries we have found out, that mathematics gives us enough information about nature without any experiments. Mathematics has predicted such things as black holes and some elementary particles long before they have been discovered. In addition, it suggests that other universes probably can exist. It does not prove their existence, but it leads us to the deeper understanding of reality. If your choice is not to believe this – do what you think is right. Because there is no evidence. Maybe 100 years later the existence of Multiverse will be proved. Who knows? But if this theory is proved, we will see changes in our understanding of the universe creation mysteries.

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### **THE INVESTIGATION OF A HUMAN AURA BY THE METHOD OF PHASE AUROMETRY**

**Miroshnik D.B. (Kharkiv)**

**Scientific advisor: Mustetsov N.P.**

**Language supervisor: Kovalyova A.V.**

**Summary:** The problem of investigating low intensity fields of a human body and the possibility of medical applying aurometry for fast integrate diagnosing the state of a patient are considered in the article.

**Key Words:** biological field, diagnostics, low intensity radiation.

**Анотація:** У статті розглядається проблема дослідження полів низької інтенсивності людського тіла та можливість медичного застосування ауromетрії з метою швидкої інтегральної діагностики стану пацієнта.

**Ключові слова:** біологічне поле, випромінення низької інтенсивності, діагностика.

**Аннотация:** В статье рассматривается проблема исследования низкоинтенсивных полей человеческого тела и возможность медицинского применения ауromетрии в целях быстрой интегральной диагностики состояния пациента.

**Ключевые слова:** биологическое поле, диагностика, низкоинтенсивное излучение.

There are innumerable definitions of the aura of a person and there are many ways to investigate it. In the scientific language the aura is an equipotential field of a man. The vast majority of research is carried out by an individual psychic or in separate groups of people of one esoteric school. Some psychics are known to have achieved the amazing results in the diagnosis of various diseases based on the study of a human biofield, which they call an aura, without affecting a person. It is very tempting for medicine to get into service such an effective and noninvasive method as the investigation of a human aura.

The research in this direction has been carried out since the discovery of Kirlian effect in 1964. New devices for recording electromagnetic fields in the frequencies required for an aura investigation (1 – 50 kHz) appeared only in the early 1990s. Today the most advanced methods of a human biological field investigation are the study of short-wave currents (EHF-currents) affecting the specific points of a human body (that is, in fact, the modification of Kirlian apparatus) and the study with the help of frequency sweep [1, p. 47]. The purpose of this paper is to give a brief overview of the capabilities and disadvantages of the second method which is less invasive.

This theme is important because the classical methods of a human body investigation (MRI, X-rays, ultrasonic, etc.) have reached the peak of perfection in the technological development and do not provide physicians with all the necessary information about the dynamic processes and interactions in the organs. At the same time there are many pseudoscientific technologies of a human aura measuring, due to which skeptical attitude to all the devices of such type appeared among the people. That

is why informing people about the possibilities of such research and technologies development is an important goal.

The investigation of a human biofield gives the opportunity to get additional information about the state of a human organism which cannot be obtained by classical methods. It is necessary to inform people about the capabilities of this technique and its possible usage in traditional medicine. While measuring any medicine indicator it must be understood what information can be provided by this indicator and what connection it has with the processes in the body. Otherwise, you will have to recruit the diagnostic information only in experimental way, which takes too much time and resources, and does not always lead to positive results.

There are a few scientific definitions of the biological field of a person besides many esoteric interpretations. The most common theory states that a human biological field is the consequence of imposing the signals of different components of a human body. A human biological field is the complex of electrical, magnetic, gravitational, nuclear, weak fields and the interactions unknown to modern science. A man is a complex electromagnetic system that interacts with the environment in different frequency bands. They can be divided into basic frequencies, supporting frequencies, the frequencies of the cell energy and data exchange.

A human body is a complex mechanism with the combination of constant interaction of multiple chemical and electrical processes. Since their efficiency is far from 100 percent the most part of the energy is dissipated into the surrounding space. This radiation can be recorded. In fact, these signals are detected and measured by electrocardiography (ECG) and magnetocardiography (MCG). ECG records the potentials, induced by currents of the heart, in the limbs and the chest. MCG registers the magnetic field produced by these currents. The accuracy of ECG devices is of the order  $10^{-3}$ , while the accuracy of MCG is about  $10^{-5} - 10^{-6}$ . If the accuracy of the recording device is improved, further it will be possible to detect the fields induced at greater distance from the source than the surface of the skin (for example, the use of contactless ECG when sensors are located at a distance from the body) [1, p. 49].

Each organ of a human body generates biological field of specific frequency and intensity. Subsequently, the individual components are merged into the general aura of the whole organism, which has, as a result of interference phenomena, specific frequency, that is different from the frequencies of the individual components. The fact of biological field formation around the selected cells of the body, different from the signals of inorganic objects such as water, is mentioned in V.I. Vernadsky's papers about noosphere. While combining identical cells in the tissue (or the organ) their signals are imposed and amplified. Thus, the body becomes a source of the fields of different frequencies and intensities, which form the aura. That aura is the overall field around a person. Various organs and cells of the body radiate electromagnetic waves at frequencies from 40 Hz (the brain) to 1500 GHz (individual nerve cells). In the majority of cases while imposing the components of the biofield, the fact that they are not in phase, makes weaker each of them. In some cases two or more components of the biofield meet in phase where interference maximum can be found and where the energy of the surrounding field is pumped. Thus the equipotential surfaces of the field are formed. They are very different from the amplitude of the radiation from the rest of the noise field. Due to the nature of the interference phenomenon, namely to the presence of

constant interference difference, the equipotential surfaces are formed approximately at the same distance from the surface of the human skin. As a result, the equipotential surfaces are of ellipsoidal form resembling the shape of a human body. It is such form of the equipotential surfaces that is registered experimentally [2].

According to the description of the biological field it is necessary to overcome the following difficulties of the instrumentation research:

- extremely low intensity and high randomness of signals emitted by the organism bioelectromagnetic field (BEMF) that negatively affects the accuracy of measurement;
- variability of the individual components of the biological field that makes impossible to achieve acceptable accuracy and repeatability of integrated diagnostic assessment of the body.

These problems can be solved out most successfully by using IGA-1 (ИГА-1), the device designed by Y.P. Kravchenko and N.V. Kalashchenko (Russia). According to the existing data the device is in small scale production of the environmental health firm "Light 2" of the Ufa State Aviation Technical University. The stated accuracy of IGA-1 of 1...10 pWt (!). The use of the frequency sweep with the possibility to set the zero independently can reduce or remove the noise and high-frequency fluctuations of the field. This device being applied in such a way is called "phaseaurametre" [1 p.44].

A "phaseaurametre" («фазоаурометр» in Russian) is the device for measuring a human aura using the method of phase sweep. The general method of determining the shape of the equipotential surfaces of a man is given below.

The system of points must be chosen on the patient's body at the beginning, where the image of the equipotential surface of the human biofield will be constructed further. An antenna must be fixed over a selected point in the constant height of 1.5 meter for all points, and the interfering background compensation must be done. Further, the antenna must be moved with the constant velocity along a straight line connecting the antenna and the selected point of the patient in the direction to the patient with the simultaneous observation of the change of the informative parameter. The antenna's moving along the line is carried out by hand during rapid diagnostics, holding the antenna with the device in the hand, or automatically by means of the servo [3]. At the moment of abrupt change of the field parameter the distance measurement of a selected point in the appropriate place on the skin of the patient is produced. These distances of each point are used to construct the curve of the equipotential surface in a given section.

The construction of an equipotential curve in the required cross-section can be made on a greater number of points with any required discrete degree. It is appropriate to do this in the course of the automation of the measurement and the construction of the topograms with the antenna' movement control of the deviation of the phase of the received signal from the phase reference signal. The investigation has shown that the phase surface of a healthy person in the normal state is an ellipsoid at the distance of 50-75 cm from the skin surface [3].

If the pathological process occurs in a particular organ the equipotential surface over this organ is much closer to the patient's body than normally. Thus, over the place where the pathological process occurs, the marked deviation from the normal form of the equipotential surface is observed. This enables to define the location of the

pathological process fast making the investigation by classical methods easy. The resolution of a "phaseurometre" in this case is about 30 mm.

The research carried out with the help of the device IGA-1 in "Rovno-Surenzh" Volyn Geophysical Centre (Rivne, Ukraine) showed the presence of a number of human equipotential shells located at different distances from the surface of the body and having different frequencies. The closest to the body shell is located at the distance from a few centimeters up to 9 meters. There is an assumption that there are weaker fields at a greater distance from a person and that the most distant one comes to the infinity. The comparison of the characteristics of various equipotential shells of a human may have diagnostic value as well [3].

The conclusion can be drawn that the diagnostics of a human using the methods of measuring biological fields in medicine can be considered as a fundamentally new source of information about the health of a patient.

Further development of this technique implies the elimination of the deficiencies and drawbacks of a phaseurometre, namely its big size, weight and low resolution which the device has due to the fact that it was originally designed not for medical purposes. The problem of eliminating the drawbacks mentioned above can be possibly solved out by the modification of HAI-1 into a specialized medical device. A new medical phaseurometre would be able to determine the nature of a human aura and would help to create the accurate theory of its diagnostics.

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## **THE CONCEPT OF GROUP THINKING**

**Mukha O.O. (Lviv)**

**Language supervisor: Petrovska I. R.**

**Summary:** the article deals with the concept of group thinking and its connection with the real world we live in. A lot of examples and facts are included to prove different thoughts mentioned below. This article is also devoted to analyze the causes of the group thinking and find its possible solutions.

**Key words:** group thinking, analyze, decision, pressure.

**Анотація:** У статті розглядається концепція поняття групового мислення і його зв'язок з реальним світом, в якому ми живемо. Включено багато прикладів і фактів, щоб підтримати думки, про які піде мова. Ця стаття також присвячена аналізу причин групового мислення і знайденню можливих вирішень цього.

**Ключові слова:** групове мислення, аналізувати, рішення, тиск.

**Аннотация:** В статье рассматривается концепция понятия группового мышления и его связь с реальным миром, в котором мы живем. Включено много примеров и фактов, чтобы поддержать мысли, о которых пойдет речь. Эта статья также посвящена анализу причин группового мышления и нахождения возможных решений.

**Ключевые слова:** групповое мышление, анализировать, решение, давление.

Group thinking is an occurrence where a group comes to a unanimous decision about a possible action despite the existence of the fact that points to another correct course of the action. This term was first given by Irving Janis who was a social psychologist. His main aim was to understand how a group of individuals came up with excellent decisions one time and totally messed up ones at other times.

According to Irving, there is the situation in the group when all the members of the group think it is more important to come to a unanimous decision than go carefully through all their options to get the most beneficial course of the action.

Some famous examples of group – think are the Challenger space shuttle disaster and the Bay of Pigs invasion. It has been reported that the engineers of the space shuttle knew about some faulty parts the months before takeoff, but in order to avoid negative press, they went ahead with the launch anyway. In the second case, President Kennedy made a decision and the people around him supported it despite having their own doubts [1, p. 107].

In group think, the members of the group place emphasis on everyone agreeing and feel threatened if all not agreeing with a course of the action. The results about better options being overlooked, overcome people's basic thoughts of providing alternatives, critiques or a new opinion. The results in poor decision making unmet goals and problem solving.

Groupthink occurs normally when there a strong sense of “we” in the group. In such a case people want to be in good terms with their group no matter what is the cost. They try to maintain the harmony of the group and sacrifice individual critical thinking for group thinking.

According to Janis Groupthink it happens when there is a strong, persuasive group leader, a high level of group cohesion and intense pressure from the outside to make a good decision.

Janis listed **eight symptoms of group think:**

The first two stems from overconfidence in the group's power. The next pair reflects the limited vision, members use to view the problem and the last four symptoms are signs of strong compliance pressure within the group.

*Illusions of invulnerability:* Here the groups display excessive optimism and take big risks. The members of the group feel they are perfect and that anything they do will turn out to be successful.

*Collective Rationalization:* Here members of the group rationalize thoughts or suggestions that challenge what the majority thinks about. They try to give reasons why the others don't agree and theory goes ahead with their original decisions.

*Belief in Inherent morality of the group:* There is a belief that whatever the group does it will be right as they all know the difference between right and wrong. This cause them to overlook the consequences of what they decide.

*Out – Group Stereotypes:* The group believes that those who disagree are opposed to the group on purpose. They stereotype them as being incapable of taking their right decisions and as being weak or evil.

*Direct Pressure on Dissenters:* The majority directly threatens the person who questions the decisions by telling them that they can always leave the group if they don't want to agree with the majority. Pressure is applied to get them to agree.

*Self – Censorship:* People engage in self – censorship where they believe that if they are the only odd one out then they must be the one who is wrong.

*Illusions of unanimity:* Silence from some is considered to be the acceptance of the majority's decision.

*Self – Appointed Mind Guards:* They are members of the group who take it upon themselves to discourage alternative ideas from being expressed in the group.[2, p.145] To avoid groupthink, it is important to have a process in place for checking the fundamental assumptions behind important decisions, for validating the decision-making process, and for evaluating the risks involved. It is important to explore objectives and alternatives, encourage challenging of ideas, have back –up plans, etc. If needed, gather data and ideas from outside sources and evaluate them objectively.

If at any point group – thinking is detected, go back to the beginning and recheck the initial alternatives, discuss in the group about the threats of group – thinking and then make an active effort to increase the effectiveness by analyzing all angles.

It is better to establish an open climate and assign the role of critical evaluator. Group Techniques like brainstorming, nominal group technique, six thinking hats, the delphi technique, etc can be used. Make it compulsory to go through certain practices like risk analysis, impact analysis and use the ladder of inference. Use a policy-forming group which reports to the larger group and use different policy groups for different tasks.

### **Groupthink and Isolation**

Groupthink tends to occur in isolated groups, especially in the groups with no clear rules for decision making and in the groups where all of the people involved have similar backgrounds. It is destructive to effective thinking.

Some examples of groupthink include the following:

- A small country that is isolated from others and that is made up of people who want to believe that the country is a major world superpower. The country may eventually begin to think as a whole team that they are more powerful than they are and may make a fatal mistake like going to the war with a larger and more powerful nation.
- An isolated group of people from the same racial and ethnic background who do not know any people personally different from them. The group may come to distrust or even hate outsiders because they do not understand them and because they want to reinforce the moral superiority and unity of their own group.
- A group of people who very firmly believes in one particular limited political ideal and who only watches news that supports their ideal and who only associate with people who agree with them. The group may come to hate and distrust people who disagree with them and may come to overestimate their power and influence.
- A group of employees at a company with a product that is quickly becoming outdated who are unwilling to consider new alternatives to advance in the industry. The employees may collectively live in a world where they can't understand why their product is not sold and may refuse to acknowledge the economic reality that they cannot survive without advancing [2, p. 160].

## **Real World Examples of Groupthink**

Groupthink is not just an isolated concept or an abstract philosophy. There are some very real examples of group thinking that can show how destructive it can be to accept the ideas of a group without questioning.

For example, some real world examples of groupthink include:

*The Bay of Pigs invasion.* An invasion was planned by the Eisenhower administration, but accepted by Kennedy administration without question when they took over. The administration ignored questions and accepted stereotypes about the Cubans without questioning whether the Central Intelligence Agency information made sense.

*The bombing of Pearl Harbor.* Many of the senior officers at Pearl Harbor did not take warnings from Washington DC about potential invasion seriously despite the fact that Japanese messages had been intercepted. Those who didn't take action believed that the Japanese wouldn't dare to attempt an assault against the U.S. because they would recognize the futility of the war with the United States.

*The collapse of Swissair.* The airline was once so financially solvent it was called "Flying Bank." However, they began to believe they were invulnerable and as a result of failing to question poor decisions and gross mismanagement, the airline eventually went bankrupt.

*The mass resignation of the Major League Umpires Association.* The members resigned in 1999 in an attempt to gain a stronger negotiating position. They overestimated the resolve and unity of their members and the strength of their position within major league baseball. As a result, their efforts were not effective [3, p. 358].

These are some real world examples of group thinking that demonstrate how people can lose sight of what is the best for them when they all conform to the group's thought process and abandon their own critical reasoning skills.

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## **THE LANGUAGE OF SOCIOLOGY: MYTH OR REALITY?**

**Nehaenko O.V. (Kharkiv)**

**Language Supervisor: Peshkova O.G.**

**Summary:** The present article concerns the notion of the language of sociology as a science. The main characteristic feature of sociological language, which at the same time presents the main its problem, is its intersection with the daily language and everyday discourse. The specificities and the causes of this phenomenon are discussed in the article.

**Key words:** conceptual apparatus, public language, sociological discourse, sociological language.

**Анотація:** Стаття розглядає поняття мови соціології як науки. Основною характерною рисою соціологічної мови, що є в той же час і основною її проблемою, є її перетин із лексикою побутового дискурсу. Особливості та причини цього явища обговорюються в статті.

**Ключові слова:** мова соціології, побутове мовлення, понятійний апарат, соціологічний дискурс.

**Аннотация:** Статья рассматривает понятие языка социологии как науки. Основной характерной чертой социологического языка, что в то же время является и основной его проблемой, является его пересечение с лексикой бытового дискурса. Особенности и причины этого явления обсуждаются в статье.

**Ключевые слова:** бытовой дискурс, понятийный аппарат, социологический дискурс, язык социологии.

The problem of conceptual apparatus of science is a problem of accuracy, consistency and coherence of knowledge that forms the integrity and completeness of the design of any science. We can now see how the conceptual apparatus of all the sciences, including sociology, changes, how it is improved, enriched, how the existing concepts are filled with new meanings, which significantly revise and refine our understanding of the reality studied. Sociological language has its characteristic features. In his works, D.G. Podvoisky notes that the language of sociology develops in its special way. Sociological conceptual apparatus was developed at the periphery of the natural sciences and philosophy. Sociology has no disciplinary standardized language that is characteristic of the natural sciences, but at the same time, the conceptual system of thought does not fluctuate from extremely strict and "pseudo-scientific" system to "almost literary" system of philosophy [6]. Does it mean that language of sociology does not exist at all?

Denis Glebovich Podvoisky emphasizes that the language of sociology is not strictly and systematically "invented". Its conceptual apparatus does not resemble tool bags, where all items are kept clean and tidy, are used for their intended purpose, etc. Rather, it resembles a bag, the content of which is difficult to categorize [6, p. 5]. Our aim is to understand the causes of this situation with the categorical apparatus of the science studied. Thus, we consider basic, in our opinion, factors that affect the formation and development of sociological discourse.

1. The simultaneous use of various concepts in sociology determines the multiparadigmatic character of this science and this factor leaves traces on the language of sociology. With the emergence of any new sociological approach a number of terms and concepts appear which fill the categorical apparatus of science. It is important that many of such new terms can be interpreted by social scientists in different ways. This causes considerable difficulties in understanding.
2. Disintegration processes, resulting in blurring the boundaries between science and pseudoscience take place in many scientific fields. The postulates and notions which used to be considered "alternative", "parascientific" persistently and categorically claim to be genuinely truthful. This leads to the fact that astronomy is not distinguished from astrology, chemistry from alchemy, etc.. As for sociology, we see that there emerged some "new sociological" concepts based on mysticism and esoteric. [8].

3. A significant drawback of the social sciences is the fact that they are unable to protect themselves from the sphere of everyday life. Sociological language is more likely to intersect with the literary and artistic or public political languages. The word "society", "group", "person", "value", "behavior", "action", "conflict", "domination", "power", "family" and suchlike serve as terms for sociology. At the same time they are quite often used in everyday communication. Thus, a sociologist actually does not have a monopoly on the legitimate definition of the meaning of these words [6, p. 5]. This has an impact on the conceptual categorical apparatus of sociology. Perhaps, therefore, Bourdieu notes that sociological language should be treated as an artificial language. It is more important here than in all other sciences. In order to break with the social philosophy, concerned about the use of everyday words and in order to express what everyday language cannot express (for example, all that exists as a "self-evident") it is necessary to refer to invented words, and thereby to protect yourself from naive projections of common sense [3].

So, what conclusion can we draw? Are all the above-described points confirming once again the mythical character of the language of sociology? In our view, all these problems can only serve the evidence of the fact that sociology today is in crisis. At the same time, in order to justify the science of society, we should note that the crisis tendencies are characteristic for all modern humanities. The language of sociology exists and develops, but this development is unsystematic. Correspondingly, the main task of a modern sociologist is the restoration of scientific criteria of sociology. Naturally, it is impossible to achieve full unification of the language of sociology. Podvoisk notes that a task of complete reconstruction of the conceptual apparatus of sociology is not realistic at all. We agree with the position, that if sociology as a science claims to be public, it must be available for public understanding. Recall that the public sociology involves reflexive knowledge beyond academic audience. This kind of the "open", available to the masses sociology, assumes the two-way interaction between society and science itself. In our view, the emergence of sociology as a public science can result in leveling the boundaries between the discourse of everyday life and the actual sociological discourse.

The question of public sociology and its impact on the conceptual apparatus is difficult to consider comprehensively in the framework of one article as it deserves special attention. But it is impossible not to mention this urgent problem. So, in our view, the establishment of a public sociology only complicates the standardization of the language of sociology. In the conclusion, it should be noted that sociology is a science, formed at the intersection of natural sciences and philosophical knowledge, which is a defining feature of the development of conceptual categorical apparatus. There is no reason to deny the existence of the language of sociology as it is because at the same time we deny the existence of sociology.

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## THE FOURTH CRUSADE

Nemchenko V.P. (Kharkiv)

Language supervisor: Kobzar O.I.

**Summary:** The article deals with the essence and the importance of the Fourth Crusade. The results of the study are as follows: the Fourth Crusade was a very important event of the history of the Middle Ages, it particularly brightly discovered the true purposes of the Crusaders.

**Key words:** Crusades, Enrico Dandolo, Boniface of Monferrat, Crusade against the Christians.

**Анотація:** Стаття присвячена розгляду суті й значення Четвертого хрестового походу. У результаті дослідження було виявлено, що Четвертий хрестовий похід був дуже важливою подією історії Середньовіччя, і саме він особливо яскраво виявив істинні завдання хрестоносців.

**Ключові слова:** хрестові походи, Енріко Даноло, Боніфаций Монферратський, хрестовий похід проти християн.

**Аннотация:** Статья посвящена рассмотрению сущности и значения Четвертого крестового похода. В результате исследования было выявлено, что Четвертый крестовый поход был очень важным событием истории Средневековья, и именно он особенно ярко обнаружил истинные цели крестоносцев.

**Ключевые слова:** крестовые походы, Энрико Даноло, Бонифаций Монферратский, крестовый поход против христиан.

The Crusades were the bloody wars of the feudal lords of Western Europe for the conquest of the lands of the Eastern Mediterranean which lasted nearly 2 decades (from 1096 to 1270). The Catholic Church was their main organizer and gave them the character of the religious wars (the Great struggle of Christianity against Islam). But in reality, the Crusaders were primarily the embodiment of increasing the aggressiveness of Western feudal lords, their desire was to capture the rich lands of the East, to increase their own income and wealth. The Fourth Crusade (1202 – 1204) particularly brightly discovered the true purposes of the Crusaders and revealed a sharp aggravation between Western European countries and Byzantium.

At the end of the 12<sup>th</sup> century, Pope Innocent III (1198 – 1216) began calling for another Crusade in the Middle East, giving his blessing to the conquering Crusaders. This sermon found echoes in feudal France, Italy, Germany. This time the plan was to hit the Muslims in Egypt and then to use the resources of that country to drive toward Jerusalem [2, p. 22].

The organization of transport was given to the Venetians. Venice was the major sea power at the time and one of the largest trading cities of Europe. The Frenchmen were the main support of the Christians in this new campaign against the Saracens. In March 1201 Tibald of Champagne (a great French commander) died suddenly, and the Crusaders elected Boniface of Monferrat as a new leader. He came to France in August 1201 to meet his chief colleagues at Soissons where they confirmed his leadership. So, Boniface became a new head of the Christians.

Another important event took place at the time of the preparation for the Fourth Crusade. At the end of 1201, the young Alexius, Isaac's son, escaped from the prison in Constantinople and made his way to Germany. He wished to become the emperor of Byzantium. And the western Christian leaders were ready to help him.

At the beginning of the thirteenth century Enrico Dandolo was the doge (ruler) of the Venice City Republic (he was already 90 years old then). He was so smart and cunning. Thirty years before he had been on an embassy to Constantinople where he had been involved in a brawl and had partially lost his sight. Dandolo decided to use the Fourth Crusade for Venetian merchants. Business and political interests drove the Fourth Crusade (1202 – 1204) and when the Crusaders were unable to pay the Venetians the agreed-upon price for their transport, they were forced to become soldiers for hire, capturing Zara, a Christian city on the Yugoslavian coast that was causing Venice problems [2, p. 23]. In addition, the Venetians had no intention of giving help to attack Egypt because they had a good trade with it.

The fleet sailed from Venice on 8 November 1202, and arrived at Zara two days later. After a fierce assault, the city capitulated on the 15<sup>th</sup> of November and was thoroughly pillaged. Three days later the Venetians and the Crusaders came to blows while dividing the spoil, but peace was patched up. The Doge and Boniface then decided that it was too late in the year to venture to the East. The expedition settled down for the winter at Zara while its leaders planned their future operations [1, p. 115].

Pope Innocent was very aghast when the news of the taking of Zara reached Rome. But the Crusaders attacked the territory of the faithful son of Church. So, he excommunicated the whole expedition. But later Innocent forgave the Crusaders and maintained excommunication for the Venetians.

Early in 1203, the messenger came from Germany to Zara with a definite offer from Alexius. If the Crusade would proceed to Constantinople and place him upon the Imperial throne there, then Alexius would guarantee to pay the Crusaders the money that they still owed the Venetians; he would provide them with the necessary money and supplies for the conquest of Egypt, and would add a contingent of 10,000 men from the Byzantine army; he would pay for the maintenance of 5 hundred knights to remain in Holy Land, and he would ensure the submission of the Church of Constantinople to Rome [1, p. 115–116]. It is clear that these promises were so exaggerated and it was unreal to carry them out. But the time to pay the bills came later on.

When the words of Alexius were put before the Crusaders, there were a few dissentients who thought that they had taken the Cross to fight against the Moslems and saw no justification for further delay. But the most of the Crusaders had been taught to believe that Byzantium had consistently been a traitor to Christendom.

Alexius arrived at Zara on 25<sup>th</sup> of December and a few days later the army sailed on. He was accepted an Emperor when the expedition paused for a while at Durazzo.

The voyage was continued on May 25. And after the long way the Crusaders arrived in the capital of Byzantium on 24<sup>th</sup> of June.

Emperor Alexius III had not been prepared for the attack of the western Crusaders. His army was in very bad condition and the fleet was in a deep decline. Alexius had not been a Great Emperor with worthy virtues: «he was a usurper who had won his throne not through any merit as a soldier or a statesman but by a petty palace plot» [1, p. 118]. The assault of Constantinople began on 5<sup>th</sup> of July 1203.

The constant warfare deployed from the 12<sup>th</sup> of July. Shortly after, on the 17<sup>th</sup> of July the much smaller army of France defeated the army of Alexius III (there were about 100 000 people). The next night he ran away with his favorite daughter, and the crown values in almost a ton of gold and set off to the north of Thrace. The government officials took the blind ex-Emperor Isaac out of his prison and sat him on the throne, announcing to Dandolo and the Crusaders that as the Pretender's father had been restored there was no need to continue fighting. Young Alexius persuaded his allies to call off the attack. The Crusaders sent an embassy to the city with the following conditions: «They would recognize Isaac if his son became co-Emperor and if they both honored the treaty that the latter had made». Isaac promised to carry out these conditions. Alexius IV was crowned to be the joint ruler of his father on the 1<sup>st</sup> of August.

But shortly after he understood that it was so difficult to keep his promises. «Alexius could not raise all the money that he had promised, his attempts to force the clergy of the city to admit the supremacy of Rome and to introduce the Latin usage was met with sullen resistance. He announced new taxes, and further enraged the Church by confiscating large quantities of ecclesiastical plate, to be melted down for the Venetians. Parties of drunken Western soldiers constantly pillaged the villages in the suburbs, so that the life was no longer safe outside the city walls. Throughout the autumn and winter of 1203 the atmosphere in Constantinople grew steadily more tense» [1, p. 119]. Discontent in the city approached the outside.

In this situation, Alexius Murzuphlus (the son-in-law of ex-Emperor Alexius III) organized a riot in January 1204. Later he ascended the throne as Alexius V. But the palace revolt was the main challenge to the Crusaders. The Venetians strongly wanted to take Constantinople and to install here the Western as Emperor. The Crusaders wanted to punish the Byzantines.

Alexius V was very vigorous but not a popular ruler. He dismissed any minister whom he thought disloyal to his person. The Emperor attempted to repair the walls and organize the population for the defense of the city. But the city guards had been demoralized by the constant revolutions, and there were the traitors in Venetian pay inside the walls [1, p. 122]. So, a new war was inevitable.

The first attack of the Crusaders began on 6<sup>th</sup> of April 1204 and they lost this battle. But the soldiers of God did not retreat. The Crusaders attacked again six days later. «There was a desperate fight on the Golden Horn where Greek ships vainly tried to keep the Venetian fleet from landing troops below the walls. But breach was made in the outer wall there. The defenders were holding in the inner wall when, either by accident or by treachery, a fire broke out in the city behind them and trapped them. Their defense collapsed; and the Franks and the Venetians poured into the city» [1, p. 122]. After that Murzuphlus fled with his wife into Thrace.

When it was known that the Emperor had escaped, the nobles met in St. Sophia to offer the crown to Theodore Lascaris. But it was too late to save Constantinople. The great city which had been the capital of the Christian civilization for nine centuries, was burning in a bloody fire.

The Venetians seized Greek treasures wherever they could and carried them off to Venice. But the Frenchmen snatched up everything and destroyed whatever they could not carry, pausing only to murder or to rape. Neither libraries, nor monasteries, nor churches were spared. «In St. Sophia itself drunken soldiers could be seen tearing down the silken hangings and pulling the great silver iconostasis to pieces, while sacked books and icons were trampled under foot» [1, p. 123]. Wounded women and children lay dying in the streets. These horrors continued for 3 days. Soon, the Latin Empire (1204 – 1261) was created [3, p. 525].

Many historians call the Fourth Crusade: «The Crusade against the Christians». It was a dark page of the European history. In the struggle between the Western and Eastern parts of the former Roman Empire, Byzantium was defeated. The final falling of Constantinople came in 1453, but after the Fourth Crusade its power and richness were lost forever.

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### **ADVERTISING: WHAT IS IT AND WHY IS IT SO IMPORTANT?**

**Onikienko A., Yakovleva L. (Kharkiv)**

**Language supervisor: Tkalya I.A.**

**Summary:** This article is devoted to the features of the advertising process from the ancient times to modernity. It has been found that the development of advertising was dependent on the civilization progress, the political and economic functioning of society in different periods of history. Nowadays advertising is commonly used in such spheres as tourism and marketing. The quality of advertising managers' work depends on their knowledge of sciences such as sociology, psychology, marketing and web technologies.

**Key words:** advertising, advertising manager, history of advertising, marketing, sociology.

**Анотація:** Стаття присвячена особливостям рекламного процесу з давніх часів до сьогодення. Було виявлено, що розвиток реклами в різні періоди історії залежав від прогресу цивілізації, функціонування суспільства в політичному і економічному плані. В наш час реклама має місце в таких сферах діяльності як торгівля і туризм. Ефективність роботи рекламних менеджерів напряму залежить від знань таких наук як соціологія, психологія, маркетинг, а також основ інтернет технологій.

**Ключові слова:** історія реклами, маркетинг, реклама, рекламний менеджер, соціологія.

**Аннотация:** Статья посвящена особенностям рекламного процесса с древних времен до современности. Было выявлено, что развитие рекламы в разные периоды истории зависело от прогресса цивилизации, функционирования общества в политическом и экономическом плане. В наше время реклама имеет место в таких сферах деятельности как торговля и туризм.

Эффективность работы рекламных менеджеров напрямую зависит от знания таких наук как социология, психология, маркетинг, а также основ интернет технологий.

**Ключевые слова:** история рекламы, маркетинг, реклама, рекламный менеджер, социология.

Have you ever heard anything about advertising? We are absolutely sure you have. «Advertising is a form of marketing communication used to encourage, persuade or manipulate an audience (viewers, readers or listeners – sometimes a specific group) to take or continue to take some action» [3]. It is an official term of advertising but we want to explain a little bit what it is in a real modern life. Advertising can be referred to as an important instrument of business and culture in our every day life. It is a basis of today's sales and 'the first step' of any product which 'has just been born'.

You may wonder whether advertising was so successful many years ago as it is nowadays. Does it have its own history of becoming popular in the society? Surely, the answer will be 'yes'. It was a long creative process, which has been improving from year to year.

Advertising existed in ancient times, but most of it was word-of-mouth. Of course, then people were not able to write and read. They were not educated but even in those conditions they talked to each other about the news or some new products, which might have brought a piece of progress to our ancestors. We think it was an important step in the advertising industry. Later, Egyptians started to use papyrus (they already had some skills in writing) to put together their thoughts and present them in a right and well-organized way. You may agree it helped the first people to develop.

The next important event which had a great influence on the history of advertising was the invention of printing. It was the starting point for extension of new forms and genres of advertising such as handbills, posters and show bills. There is no doubt it was a perfect progress, which really helped advertising to develop in full. Painters started to use different colours and marvelous texts, which attracted more and more buyers. The advertisement became an important part of economic, business and even cultural spheres for different people. As an example, let us look at the people of the United States of America, where advertising and shopping are generally a part of their soul and culture. Americans really respect such famous people as David Ogilvy, who is considered to be the father of American advertising, Rosser Reaves, who invented the persistent advertising, Bill Bernbach, who proposed to add a piece of humour to the advertisement to make it a special form of advertising, etc [1].

Unfortunately, there were some periods in history with distinct lack of creative ideas and bright advertisers' activity. There were different reasons for such a situation. Firstly, it could have been determined by particular political regimes and restrictions of the governors. The most vivid example is the USSR, where people could not express and realize their ideas in a free form. Now we know that in the former Soviet Union there was one and the only model of advertising and lifestyle which had to be followed by everyone in the country. Any TV commercials were forbidden, moreover people were not allowed to speak about negative sides of their lives and manifest their attitude to them. Secondly, the situation was also due to some difficulties in economics of the countries or by the wars which were really popular. However, the twentieth century was incredibly friendly for the development of advertising. Advertisements became more

creative, bright and independent. There are numerous modern technologies which appeared in the twentieth century and helped to realize a lot of innovative effects in advertising nowadays.

Since advertising is commonly used to increase trading of goods and services, it has connections with such spheres as trading and tourism.

In today's worldwide market, the main goal of the first stage of trading is to make people pay attention to your product. So advertising can make a person choose something. There is a formula which shows such a process. This formula is represented with the word AIDA, the components which are attention, interesting, desire and action. The formula has two variants, which include confidence and motivation. They are AIDCA and AIDMA [3]. They show how advertising influence us and make us buy something. We can see colourful shop fronts and exciting advertising in TV commercials which contain the description of goods, unique selling points, positive comments of ordinary people or demonstration of the product in a warm atmosphere. We can have positive emotions and desire to buy it, and then we can be ready to undertake an action. So advertising is an engine of trading.

In the period of globalization, travelling is becoming more popular. Travel agencies propose many services, but it is not clear that they will be popular enough to bring a high profit. Advertising can help with showing the services to people in a good way and making them interesting for most of the clients. Brochures and cards are expected to attract attention of the audience with the help of slogans or memorable thematic pictures. Then everyone can choose the needed variants in a catalogue which provides positive points, added services and propositions with high discounts to awake people's desire to get a journey. Such process is of high importance for the tourism business.

Good advertisers are supposed to be specialists of wide profile. To work effectively they should possess diverse knowledge in such areas as sociology, psychology, IT, marketing, etc. Advertising is an element of marketing – the process of achievement of optimal balance between the needs of buyers and the characters of products. The main goal is to inform people about a product in such a way that people could think they really need it. Advertising is one of the processes in the system of marketing programmers. Hence in order to create a strategy for advertising it is necessary to know how marketing works.

Advertising involves working with people's mind, so it is important to understand the individual's personality. This is what psychology learns. It is necessary for advertisers to be able to persuade their clients to do what they need. That is why every advertiser should understand the motivation of the customers, their reaction to different advertising forms, the clients' emotions and actions. These things have great significance for creating effective advertisements.

Advertising includes working with different target groups, i.e. groups of people who are most of all interested in buying certain products or using certain services. Sociology learns target groups, how individuals interact with each other within a group or with those belonging to other groups. It is important for advertisers to create good reputation which can result in making adverts clear for target groups and providing susceptibility to and spreading of advertising messages. Since advertising is closely connected with sociology, those working in advertising are required to be proficient in

the basis of sociology. The first and foremost component of such practical knowledge is being a competent Internet user. Nowadays it is common practice for companies which trade goods or provide services to put their adverts in the Internet. Advertising specialists should have good skills in posting the messages, applying proper keywords and pictures or banner adverts to attract attention of countless Internet users.

Throughout the history, advertising has been accompanying people's every day lives in a strong correlation with the top knowledge of the time period, which makes advertising so popular, but requires a comprehensive development on the side of advertising managers.

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## **DISCOURSE AS A PART OF SOCIAL REALITY AND A FORM OF INTERACTION: BASIC IDEAS.**

**Ott M.A. (Kharkiv)**

**Language supervisor: Guseva A.G.**

**Summary:** The article focuses on the term of the discourse and its role in the design of social reality. Basic concepts of structural-actional paradigm are analysed. Sociological phenomena of the discourse are viewed in terms of famous discourse scientists. The impact of the terms on modern understanding of the discourse is discussed.

**Key words:** discourse, language, social reality, structural-actional paradigm.

**Анотація:** Стаття присвячена розгляду поняття дискурсу та його ролі в створенні соціальної реальності. Основні положення запозичені зі структурно-діяльнісного підходу до дискурсу. Феномен дискурсу демонструється за допомоги теорій відомих вчених, що спеціалізуються на дискурсі. Також стаття висвітлює вплив цих теорій на сучасне розуміння дискурсу.

**Ключові слова:** дискурс, мова, соціальна реальність, структурно-діялісна парадигма.

**Аннотация:** Статья посвящена рассмотрению понятия дискурса и его роли в конструировании социальной реальности. Основные понятия взяты из структурно – деятельностного подхода к дискурсу. Феномен дискурса показывается с помощью теорий известных ученых, специализирующихся на дискурсе. Также статья освещает влияние этих теорий на современное понимание дискурса.

**Ключевые слова:** дискурс, язык, социальная реальность, структурно-деятельностная парадигма.

The topicality of the article lies in studying the sphere of sociality with the focus on interaction (M. Veber argues that the action serves as social only if it is directed at another person) [1]. The subject of the article is discourse and the object is the mechanism of interaction between discourse and sociality. The aim of this work is examination of the term “discourse” and its role in social reality constructing by studying general ideas of structural-actional conception of the language. In general, social interaction is maintained through verbal communication which is based on the language. In other words, the language is a social reality construction, machinery that helps to describe it and, then, to form it. At the same time, if we look at a higher level of

using the language, i.e. discourse, this phenomenon is both sociality structured and sociality structuring (society renders it and it impacts on a society's perception of things and events). This position is reflected in the network of the structural-action approach. Here, on the one hand, the language is viewed as an objective reality that can structure interactions and the way in which individuals see the world and, on the other hand, the individual takes part in this structure (through the language) affecting other perceptions of the world.

Understanding of the discourse and its realization in society is based on the interlacement of objectivism and subjectivism, rationalism and interactionism. Discourse is a versatile concept, which, despite acquiring some personal interpretations, remains an autonomous unit by relation to an individual. Such an approach is based on Habermas's theory of communicative action where its creator tries to view human activity both through Weber's rationalism (objective in terms of influence) and through interactionism (subjective in terms of inner features and characteristics of the individual). Communication between individuals has some violent features, driven by the individual's economic and political statuses. A person, who expresses himself depending on his life conditions and using his symbolic tools, expresses violence toward another person. Nevertheless, considering any social phenomenon in its relationship logically leads to violence which could not be avoided. The system, the individual's environment and the language, as a main tool of interaction, passing through the mind of the individual and being represented by it, distorts ideal, free from violence, utopic communication. Discourse in Habermas's terms is a social discussion of general values which the individual uses as a manual for his activity. Aiming at restoring the initial sense of communication, he returns to communication and mutual understanding free from violence. Authentic mutual understanding which is a core of discourse, could be used in case of critical evaluation of current values by persons who participate in the discourse, for transformation of these values according to the needs and requirements of a social situation and time altogether [2]. Since utopia does not leave, communication harmless, the discourse is not seen as a mean for its achievement, but as the end in itself which, finally, as a «side» effect can lead to some similarity of authentic mutual understanding.

M. Foucault's general categories of discourse include the context and the history. Over a certain period of time the discourse stirs the discussion of the issues caused by historical needs driven by specific prerequisites to it. The discourse needs to define conditions, rules of the speaking. For better understanding the individual must direct himself in the situation which frames the discourse [3]. The statement itself may be interpreted in many ways, it does not have any historical impact on the topic and context, it is just a set of words related semantically. The individual fails to produce the discourse directly, he continues what was previously started by another speaker, that had already existed in society (discourse does not have a particular author). At the same time, it is limited by particular rules and discourse participants maintain the norms of speaking by keeping the discourse. In this perspective we can say that it is the power which determines understanding of various social phenomena. Thus, politics (as a field that is realized via communication) is a legitimate discourse, a public strife for power that is admitted by everyone. Suffice it to say, Pierre Bourdieu's ideas of politics, as a race for power, would be relevant here.

Discussing discourse in Pierre Bourdieu's terms, there is a need in defining the concepts of symbolic capital and power. Symbolic capital assumes presence of personal knowledge which helps to orient and position oneself in the real world. Via symbolic capital a person represents his opinion and could realize symbolic violence, i.e. influence on other people through knowledge. Domination of the symbolic (in this particular context it is mainly about an intangible, symbolic capital) appeals to knowledge, mental abilities and possibilities which are being expressed through the language. So, the notion of the discourse is not a central category in Bourdieu's conception, but, generally, the notion that could be traced. Symbolic violence performed in the most explicit form in politics where views on a situation (or the whole world) of different politicians compete with each other in a verbal form, trying to prove their viewpoint to the electorate. Symbolic power means possibility to legitimize a person's understating of the reality through the discussion of events or phenomena. It is a demand for the manner of representation of things, for their historicity [4]. A symbolic race for power could characterize any interaction in society, because personal communication occurs via symbols and its main goal is transferring of information which will anyway have the print of a personal interpretation (especially it applies to the political sphere). In this way symbolic interaction is always a struggle to establish a personal opinion as the main opinion, a struggle for more quantity of people which will support the status of this opinion in future. Struggle for "common sense" in meaning of any pre-theoretical knowledge providing through discourse based on symbolic capital and on current symbolic power, roughly speaking, an authority in this particular question. Any participant of the discourse is interested in conversion of his own opinion to the common one, i.e. the discourse is always marked with some confrontation and opposition of the sides [5].

The language is an instrument that helps to comprehend the world and to form images and notions in the individual's consciousness. Through verbal communication an individual enters society, understands its norms and, at the same time, represents himself to this society. That is, a dominating role of the language, that is "given" and which appears as a main instrument of interaction between an individual and the world. The way the individual uses the language, organizes the symbolic system, determines understanding of information. Consequently, the individual is responsible for his statements to other people because of the manner he speaks (emotions, pitch, accent, sentence structure and vocabulary), how the recipient treats it and works with it [6]. The individual here actively interacts with those instruments which are given to him by the language for interaction. In his statements there are always interests and intentions. In other words, the language is the instrument of influence on others. And the discourse, consequently, is a co-influence of individuals in the discussion. Thus, the characteristics of the discourse (which is inherited from the language) are present a priori in the society. The language is not formed by the speaker, but, most likely, is accepted by him. Thus, the way the person interprets and transmits it, is individual. Blakar stresses: "Even if the speaker tries to "speak objectively", apparently, that his choice of statements structure and determines the recipient's notion. The ability to structure and influence, is inherent in the language and the individual who uses it means exactly what is meant by "the language as an instrument of social power". Here, social power is

realized within the discourse, which can be defined as an ability to influence the other [6, с.90].

Van Dijk also discusses the relationship between the speaker and the listener, about the impact of the former on the latter. The purpose of communication is a relationship between events, actions and statements. Pragmatic understanding of a verbal act, a skill to recognize the intention which was the motif for this act and the necessary knowledge and desire. The language and the speaker in this case are interactional, complementary elements of communication (the individual should use available for him language tools to be able to express his intentions and purposes). In this respect, the context factors of the discourse include awareness, illocutive force (directionality), historicity and, as a result, the context. The statement is performed for a specific reason with the presence of a specific frame which defines the situation. The discourse is not free, its implementation by van Dijk, as much as by Foucault, compliance to specific rules, represented by the actors themselves, proves the necessity of obeying these rules [7].

Consequently, according to the structural-actional paradigm, the discourse is a constellation of statements concerning a particular occasion, realized in a particular context, with a particular aim and serving as a historical context. The discourse is speaking and the rules of the speaking. It is a discussion of an issue at a social level through the history. The discourse does not have a particular author, it is changeable, transforming. The discourse acquires a multitude of authors through realization, still remains independent and dominant to the individual factor. The discourse is an inseparable feature of the sociality i.e. if there is interaction between individuals, there are rules of this interaction. If the rules of interaction are established, then the discourse is established too. It includes social context and making conditions which, in their turn, determine the manner of seeing the world.

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**CIVILIAN TRAFFIC CONTROL****Ovsiannikov M.S. (Kharkiv)****Language supervisor: Tkalya I.A.**

**Summary:** The article deals with the activity of two non-governmental organizations, “Road Control” and “StopHam”. General information about these organizations is provided. Offenses and lawlessness on the roads are discussed in detail. Some facts related to the given theme are considered. The reasons for emergence of both organizations are accounted for. In conclusion it is said what steps are needed to improve the situation with lack of order and discipline on the roads.

**Key words:** non-governmental organizations, civil society, government executive agencies, drivers, traffic police inspectors, penalty area, parking in the wrong place, Law on Road Traffic.

**Анотація:** Стаття присвячена діяльності двох громадських організацій: «Дорожній Контроль» та «СтопХам». Надається загальна інформація про ці організації. Йдеться мова про проблему правопорушень на автомобільних дорогах. Стаття, також містить приклади ситуацій, які мають відношення до теми. Пояснюються причини появи обох організацій. Пропонуються декілька кроків, які необхідні для виходу із ситуації правового безладу на дорогах.

**Ключові слова:** Неурядові організації, громадянське суспільство, державні органи виконавчої влади, водії, інспектори ДАІ, штрафмайданчик, стоянка в забороненому місці, закон про дорожній рух.

**Аннотация:** Статья посвящена деятельности общественных организаций: «Дорожный Контроль» и «СтопХам». Приводится общая информация об этих организациях. Говорится о проблеме правонарушений на автомобильных дорогах. Рассматриваются примеры ситуаций, имеющие отношение к теме статьи. Объясняются причины возникновения данных организаций. В заключительной части предлагаются некоторые шаги для выхода из правового беспорядка на дорогах.

**Ключевые слова:** водители, государственные органы исполнительной власти, гражданское общество, закон, закон о дорожном движении, инспектор ГАИ, негосударственные организации, стоянка в запрещенном месте, штрафплощадка.

Without a developed civil society it is hardly possible to build a legal democratic state. Only caring and socially active citizens are able to jointly control the authorities and deter them from striving to expand their power [1, p. 3].

The basis of civil society is made up of citizens who are aware of their interests and are willing to work actively either independently or together with other citizens in voluntary associations, representing and defending interests and values of civil society's members [1, p. 3]. Non-governmental organizations such as "Road Control" and "StopHam" can demonstrate a good example of civil engagement and non-indifference. They are officially registered institutions of civil society. These organizations function as elements of civil society that has lost confidence in the governmental executive agencies such as the Ministry of Internal Affairs. Using video cameras and similar surveillance equipment, the activists of “Road Control” and “StopHam”, armed with good knowledge of the state laws, are struggling against offenses and lawlessness on the roads. Non-governmental organization “Road Control” was founded in 2008. The organization includes hundreds of citizens of Ukraine, numerous branches in major Ukrainian cities and the headquarters in Kiev. The founder of “Road Control” is Mr. Rostislav Shaposhnikov. NGO “Road Control” has its own web-site and a channel on YouTube.

In the course of their functioning, the activists managed to catch a lot of resonant material on film. An example might be a video filmed by the activists, which shows

how the traffic police inspectors stop every truck at one of Odessa's commuter traffic police posts and demand money at a rate of 200 hryvnias so that truck drivers could continue their journey. In many cases, the trucks are overloaded, which is a violation of traffic rules. But, the system operates on a basis of soft legal constraints [2]. A truck driver has a choice: either to undergo the procedure of traffic violation registration, which may require some time, or give a bribe to the inspector, which will reduce the stopping time. This example clearly shows that along with formal instructions there are unwritten rules for violation of official rules [2]. As a result, the consumer suffers because of unreasonably high prices for goods and services. The activists are also fighting against illegal penalty areas for thousands of cars to be illegally identified and seized. But the main reason for these illegal penalty areas is to levy money from drivers whose cars get onto the penalty area. The bill might reach up to million of hryvnias per month.

The actions undertaken by the activists can be rather dangerous. Very often, after a resonant video, the activists are threatened with physical violence or have their property destroyed. It is not uncommon when activists' automobiles are set on fire. There have been several cases of the activists being attacked and beaten. In March 2012 the founder of Road Control Rostislav Shaposhnikov was attacked by four men who tried to beat and suffocate him. Mr. Shaposhnikov says that this assault is closely connected with his journalistic work. The police haven't arrested the offenders.

The first of the main methods of the activists' struggle is to inform the public about the offenses committed by the traffic police. The second method consists in submitting applications to the courts and prosecutor's offices. Most trials were won. The Road Control still exists and continues its functioning.

NGO "StopKham" is a community project of a federal level in Russia. Having been founded in 2010, the movement has its followers not only in a number of cities of Russia, but also in Ukraine and Moldova. The organization openly declares its fight against crimes such as parking in the wrong place, illegal capturing of the municipal land in order to set up parking lots, driving on the sidewalks, etc. Members of the organization are basically young people. Divided into groups, they go on raids in search of violators of traffic rules. The activists use round bumper stickers for the violators' cars, as well as video cameras. Often met with resistance from the undisciplined drivers, the activists have to get involved into fights. So far the activists have managed to film a series of resonant and controversial materials. In April 2013 they blocked the automobile belonging to 24-year-old Margaret Arakelian, consultant of the law department of the Russian Federation Central Election Committee. The incident happened when M. Arakelian was trying to park her car on a crosswalk on the Maroseyka street. After a verbal altercation Arakelian sent her car in the direction of the activists, nearly killing one of them. After that she came out and rudely announced that she had the right to park the car on the crosswalk because she was a state employee. Arakelian also threatened that the activists could get into trouble if they published that video material. However, the video was posted by news agencies, which resulted in an apology by CEC head Vladimir Churov. Described above is only one of many situations wherein officials or celebrities are involved.

Both organizations have emerged as a reaction to the passivity and improper functioning of the bodies of state power. The law enforcement community is organized

in such a way so that it could carry out the plan set by the management of the system. As a result, the traffic police must implement the plan through completing protocols and collecting cash, rather than take care of safety on the road.

The activity of Road Control is intended to interfere with arranging illegal protocols, and to prevent receiving bribes by traffic inspectors. It is natural that this activity meets resistance from the system. But, as we see it, the main merit of the Road Control is that they increase the drivers' awareness of laws and regulations, which enhances their capability to protect themselves when facing the traffic police. Thus, Road Control activists, in fact, contributes to fostering the development of Ukrainian civil society. Today, we can see the results of their operations. Ukraine has undergone improvements in terms of legislation: amendments have been adopted to certain provisions of the Law on Road Traffic in favour of the drivers. The behaviour of the inspectors have changed a little for the better. Also, we can notice a slight shift for the better concerning the culture of drivers in Russia.

But, despite the positive changes, traffic police may also be used for political purposes. The recent events in Kiev might serve as an example. The Euromaidan managed to gather people from different parts of Ukraine. Many of them used buses and cars. At the entrance to Kiev most vehicles, with state registration numbers of the Western regions of Ukraine, were stopped by the traffic police inspectors. The latter were engaged in recording the vehicles' numbers and the quantity of passengers visiting the capital. The inspectors were interested in the causes of the people's coming to Kiev.

The question arises whether it is possible to change the system by working with the lowest "level of the pyramid", when all internal, not official orders come from the top. Therefore, it seems very likely, that to get rid of corruption and abuse in the ranks of traffic police, we need a set of measures. Indeed, in the process of transferring bribes it is two subjects who are involved: the driver and the inspector. What is necessary to do is to discourage the driver from giving the bribe and to discourage the inspector from having the desire to accept the bribe.

The International public organization "Transparency International" released its annual rating of how corruption is perceived by different nations. The survey shows the overall level of corruption in a state, estimated by international experts and citizens. Like last year, Ukraine ranks 144<sup>th</sup> [3]. This means that we have joined the group of the nations with a high level of bribery.

To overcome corruption, the very culture of bribery must be eradicated. We are to create the conditions under which both the inspector and the driver would prefer to obey the law, rather than break it. The activists from "Traffic Control" and "StopHam" are doing a great job in building a culture wherein the law is respected. However, the formation of this new culture must be accompanied by reforms of the Interior Ministry. But raising fines alone is unlikely to solve the problem. On the contrary, raising fines can aggravate the situation, make it much worse: higher fines could lead to higher rates of bribes. Therefore, penalties should grow in combination with other measures: 1) The number of the inspectors should be reduced (today's quantity is about 16,000 people). Most of the functions of fixing traffic violations should be shifted to automatic tracking system (cameras, speed measuring system of "Treucam" type); 2) It is necessary to raise the wages of the inspectors; 3) There should be increase in the responsibility for the

crime of breaking the law by public servants. We need overcome the "syndrome of impunity".

As we can see in practice, experience of other countries fighting against corruption by full replacement of the GAI personnel (as it was done in Georgia), does not work in our country. Since the country's independence more than 300 heads of regional division and 10 ministers have been replaced, with the personnel having been completely renewed. But nothing has been changed for drivers: the system and rules of the game remain the same. But if the change of the personnel can be accompanied by the above measures, this change is expected to be effective.

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## **POLYSEMANTIC WORDS IN ENGLISH AND RUSSIAN AND PROBLEMS OF THEIR TRANSLATION**

**Pavlova A.S. (Kharkiv)**

**Language supervisor: Zmiyova I.V.**

**Summary:** This article deals with the phenomena of polysemy and problems of translation of polysemantic words. There are given examples of translation of words and sentences from English into Russian. It is found that while translating sentences it is necessary to pay attention to the contextual meaning of the word.

**Keywords:** context, contextual meaning, meaning, polysemy, the source of polysemy.

**Аннотація:** У статті розглядається феномен полісемії та проблеми перекладу полісемантичних слів. Надані приклади перекладу слів та речень з англійської мови на російську. Виявлено, що під час перекладу речень необхідно брати до уваги контекстне значення слова.

**Ключові слова:** джерело полісемії, значення, контекст, контекстне значення, полісемія.

**Аннотация:** В статье рассматривается феномен полисемии и проблемы перевода полисемантичных слов. Приведены примеры перевода слов и предложений с английского на русский. Обнаружено, что при переводе предложений необходимо принимать во внимание контекстное значение слова.

**Ключевые слова:** источник полисемии, значение, контекст, контекстное значение, полисемия.

Polysemy is a word or symbol that has more than one meaning. In order to be considered polysemantic, a word has to have separate meanings that can be different but related to one another. The meanings and the words must have the same spelling and pronunciation and they must have the same origin.

The term polysemy is used in linguistics as means of categorizing and studying various aspects of languages. It is derived from a Latin affix *poly-* = ‘many’ and a Greek *seme* = ‘sign’. The opposite of polysemy is heterosemy, which means that the word has only a single meaning [12, p. 1].

The main source of the development of regular polysemy is a metaphoric and metonymic transference, which is a commonplace and appears to be fundamental in a living language.

Polysemic words make up a considerable part of English vocabulary. Potential polysemy of words is the most fertile source of ambiguities in language [3, c. 107].

Words are often signs not of one but of several things. Linguistic mechanisms work naturally in many ways to prevent ambiguity and provide the clue to distinguish the necessary meaning. It’s also important to take into consideration the significance of the context, linguistic or non-linguistic; many ambiguities are never noticed because the various possible meanings are excluded by the situation. Important observations in this area of the vocabulary have been made by contextual, distributional and transformational analysis [7, c. 185].

The frequency of polysemy in different languages is a variable depending on various factors. Languages where derivation and composition are sparingly used tend to fill the gaps in vocabulary by adding new meaning to existing terms. Polysemy more often occurs in generic words than in specific terms whose meanings are less subjected to variation [1, c. 214-215].

It is interesting to note that transferred meanings of words in different languages do not always coincide:

<i>back</i>	–	<i>спина;</i>
<i>the back of a chair</i>	–	<i>спинка стула;</i>
<i>the back of a hand</i>	–	<i>тыльная поверхность руки;</i>
<i>the back of a ship</i>	–	<i>киль судна.</i>

Some examples of polysemy is the usage of the same word to refer to an animal and its meat [13, p. 2]:

*I saw a lamb/salmon/penguin at the zoo.*

*Я видел ягненка/лосося/пингвина в зоопарке.*

*Would you like to try some roast lamb/salmon/penguin?*

*Вы бы не хотели попробовать (мясо) жареного ягненка /лосося /пингвина?*

One can often use the same word to refer to a container and to the amount that container holds [13, p. 5]:

*I cracked the cup/bucket/bowl versus I ate a cup/bucket/bowl of soup.*

*Я съел чашку/ведро/миску супа.*

However, other forms of polysemy are idiosyncratic and can be found in only one or a very few lexical items, for example:

*The city’s atmosphere was polluted*

*Атмосфера города была загрязнена*

*The restaurant’s atmosphere was relaxed*

*Атмосфера в ресторане была расслабляющая.*

One critical aspect of polysemy is that different meanings of a word can be closely related but not very similar to each other. For example, let's consider the word *church* used to refer to a building and organization:

*The church (building) burned down.*

*Церковь сгорела.*

*The church (organization) has lost many members.*

*Церковь потеряла много членов.*

These senses are closely related, as the organization built the building and carries out its activities there. Nonetheless, buildings are not conceptually similar to organizations: a building has bricks, mortar, and electrical wires, is of certain height, and has a color and weight; the other is a cultural and legal organization that people join, with a set of beliefs and practices. None of these things can be said about the other – the building is not a legal entity that people join, and the organization is not made of bricks and does not have a color [13, p. 4].

Mostly the meaning of polysemantic words depends on the context. The so-called contextual meaning is always individual, occasional and context-bound. It lives only in its context and disappears if the context is altered. The contextual meaning of a word is usually semantically richer than the dictionary meaning because of the connections which it arouses [13, p. 56]:

*In an atomic war women and children will be the first hostages.*

*Первыми жертвами в атомной войне будут женщины и дети.*

The dictionary meaning of the word 'hostage' is 'заложник', but in this context it is synonymous to 'victim' as every hostage might become a victim and die. Thus the contextual meaning of a word is not arbitrary; it is inherent in its semantic structure and is brought out by the writer who is able to perceive its potentialities.

The English word 'get' has different meanings according to the situation in the context: (1) достать, найти, принести, раздобыть; (2) брать, заниматься; (3) зарабатывать.

(1) *Can you get this book for me?*

*Не могла бы ты мне достать/найти/принести/раздобыть книгу для меня?*

In this example the word 'get' can have the meaning of 'достать', 'найти', 'принести', 'раздобыть' and in every case this word can be translated in different ways according to the context.

In sentence (2) the word 'get' can have 2 different meanings 'брать уроки' or 'заниматься' which depends on the situation during the moment of speaking:

(2) *Olena gets private Math lessons two times a week.*

*Елена берет уроки / занимается математикой дважды в неделю.*

Sentence (3) illustrates the usage of the verb 'get' as a part of a phraseological unit where 'To get a living' means 'зарабатывать на жизнь':

(3) *Sonya gets a living working as a nurse at hospital.*

*Соня зарабатывает на жизнь, работая медсестрой в больнице.*

Thus we see that polysemantic words may cause difficulties in translation or communication. To overcome them we need to know the meaning of a word in a context, since it is the context that allows us to decide what variant to use.

The problem of polysemy is mainly the problem of interrelation and interdependence of various meanings of the same word. Though it is the object of confusion and one of the most controversial problems in linguistics it is of great importance in studying English as it presents diverse meanings of expressive layer.

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## **THE SYSTEM OF THE STATISTICAL ANALYSIS OF THE COMPUTER TESTING RESULTS OBTAINED USING THE TShell PACKAGE**

**Pidoprygalova G.O., Lazurik V.M. (Kharkiv)**

**Language supervisor: Voronina K.V.**

**Summary:** New features of the system of the statistical analysis of computer testing results are described. The system allows carrying out a statistical and retrospective analysis of test results with the possibility of interactive formation of processing criteria. The relevant examples are used to demonstrate the methods of the system application.

**Key words:** testing software systems, qualification tests, analysis of the testing results.

**Анотація:** Описано нові можливості системи статистичного аналізу результатів комп'ютерного тестування. Система дозволяє проводити статистичний та ретроспективний аналіз результатів тестування з можливістю інтерактивного формування критеріїв обробки. На конкретних прикладах розглядаються способи застосування системи.

**Ключові слова:** комп'ютерне педагогічне тестування, кваліфікаційні тести, обробка результатів тестування.

**Аннотация:** Описаны новые возможности системы статистического анализа результатов компьютерного тестирования. Система позволяет проводить статистический и ретроспективный анализ результатов тестирования с возможностью интерактивного формирования критериев обработки. На конкретных примерах рассматриваются способы применения системы.

**Ключевые слова:** компьютерное педагогическое тестирование, квалификационные тесты, обработка результатов тестирования.

Computer systems for Teacher Testing are considered to be one of the major components of improving the quality of education.

Relevance of computer-based testing is stipulated not only by the necessity to prepare students to study under new techno-mediated conditions, but also to make them ready to perform well in their careers in a promising high-tech information space. The development of information technology promoted the development and implementation of various Testing Software Systems.

TShell software package [1] used for monitoring students' knowledge and the quality of education has been developed in V.N. Karazin Kharkov National University. TShell package allows creating a model of pedagogical testing [2]; provided with advanced tools, it saves total scores and a detailed testing protocol in the database. Using TShell package for computer-based testing allows representing latent variables such as the acquisition of a discipline, the level of training the Test Group, the possibility of guessing the answer, etc. in numerical formalized form "The System of Statistical Analysis of the Computer Testing Results" (SORT) web-application [3,4], which allows to carry out a comparative analysis of the test results obtained using TShell package was developed at the Faculty of Computer Science of V. N. Karazin Kharkov National University in 2011. The development of this kind of software is topical since it allows processing the test results without additional teachers' time that provides an effective educational planning.

The present work deals with further development of SORT system for statistical and a retrospective analysis of the test results with the possibility of interactive formation of processing criteria. New features of the system are described, the relevant examples are used to demonstrate the mode of its application.

The purpose is to describe the new features of the System of the Statistical Analysis of the Computer Testing Results using TShell package for comparative statistical and retrospective analyzes.

SORT system contains three functional blocks:

- calculation and visualization of statistics of the group's scores;
- the analysis of test items;
- the performance analysis.

To work with any system unit it is necessary to define the parameters of the test, the results of which will be analyzed. These parameters are the Test Name, the Test Module or the Entire Discipline (for total control), the Test Group, the School Year and the Results of the Selection Criterion (Fig. 1). TShell package allows testing any Test Group, whose name is stored in the database. Most often Academic Group is used in the educational process. SORT system allows analyzing the results of one academic group as well as of several groups, which permits to process the test results of the students of

the whole academic year. Sometimes the student has time to take the test several times in the allotted test time. The criterion the "The Best" or "The Last" defines selection criteria of the test results for each student.

Fig. 1 Test Parameters

Максимальный балл	94
Минимальный балл	4
Средний балл	61
Успеваемость	82%

Fig. 2 Figures for the Test Group

Figure 2 illustrates one of the unit operating modes "Calculation and visualization of statistics of the Test Group's scores". Here is the List of Students of the Test Groups that were given when the parameters of the test were defined. The students' results represented in the list serve as the basis for determining the Maximum, the Minimum and the Average Scores. Performance is calculated as the ratio of positive ratings (A, B, C, D, E) to the total count (A, B, C, D, E, FX) on a scale ECTS. The frequency distribution of the scores (Fig. 3) is represented in a Graphical Chart and Number Indicators.

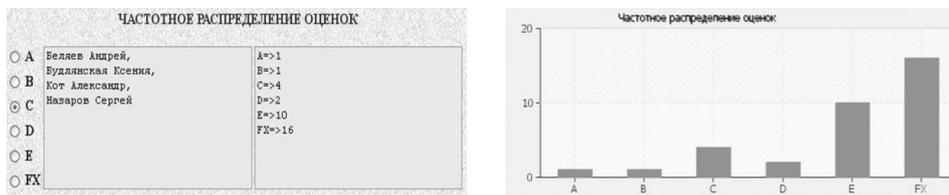


Fig. 3 Frequency distribution of estimates

SORT system allows visualizing the results of the Testing Protocols. You can do that for a single student from the List by highlighting his name in the List. Fig. 4 shows the complete numerical information about passing the test by the student whose name is highlighted in the List of Students. The number of tasks in the test, the responses received, and the statistics of correct / incorrect and partially correct answers are given. This protocol is similar to the final protocol, which provides each student with TShell package addition to get the detailed information about the test.

№	Дата теста	Оценка (ECTS)	Оценка (балл)	Кол-во вопр	Кол-во отв	Правильных отв.	Неправильных отв	Част. правильных
1	2012-05-25	D	57	100	100	67	31	2

Fig. 4 View of the Students' protocol

SORT provides the Final Report (Fig. 5) on the subgroup, similar to that one provided by the system on one particular student. The header of each report column contains buttons that allow sorting the information in ascending or descending order of the column values of the indicators.

СПИСОК СТУДЕНТОВ:		РЕЗУЛЬТАТЫ ГРУППЫ										
Антипова Ольга	Бескоровайный Николай	№	ФИО	Акад. группа	Дата теста	Оценка (ECTS)	балл	вопр	отве	прав	Непр	Част
Бондарец Александр	Бондарь Александр	2	Бондарь Александр	КС-31	2012-05-25	A	92	100	100	92	7	1
Бондарь Александр	Бублий Юрий	6	Капустян Роман	КС-31	2012-05-25	B	85	100	100	88	12	0
Бояс Влас	Будлянская Мария	7	Красин Богдан	КС-32	2012-05-25	B	79	100	100	78	15	7
Гричко Наталья	Великодный Виталий	4	Великодный Виталий	КС-31	2012-05-25	C	72	100	100	70	18	12
Дудник Марина	Голубев Евгений	1	Бескоровайный Николай	КС-31	2012-05-25	D	57	100	100	67	31	2
Капустян Роман	Гричко Наталья	3	Бояс Влас	КС-31	2012-05-25	D	53	100	100	64	31	5
Костюкевич Инга	Красин Богдан	5	Гричко Наталья	КС-32	2012-05-25	E	36	100	100	43	53	4
Красин Богдан	Кривуля Андрей	8	Кривуля Андрей	КС-32	2012-05-25	E	46	100	100	56	33	11
Кривуля Андрей	Кузан Николай	9	Куклев Александр	КС-32	2012-05-25	FX	5	100	100	21	78	1
Кужим Роман	Куклев Александр											
Кузан Николай	Кучина Евгения											
Куклев Александр												
Кучина Евгения												

Fig. 5 View of the Subgroup's protocol

The "Analysis of test items" unit allows comparing individual tasks in the test battery. The statistics of the answers allows assessing the complexity of tasks for the particular Test Group. Summing up correct, incorrect or partially correct answers to a specific task we can determine which tasks were the most difficult or the easiest ones for the selected Test Group (Fig. 6), which in its turn provides feedback of control of both knowledge and the educational process.

СПИСОК ЛЕГКИХ ЗАДАНИЙ МОДУЛЯ	
№2	Записью реляционной базы данных является
№3	Первичный ключ в реляционной базе данных служит для
№5	БД содержит информацию об оценках компьютерной школы: имя, номер группы, балл за тест, балл за задание, общ
№8	Что такое внешний ключ?
СПИСОК СЛОЖНЫХ ЗАДАНИЙ МОДУЛЯ	
№75	Что такое денормализация БД? Для чего она нужна?

Fig. 6 List of test items

ПОДРОБНЕЕ О ЛЕГКИХ/СЛОЖНЫХ ЗАДАНИЯХ МОДУЛЯ				
Номер задания в БД	Отвечали(кол-во студентов)	Правильно	Неправильно	Частично правильно
2	7	7	0	0
3	11	11	0	0
5	10	10	0	0
75	9	1	8	0

Fig.7 Details

SORT allows analyzing each category of test items. SORT visualizes the table (Fig. 7), which shows the number of the task, the number of respondent students, and the number of correct, incorrect or partially correct answers.

The system provides the ability to perform the statistical analysis on specific tests.

СТАТИСТИЧЕСКИЙ АНАЛИЗ ПО ЗАДАНИЯМ																						
Фамилия \ № Задания в БД	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Антипова Ольга	+	+	+	не отвечал	+	+/-	+	не отвечал	-	+	+	+/-	-	+	-	не отвечал	+/-	-	+	+	+	не отвечал
Бондарь Александр	+	+	+	не отвечал	+	+	+	+	-	+/-	+	+/-	не отвечал	+/-	не отвечал	-	не отвечал	+	не отвечал	+	+	не отвечал
Бублий Юрий	+	не отвечал	+	-	+	+/-	не отвечал	+	не отвечал	+/-	+	+/-	+	+/-	не отвечал	не отвечал	+/-	+/-	+	+	+/-	+/-
Кривуля Андрей	+	+	+	+	не отвечал	+/-	не отвечал	+	-	-	+	+/-	+	-	не отвечал	не отвечал	не отвечал	+/-	не отвечал	+	+	-
Куклев Александр	не отвечал	-	+	-	+	не отвечал	-	+	+	-	+	+/-	не отвечал	не отвечал	-	не отвечал	+/-	+/-	+	+	+/-	+/-
Мальшев Валерий	+	+	+	+	не отвечал	не отвечал	-	-	+	+/-	+/-	не отвечал	+	-	не отвечал	+	-	+/-	не отвечал	+	+	не отвечал
Пасака Алина	не отвечал	не отвечал	+	+	не отвечал	+	+	не отвечал	-	+/-	+	+/-	-	не отвечал	-	+	+	+	не отвечал	+	+	+
Стебаев Дмитрий	+	+	не отвечал	+	не отвечал	не отвечал	+	+	не отвечал	+/-	не отвечал	не отвечал	+	-	-	+	+	+	+	+	+	не отвечал
Троицк Владимир	не отвечал	-	+	-	-	+/-	+/-	-	-	-	+	+/-	не отвечал	не отвечал	не отвечал	+	-	-	+	-	+	не отвечал
Кол-во ответов	6 0 0	5 2 0	8 0 0	4 3 0	4 1 0	2 0 4	4 2 1	5 2 0	2 5 0	1 3 5	7 0 1	0 0 7	4 2 0	1 3 2	0 4 0	4 1 0	2 2 3	3 2 4	5 0 0	8 1 0	7 0 2	1 1 2
Успеваемость	100%	71%	100%	57%	80%	69%	60%	71%	29%	48%	95%	43%	67%	39%	0%	80%	57%	63%	100%	89%	93%	50%

Fig. 8 View of analysis of test items

Figure 8 represents a table with the statistics of the responses on each task of the test battery in the selected Test Group. In the table, each column represents the number of the test item in the database, and each row is the name of the student. The cell at the intersection of the student name and the number of the test item shows the result of the

response to the task: "+" – correct, "-" – incorrect, "+ \ -" – partially correct. The table cells highlighted with different colors are based on the values of the cell. At the bottom there is the row of responses to the test questions (Number of responses) in the format of "correct answers | incorrect answer | partially correct answers". The last row of the table (Progress) shows the percentage of students' achievement in their performance on tasks module.

The analysis of test items is very important when assessing the reliability and validity of the test. It may also provide us with the information on the respondents' scope of knowledge and, therefore, it can be the basis of planning the educational process.

The "Performance Analysis" functional unit allows comparing the performance level in the discipline or the discipline module in different groups and even in different academic years. Performance analysis capabilities are provided by scores and the module. Analyzing by scores, SORT visualizes the table with statistical indicators such as the Sample Mean, the Mode, The Median, the Variance, the Standard Deviation, the Maximum and Minimum Score, as well as the Frequency Distribution of scores on a given tests' subgroup.

УРОВЕНЬ УСПЕШАМОСТИ ПО БАЛЛАМ									
	Максимум	Минимум	Выб. среднее	Дисперсия	Станд.откл.	Мода	Медиана	Результат	
<input checked="" type="checkbox"/> Выборка №1	93	0	35	634	25	FX	35	A-1 B-1 C-4 D-2 E-10 FX-16	
<input checked="" type="checkbox"/> Выборка №2	95	0	67	534	23	C	70	A-3 B-6 C-7 E-3 FX-1	
<input checked="" type="checkbox"/> Выборка №3	97	50	74	256	16	A	72	A-5 B-3 C-4 D-4	
<input checked="" type="checkbox"/> Выборка №4	97	19	75	416	20	A	80	A-8 B-4 C-4 D-3 FX-1	
<input checked="" type="checkbox"/> Выборка №5	88	26	61	242	16	D	59	A-1 B-4 C-1 D-9 E-1 FX-1	

Fig. 9 Performance by scores

Fig. 9 is a table of statistics on several tests' subgroups. The "Result" column contains the frequency distribution of scores on ECTS scale in the particular subgroup. SORT enables the analysis of performance on the module. Figure 10 shows a table containing the number of questions in the test, the average percentage of correct, incorrect and partially correct answers and performance in the module for each of the subgroups examined. The option to remove a sample of the table and view the diagram (Fig. 11) over highlighted indicators is possible.

УРОВЕНЬ УСПЕШАМОСТИ ПО МОДУЛЮ ДИСЦИПЛИНЫ					
	Кол-во вопросов	Правильных от.	Неправильных от.	Частично-правильных от.	Успеваемость
<input checked="" type="checkbox"/> Выборка №1	70	44%	40%	16%	53%
<input checked="" type="checkbox"/> Выборка №2	60	66%	28%	6%	66%
<input checked="" type="checkbox"/> Выборка №3	35	74%	20%	6%	67%
<input checked="" type="checkbox"/> Выборка №4	100	67%	28%	6%	66%
<input checked="" type="checkbox"/> Выборка №5	70	67%	26%	7%	67%

Fig.10 Academic performance

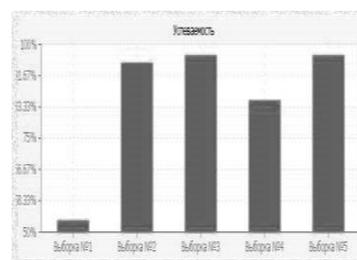


Fig. 11 Diagram

The SORT system implements background information on the sample. The background information is available at the bottom of the table and contains a description of the main characteristics of the formed subgroup. These features are the Test Name, the Test Module, the Test Group, the Testing Period, the Results of the Selection

Criterion, the Number of Students in the subgroup, as well as the List of Students included in the study subgroup.

The developed SORT software system for TShell computer-based testing enables statistical processing of the numerical values of the test results; it allows analyzing the dynamics of the educational process. SORT scope is the computer teacher testing, qualification tests and other types of knowledge control performed in TShell package, when processing and visualization of test results is required.

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УДК 821.161.2-1.09

## **BIBLICAL THEMES, MOTIFS, AND SYMBOLS IN THE CREATIVE ACTIVITY OF P.TYCHYNA**

**(“I sent a prayer to Heaven”)**

**Pidoprygora O.L. (Kharkiv)**

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

**Summary:** The paper deals with the creative activity of P. Tychyna. Biblical themes, motifs are considered from the point of view of their conceptual significance in the creative activity of the writer. Symbols are analyzed on the basis of the comparison of his original interpretations with the well known understanding of biblical symbols.

**Key words:** biblical theme, the Bible, poetry with biblical motifs.

**Анотація:** У статті розглядається творча діяльність П. Тичини. Біблійні теми, мотиви досліджуються з точки зору їх концептуальної значущості у творчій діяльності письменника. Символи аналізуються на основі порівняння власних авторських інтерпретацій зі знаним розумінням біблійних символів.

**Ключові слова:** біблійна тема, Біблія, поезія з біблійними мотивами

**Аннотация:** В статье рассматривается творческая деятельность П.Тычины. Библиейские темы, мотивы исследуются с точки зрения их концептуальной значимости в творческой деятельности писателя. Символы анализируются на основе сравнения собственных авторских интерпретаций с известным пониманием библиейских символов.

**Ключевые слова:** библиейская тема, Библия, поэзия с библиейскими мотивами

For centuries the theme regarded scientists of religious literature and the Bible. We find many researches of prose and poetry. Conventionally, these works can be

divided into 2 categories: Christian writings and essays on biblical themes, motifs, and symbols.

Christian poetry is any poetry that contains Christian teachings, themes, or references. The influence of Christianity on poetry has been great in any area that Christianity has taken hold. Christian poems often directly refer to the Bible, while others provide allegory [1].

There remains a contentious issue of the periodization of poetry. Some researchers are beginning to discuss the history of literature of the second century, taking into account the relevant sources among ecclesiastical literature, of which we have testimony in the letters of St. Paul [1], while others believe that the existence of the early poetry can speak only from the fourth century, or - more precisely - the reign of Emperor Constantine.

In many European vernacular literatures, Christian poetry appears among the earliest monuments of those literatures, and Biblical paraphrases in verse often precede the Bible translations. In Old English poetry, the Dream of the Rood, a meditation on Christ's crucifixion which adapts Germanic heroic imagery and applies it to Jesus, is one of the earliest extant monuments of Old English literature. Dante Alighieri's The Divine Comedy represents one of the earliest monuments of Italian vernacular literature. Much Old Irish poetry was the work of Irish monks and is on religious themes. This story is translated in most European languages.

Modern Christian poetry especially suffers from a difficulty of definition. The writings of a Christian poet are not necessarily classified as the Christian poetry. The themes of poetry are necessarily hard to pin down, and what some see as a Christian theme or viewpoint may not be seen by others. A number of modern writers are widely considered to have Christian themes in much of their poetry, including William Blake, G. K. Chesterton and T. S. Eliot.

The second group of poets use biblical themes, motifs, and symbols [3]. Among these poets is Paulo Tychina, the famous Ukrainian poet. His poetry is unknown as religious. During the period of the Soviet Union the poet was regarded as a non-believer, despite the Christian themes that are presented in his poetry. There were alternate themes, motifs and symbols in the poetry of Paulo Tychina. That's why it is necessary to consider.

The Problem of Evil is revealed in the work of the author. The Old Testament both raises and attempts to answer the question of how God can be good and all-mighty yet allow evil to exist in the world. From Adam and Eve's first disobedient act in the garden, each biblical book affirms that human evil is the inevitable result of human disobedience, not of God's malice or neglect. The first chapters of Genesis depict God as disappointed or "grieved" by human wickedness, suggesting that the humans, rather than God, are responsible for human evil (Genesis 6:6) [2, p. 71]. Later books, such as Judges and Kings, show God's repeated attempts to sway the Israelites from the effects of their evil. These stories emphasize the human capacity to reject God's help, implying that the responsibility for evil lies with humanity. Judges echoes with the ominous phrase, "The Israelites again did what was evil in the sight of the Lord." (Judges 3:12) [2, p. 53].

The source of evil is revealed in the poem by Paulo Tychina «Послав я в небо свою молитву». It shows a dialogue of the lyrical hero with God. The man asks God

for help, and God is depicted indifferent: "А Бог десь думав і пив нектар" [4, p. 31]. That is, in this poem, God is indifferent to evil.

The same topic is covered in the next poem by chronology – «І являвсь мені Господь» [4, p.32]. Here we continue the dialogue with the Lord, but the Lord is depicted not as a being who is indifferent to evil, but as an ideal, which for unknown reasons for lyrical hero destroys the tablets. The poem ends with a rhetorical question, which suggests the unresolved conflict.

Among the motifs, narrated by Paulo Tychina, in the verse is the motive of the sin committed by Cain. In the poem "Пам'яті тридцяти"[4, p. 59] an element of conflict between two hostile forces is presented: the heroes of the battle near Kruty and their opponents. The latter is represented as Cain, who killed his brother *because of jealousy*.

The motif of eternal life is in the poetry of Tychina. It is referred to in the poem "Як не горю – я не живу" [4, p. 27]. In the last two lines the author writes about eternal life. He says he does not know how to die, but believes that he waits for the eternity. This resonates with strings: «That whosoever believeth in him should not perish, but have eternal life» (John 3:15) [2, p. 274]. We see that the author considers himself a religious man.

Also, the theme of the Mother of Christ was extensively worked out by Tychyna. To her he devoted a series of poems entitled "Скорбна Мати"[4, p. 63]. The cycle consists of 4 poetry with anaphora in the title: "She passed across the field." These poems are similar in form to the Ukrainian folk song with a religious orientation "Because Ukraine went right to Mother of God," In particular there were drawn the lines: "Oh Hail Mary".

For these reasons in the first verse the state of society is revealed impressed by the modern moral. He notes that "the human heart is extremely poor". In the second verse the poet carefully mentions modern atheistic tendencies of society and calls the apostles to come to Ukraine. The third poetry of the author mentions many fallen heroes and asks Mary to have compassion on them. The fourth poetry describes the experience of the Virgin through the situation in Ukraine. In this poetry Our Lady dies with spread hands cross over the killing of Ukraine. In the face of the image of Mary we are guessing Ukraine.

The image of Christ is also in poetry. In his poem "War" and "Messiah" Paul G. describes his experiences connected with the biblical way. Specifically, in the first verse the line "I had a son to me" is repeated several times. "Son" is written with a capital letter, so we understand what we are talking about the Son of God. This image of Christ echoes the image of the hero of Ukraine. Thus, the author shows us that he believes everyone who died for Ukraine, is a martyr of Christ. The same verse mentions angels as protectors of mankind.

Another poem, written in the same 1918, presents us with the image of the Messiah as a national deliverer called "death ecstasy turns into a dream" [4, p. 65].

There are a lot of biblical symbols in the work of the author. In particular, the three verses mentioned as a cross of characters bringing redemptive sacrifice - Christ. This verse is: "I would like to die at sunset", where the author writes about the fogs that are not able to go, embracing the crosses. So it shows the special grief of nature beyond the human's death. In his work "I sent a prayer to Heaven" by allegedly seen in the sky during the prayer "хрести й чепіги" that reminds him of the crucifixion of Christ. In the

third verse the author mentions the cross is not a symbol of the crucifixion as a symbol of the future enlightenment of the people of Ukraine. Here the author describes the cross in the hands of St. Andrew, which is to educate our people. This cross is seen as the please of God.

The image of the church is shown symbolically in poetry. In the poem "I read your soul like a book" [4, p.48]. Paulo Tychina compares people with the lost paths to the temple. Thus he emphasizes the gap between man and God, who deliberately was put by the lifetime of the author. In the poem "Oh that Sophia" the symbol of the house is transferred to all blessed by God in Kyiv. The capital of the author perceives as a church because, like the church in Kyiv was shed with the blood of martyrs. It was mentioned that Paulo Tychina in verse mentions another related character of the Bible – the blood of the martyrs that was shed on the territory of Kyiv (Ukraine), which consecrates the land.

It can be noted that there are biblical themes, motifs, symbols in the creative activity of the outstanding Ukrainian poet Paulo Tychina.

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## **THE NATURE AND THE ROLE OF EMOTIONAL INTELLIGENCE**

**Pevko A. V. (Kharkiv)**

**Language supervisor: Chernysh T. V.**

**Summary:** The article deals with theoretical concepts, role and measurement of emotional intelligence.

**Key words:** ability, emotions, emotional competence, emotional intelligence, model, relationships, thinking.

**Анотація:** У статті розглядаються теоретичні концепції, роль та вимірювання емоційного інтелекту.

**Ключові слова:** емоції, емоційний інтелект, емоційна компетентність, здібність, мислення, модель, стосунки.

**Аннотация:** В статье рассматриваются теоретические концепции, роль и измерение эмоционального интеллекта.

**Ключевые слова:** модель, мышление, отношения, способность, эмоции, эмоциональный интеллект, эмоциональная компетентность.

Emotional intelligence (EI) refers to the ability to perceive, control and evaluate emotions. It is the subject of psychological research of J. Mayer, P. Salovey, G. Gardner, D. Goleman, D. Caruso, R. Bar-On, A. Andreeva and some others.

Emotion is often defined as a complex state of feeling that results in physical and psychological changes that influence thought and behavior. Historically, 'emotion' and

'intelligence' were viewed as being in opposition to one another. The theory of emotional intelligence suggested the opposite: emotions make cognitive processes adaptive and individuals can think rationally about emotions. Emotional intelligence is an outgrowth of two areas of psychological research. The first area, cognition and affect, involve how cognitive and emotional processes interact to enhance thinking. The other is an evolution in models of intelligence itself. Rather than viewing intelligence strictly as how well one engaged in analytic tasks associated with memory, reasoning, judgment, and abstract thought, theorists began considering intelligence as a broader array of mental abilities.

The subject of this research is the nature and the role of EI, because managing emotions is very important, as a person's life depends on how he or she evaluates things, people and events. People with high EI have the ability to avoid self-destructive and negative behaviors. Well developed EI allows to become a leader, reach tops of business, management and politics, to be successful in private life.

P. Salovey and J. Mayer were the authors of the concept of EI. They defined it as the abilities to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide thinking and actions. Researchers define three models of emotional intelligence: the P. Salovey-J. Mayer model, the D. Goleman's model, the R. Bar-On model.

P. Salovey and J. Mayer proposed the model that identified four different parts of emotional intelligence: the ability to perceive emotions, the ability to reason using emotions, the ability to understand emotions and the ability to manage emotions.

1. Perceiving emotions involves understanding nonverbal signals such as body language and facial expressions.
1. Reasoning with emotions means using emotions to promote thinking and cognitive activity. Emotions help prioritize what individuals pay attention and react to.
2. Understanding emotions is interpreting the cause and meaning of emotions.
3. Managing emotions is regulating emotions, responding appropriately to the emotions of others.

D. Goleman focuses on EI as a wide array of competencies and skills that drive leadership performance. D. Goleman's model outlines five main EI constructs: self-awareness, self-regulation, social skill, empathy and motivation.

1. Self-awareness is the ability to know one's emotions, strengths, weaknesses, drives and goals and to use feelings to guide decisions.
2. Self-regulation involves controlling or redirecting one's disruptive emotions and impulses and adaptation to changeable circumstances.
3. Social skill concerns managing relationships to move people in the desired direction.
4. Empathy deals with considering other people's feelings especially when making decisions .
5. Motivation means being driven to achieve for the sake of achievement.

D. Goleman claims that emotional intelligence contributes the major part of the factors that determine life success.

According to the R. Bar-On model, emotional intelligence includes the intrapersonal and interpersonal levels. Intrapersonal one is based on the ability to be aware of oneself, to understand one's strengths and weaknesses, and to express one's

feelings and thoughts non-destructively. The interpersonal level consist of the ability to be aware of others' emotions, feelings and needs, and to maintain cooperative, constructive and mutually satisfying relationships.

According to A. Andreeva model, emotional intelligence includes such range of mental abilities:

1. The ability to deal with own feelings and desires;
1. The ability to understand the interactions with the environment, represented in emotions;
2. The ability to managing emotions and use them to improve thinking;
3. The combination of emotional, personal and social skills, which influences the overall ability to deal effectively with the demands and the pressure of the environment;
4. The emotional-cognitive activity.

There are different tests to measure person's EI. The measure of J. Mayer and P. Salovey's model of EI is based on emotion-based problem-solving items. By testing a person's abilities on each of the four branches of emotional intelligence, it generates scores for each of the branches as well as a total score. Specific-ability measurement of the R. Bar-On model measure people's abilities to assess emotions in faces, posture, and auditory perception.

As for the role of EI in social interactions, emotionally intelligent people can better perceive emotions and use them in thought, than others. They are drawn to occupations that involve social interactions. There are the types of emotionally intelligent and emotionally inept people. Purely high-IQ male has a wide range of intellectual interests and abilities. He is ambitious and productive, predictable and dogged, and untroubled by concerns about himself. He also tends to be critical and condescending, fastidious and inhibited, uneasy with sexuality and sensual experience, unexpressive and detached, and emotionally bland and cold. By contrast, men who are high in emotional intelligence are socially poised, outgoing and cheerful, not prone to worried rumination. They have a notable capacity for commitment to people or causes, for taking responsibility, and for having an ethical outlook; they are sympathetic and caring in their relationships. Their emotional life is rich, but appropriate; they are comfortable with themselves, others, and the social universe they live in. Purely high-IQ women have the expected intellectual confidence, are fluent in expressing their thoughts, value intellectual matters, and have a wide range of interests. They also tend to be introspective, prone to anxiety, rumination, and guilt, and hesitate to express their anger openly (though they do so indirectly). Emotionally intelligent women, by contrast, tend to be assertive and express their feelings directly, and to feel positive about themselves, life holds meaning for them. Like the men, they are outgoing and gregarious, and express their feelings appropriately, they adapt well to stress. Their social poise lets them easily reach out to new people, they are comfortable enough with themselves to be playful, spontaneous, and open to sensual experience. Unlike the women purely high in IQ, they rarely feel anxious or guilty, or sink into rumination.

Thus, emotional intelligence is the ability to perceive, control and evaluate emotions. EI helps to become a leader, to be successful in business and social relations. There are three main models of EI: the P. Salovey-J. Mayer model, the D. Goleman's model, and the R. Bar-On model. P. Salovey and J. Mayer defined emotional

intelligence as the range of abilities: perception of emotions, reasoning using emotions, understanding emotions and managing emotions. D. Goleman focuses on EI as a wide array of competencies and skills that drive leadership performance. R. Bar-On claims that emotional intelligence includes the intrapersonal and interpersonal levels. The J. Mayer and P. Salovey's model of EI can be measured by emotion-based problem-solving items. Specific-ability measurement of the R. Bar-On model measure abilities to assess emotions in faces, posture, and auditory perception.

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## **PECULIARITIES OF CRIME REPORTING IN JOURNALISM**

**Prorvina Y.V. (Kharkiv)**

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

**Summary:** This article deals with crime reporting in journalism. Crime journalism is considered from different points of view. Peculiarities of crime reporting are studied and analyzed.

**Key words:** crime, journalism, law, murder, police, punishment, reporting, robbery, victim.

**Анотація:** Статтю присвячено розгляду кримінального звіту в журналістиці. Кримінальна журналістика розглянута з різних точок зору. Вивчено та проаналізовано різноманітні особливості кримінальної журналістики.

**Ключові слова:** вбивство, жертва, журналістика, закон, звіт, злочин, пограбування, покарання, поліція.

**Аннотация:** Статья посвящена рассмотрению криминального отчета в журналистике. Криминальная журналистика рассмотрена с разных точек зрения. Выучены и проанализированы различные особенности криминальной журналистики.

**Ключевые слова:** жертва, журналистика, закон, наказание, ограбление, отчет, полиция, преступление, убийство.

Crime reporting requires some of the essential techniques of journalism: how to dig for a story, how to follow leads, how to interview people, to extract information and how to write crisp, clear, interesting stories under pressure of a deadline. In small newspapers, radio and television stations, general reporters cover crime stories, while in bigger organizations there may be a specialist crime reporter or team of reporters who cover nothing else but crime [1].

These specialist reporters are occasionally called police reporters, although this title gives a misleading idea of their task. It suggests that all they do is report on what the police are doing when, in fact, crime reporting should cover all aspects of law-breaking: the police, the criminals and the victims. The aim of this paper is to define crime as any action in which people break the law.

Crime reporting has long been a central part of news coverage in free press societies, because crime stories are usually newsworthy. There are several reasons why

it is necessary to report crime and why people want to read about or listen to stories of crime:

First of all, readers or listeners often want an explanation of why crimes happen. They ask if it could happen to them. They may want to know so that they can prevent a similar thing happening to themselves. Readers and listeners need to know how laws are broken, and how people who break laws are caught and punished. This helps them understand what laws are and what are the penalties for breaking them. Secondly, most people obey the law, so crime stories are about unusual events - one of the criteria for news.

Some people are interested in the way criminals get something without much effort. For example, although a gang of crooks may spend weeks or months planning a robbery to net them \$100,000, it might take ordinary workers many years of effort to earn that much legally. Some crimes may fascinate people who obey the laws but who wonder what it might be like to break them. Criminals take risks and face punishment if they are caught. This may make them fascinating to read about.

Journalists have a role to play, in providing information to counteract rumour. People will hear about crimes through casual conversations or rumour, or they may hear a siren as a police car dashes along the road; they will be only half-informed. The journalist's job is to tell them the truth about the rumoured crime or explain why the police car went past. If a journalist establishes a reputation for reliability in this field, people will buy his paper or tune into his station as a way of making sure they know what is happening.

There are many types of crimes, criminals and victims. There are serious crimes and small offences. There are professional criminals and ordinary people who occasionally break the law. There are crimes which have obvious victims and there are the so-called victim-less crimes (although, as we shall see in a moment, all crimes have a victim somewhere).

It is not always the major crimes which make the most interesting news. Readers or listeners will be interested to know about an armed hold-up which netted a million dollars. But they may also be interested in the story of a sneak thief who broke into a poor widow's home and killed her much-loved cat [1].

As with all news, crime stories must be new. Crime reporting has to be as up-to-date as possible. This is partly because some crimes depend for their news value on being current. For example, a story about a violent killer on the loose will lose much of its impact (and its value in alerting your audience to danger) once he\she is captured. Also, because in some societies crimes are a regular feature of life, today's break-and-enter quickly replaces yesterday's break-and-enter in the public's attention. Crime stories get stale quickly.

Crime stories must be unusual. Murders or armed robbery are not everyday events in most communities, and so have news value. However, less serious crime can also have unusual elements. Someone who sneaks on to a bus without paying or throws rubbish in the street may be breaking the law, but it is not very newsworthy. However, if a person stows away on an international airliner, that free flight becomes newsworthy. If the rubbish someone dumps fills three garbage trucks, that too is newsworthy. Crime news must be interesting and significant. Most law-abiding citizens are interested in people who break the law in big or unusual ways [4, p. 53]. Crimes which by

themselves are ordinary can become significant when placed in context. For example, the car theft can be one of hundreds in a city, but it may become significant if it is the hundredth car to be stolen this year.

Crime stories must tell about people and for people. Crimes involve people, as criminals and victims. The so-called victimless crime does not really exist. The motorist parked in a No Parking zone at the very least may inconvenience other people and at worst may cause an accident. People who make false declarations to claim government benefits are taking money which could have gone to other people.

Journalist must tell a crime story in human terms. He\she mustn't concentrate all the time on the police or the criminals. It is necessary to look at what has happened to the victim. Readers or listeners are more likely to be victims of crime than they are to be either police officers or criminals.

It is important to remember that the person the police refer to as "the victim" or "the deceased" is (or was) a real, living, breathing person. It will be right to try to visualise what their life was like before and after the crime. How did the crime affect them, their family or community?

Most stories about crimes will have some news value. Exactly how much depends on several factors, which a journalist will have to consider.

Journalists usually assume that more serious crimes are more newsworthy. A murder is more important than an armed assault, which is more serious than a break-and-enter, which is more serious than a parking offence. In terms of money, the bigger the amount stolen, the more important the crime. Journalist must remember that money has a different value to different people [3, p.238]. The theft of \$100 will be more newsworthy when it is money taken from a poor widow than when it is stolen from a rich businessman.

The more unusual crimes are generally more newsworthy. A break-and-enter at a school may be more newsworthy than a break-in at a home, but a burglary at a crocodile farm may be more newsworthy still [2].

Crimes become more newsworthy if they involve people who are themselves newsworthy. An ordinary person attacked on the street may not be big news, but if that person is a local chief, that will be very newsworthy. A fraud case becomes more important when it involves a leading politician. A robbery becomes bigger news when police reveal that the robber was an escaped prisoner with convictions for murder and rape. It is generally true that a crime becomes more newsworthy if there is a strong chance of it happening again - usually because the criminal is known and likely to strike again.

Thus every journalist should write crime stories about people - the criminals, the police and the victims. The reporter must consider the news value of the events on which he\she reports.

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## UKRAINE AND EUROPEAN UNION ASSOCIATION MIRRORED IN UKRAINIAN AND GERMAN ONLINE COMMENTS

Pukas B. I. (Cherkasy)

Language supervisor: Pchelintseva O.E.

**Summary:** The article investigates the semantic space ("tag cloud") of Ukrainian and German comments to online-newspapers about Association Agreement between the EU and Ukraine. Thematic vectors, the main trends in the use of rational, emotional and ethical arguments, the dynamics of these parameters before and after the non-signing of the Association Agreement were identified.

**Key words:** online comments, semantic space, thematic vectors, "tag cloud", the types of reasoning.

**Анотація:** Стаття присвячена дослідженню смислового простору ("хмари тегів") українських та німецьких інтернет-коментарів до статей про асоціацію України та ЄС. Виявлено тематичні вектори, основні тенденції у використанні раціональних, емоційних і етичних аргументів, динаміка цих параметрів до і після невідписання договору про асоціацію.

**Ключові слова:** інтернет-коментарі, смисловий простір, тематичні вектори, "хмара тегів", типи аргументації.

**Аннотация.** Статья посвящена исследованию смыслового пространства ("облака тегов") украинских и немецких интернет-комментариев к статьям об ассоциации Украины и ЕС. Выявлены тематические векторы, основные тенденции в использовании рациональных, эмоциональных и этических аргументов, динамика этих параметров до и после неподписания договора об ассоциации.

**Ключевые слова:** интернет-комментарии, смысловое пространство, тематические векторы, "облако тегов", типы аргументации.

Civil society always tried to express its attitude. The Internet has become means of representation of the civic-mindedness as well as the subject of influence, thus, a curious object of interdisciplinary research.

Online discourse is always hypertextual, creolized, indirect, polyphonic [1], [2]. The small genre forms are most demanded and popular in the Internet space, which distribution has developed snowball rapidly. According to G. Pocheptsov, "today the focus of information warfare has moved to the interpretation" [3]. This category includes online comments which are the object of analysis in this article.

Comment (from lat. commentarius) – a verbal or written remark often related to an added piece of information, or an observation or statement; review in the press about some political event [6]. In the discourse of the media comment explains, discusses, reviews important events [5]. Until the 20<sup>th</sup> century it used to be a kind of an article, not as a separate genre. In both cases there is an analysis of the material, but, as A.A. Tertychny notes, "it is can be characterized through dynamic analysis of the phenomenon already known to the audience, including author's attitude to the object" [5, p.7]. The concept of Internet comment appears to be even more quick and emotional. This is a message typically created to express a thought / emotion about an article or media material (videos, pictures, etc.). Sometimes, these messages are not directly related to the material, nevertheless being able to influence onto discussion.

The importance of this study is determined, on one hand, by high popularity of online comments, and by the fact that they are still poorly studied, on the other.

The purpose of the research is to reveal features of the semantic field of comments to the articles about the EU-Association Agreement in Ukrainian and German online-media.

The following online-newspapers were examined: "Timer", "Segodnya", "Zeit", "T-online.de", "Tagesanzeiger" — in the period from August 27<sup>th</sup> to November 26<sup>th</sup>, 2013, the total amount of comments is about 800.

As a basis we took two classifications of online comments proposed by Dahalaeva [2] and Rogacheva [4], but we also had to take into account the specifics of the material analyzed. It proved to contain approval comments, as well as criticism, and even comments unrelated to the topic discussed (on purpose or unintendedly leading away from the discussion). The use of logical, emotional and ethical arguments, as well as the degree of politeness of internet communicators were also of great importance for our research. We were especially interested in vectors of argumentation and thematic units, dominating in the semantic field of comments (the so called *tag cloud*).

The analysis of feedback to the issue of signing the EU-Ukraine Agreement allows to identify several extreme points of interpretations of this event 1) a sharp change concerning quantitative and qualitative structure of comments after November 21<sup>st</sup> (the day of non-signing the agreement), both in Ukrainian and Western media; 2) the noticeable differences between the information space of German and Ukrainian online-newspapers.

The amount of comments in Ukrainian online media before November 21<sup>st</sup> was quite small (several tens of comments to each article), wherein the distribution of votes "pro" and "contra" was roughly equal and the logical type of argumentation was quite dominating. As a typical example comments to the article in the Odessa online edition "Timer" (27.08.2013) "Ukraine - EU: Agreement without illusions" may be mentioned. The total number of participants was 31, the ratio of criticism and approval was about the same – 14:15. Author's arguments were basically logical, sometimes with a use of ethical or emotional components. Approving comments were usually based on the following key phrases: "Russia is a real partner", "there is no sense for them (EU) to develop Ukraine", "The EU is not successful (crisis)", "The EU needs our rich and fertile soil". (In the examples below all features of the original spelling and punctuation are fully preserved.) Very common are the following examples:

(1) *А если к этому добавить потери в торговле с основным нашим торговым партнером Россией, то и вовсе напоминает самоубийство [1].*

(2) *Дорогие мои,- ЕС нужны наши богатые и плодородные земли!Если заглянуть в историю , можно увидеть факты когда немцы вывозили ее целыми составами!» [2].*

The key ideas of critical comments were as follows: "biased article", «the author uses the tactics of "partial truth"», "stimulus for economy", "let's go to the best", "all unions are the same", "Russia threatens Ukraine":

(3) *Россия самым натуральным образом угрожает Украине. Мол, не будешь мне подчиняться - убью.*

(4) *В будь-якому союзі не подарують Україні нічого, Крім того, будь-який союз буржуазних країн є імперією з перевагами імперського центру і недоліками*

національних окраїн. Однак, ЄС більш демократичний союз ніж ТС = Російська Імперія = в'язниця народів, а залишитися поза всіма союзами сьогодні вже не можливо [3].

In some cases, ethical arguments raise as part of the ratiocinations (see examples (2), (4)), but in example (5), we find a pure ethical argument:

(5) *Сколько российских рублей заплатили автору? :)*[3]

Only 3 comments proved to contain only purely emotional arguments in form of direct insults:

(6) *Ланжерон, Вы - идиот? Автору хоть миллион заплатили, но как это влияет на отношения ЦИФР из ЕВРОПЕЙСКОГО документа?*[4]

In comments to the article "Ukraine will sign an association agreement with the EU, but the problems can not be avoided — expert" ("Segodnya", 08.11.2013) the same set of key phrases of criticism / approval (with a bias in pro-Russian) can be found, but a new vector appears – "Ukraine should develop independently":

(7) *Думаешь, из ЕС приедут люди и станут наводить порядок? Нет. Это задача Украины, а не ЕС или ТС* [4].

Some pessimistic comments have place as well:

(8) *Странно и непонятно чего ждет Украина после подписания ассоциации. Ничего не изменится и будет только хуже да и все. Да, еще... лучше не будет ни через 10 ни через 20 лет* [5].

Also, the number of emotional and ethical comments increases. The authors appeal to historical facts, quotations from classical poetry and folklore:

(9) *Вам не снискать признанья от Европы: В её глазах вы будете всегда, Не слуги просвещения, а холопы. Ф.И.Тютчев*

(10) *МЫ.*

*1. Космическая, авиационная, судостроительная, оптическая промышленность, «житница СССР» и т.д.*

(11) *Пожалів вовк кобилу — залишив хвіст і гриву* [4].

The non-signing of the Agreement caused a burst in the Internet space, a significant increase of the ethical and emotional arguments (which even led to the shutdown function of commenting on some sites, such as Liga.net). Thus, the article "Yanukovych confirmed the refusal to sign the EU Association in Vilnius" ("ZN.ua", 26.11.2013) got 422 comments, of which nearly a quarter were direct insults and offensive statements containing profanity, direct accusations to the government, to EU, to Russia and to Ukraine. New vectors had been added: "Russia is a rich country", "Ukraine deserved such a fate". The following groups were quite visible: "pro-European", "It is necessary to develop on our own", "Euroscptics / pro-Russian", "Skeptics of the further development" [5].

The research of the comments to the articles devoted to the same topic in German online media showed the same sharp increase in activity after November 21<sup>st</sup>: whereas an article about the association dated by October 21<sup>st</sup> got only 13 comments, an article on the same topic dated by November 21<sup>st</sup> got up to 197 comments. However, conceptual blocks were different.

We should mention that in the majority of German articles about the agreement this event is being connected to the release of the former Prime Minister Yulia Tymoshenko. This might be the reason for dominating of the question of guilt or

innocence of Tymoshenko in German internet-space, instead of idea of signing of the agreement by Ukraine. Here one finds the following thematic vectors:

"Skepticism about Tymoshenko innocence":

(12) *Es wird immer als Tatsache hingestellt, dass diese Dame unschuldig im Knast sitzt [1].*

"Tymoshenko is innocent":

(13) *Da wird die Exregierungschefin wegen einem fadenscheinigen Grund eingesperrt und ein wichtiges Abkommen mit der EU auf Eis gelegt nur damit der ukrainische Präsident seine Rache bekommt [3].*

"The EU should make a similar claim to Turkey":

(14) *Endlich mal ein Zeichen der Stärke seitens der EU. Und genau so sollte man es auch mit der Türkei machen!*

"Russia exerts pressure, the EU wants democracy":

(15) *Die Ukraine wird zur Geisel der erpresserischen, russischen Politik. <...> Alte KBG-Seilschaften, kombiniert mit Erpressung und Drohungen seitens Russland, sorgen dafür, dass in der Ukraine Demokratie und Rechtssicherheit sich nicht durchsetzen werden.*

Notice the prevalence of negative comments about Ukraine joining the Association and even unconcealed amusement about its not signing the contract: "Ukraine did the right thing for its economy, having not signed the agreement":

(16) *Die Ukraine ist mit Russland, der Zollunion und der Eurasischen Union eh besser bedient als mit der serbelnden EU, die es nicht schafft, ihre Probleme zu lösen, aber immer noch Mitglieder sucht...*

"good that it hasn't signed it, we have a lot of parasites":

(17) *Da bin ich aber froh! - Die EU braucht diese ganzen Oststaaten nicht.*

We have found only a few comments supporting Ukraine (mostly indirectly):

(18) *Na Sie Glückspilz. Das sind Sie ja nur weil Sie in der BRD leben. Ziehen Sie doch in die Ukraine, dann lernen Sie DEMOKRATIE mal richtig kennen.*

It should be admitted that the most part of the comments in the Ukrainian online media contained spelling and grammar mistakes, Surzhik forms. German comments literacy rate is higher, although in some cases the rule of writing a capital letter is ignored. Illiterate was even highly disapproved by other participants of the discussion. The semantic space of online comments is polyphonic, it has clear internal differentiation, as well as obvious national cultural identity. Internet comments provide tremendous opportunities for the analysis of the dynamics of attitudes of society, as well as of dominating in minds ideas and beliefs. They are a useful source of diagnosis and possibly an instrument for correcting the public opinion.

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## **THE FORMATION OF THE ENGLISH LANGUAGE GRAMMATICAL COMPETENCY OF THE COMPREHENSIVE SCHOOL STUDENTS BY MEANS OF CONDITIONAL COMMUNICATIVE EXERCISES**

**Radchenko S.M. (Kryvyi Rih)**

**Language supervisor: Pahomova O.V.**

**Summary:** The article deals with the problem of the formation of the English language grammatical competency of the comprehensive school students by means of conditional communicative exercises. The study reveals that the problem under research is very challenging and of great importance in the modern foreign language methods. The article observes the types of conditional communicative exercises and stages of their use in the process of the formation of grammar competency.

**Key words:** English language grammatical competency, stages of formation, conditional communicative exercises.

**Анотація:** Стаття присвячена проблемі формування англомовної граматичної компетенції учнів середньої школи засобами умовно-комунікативних вправ. Дослідження виявлено, що ця проблема є справді дуже актуальною та важливою у сучасній методиці навчання іноземних мов. У статті розглядаються типи умовно-комунікативних вправ та етапи їх використання у процесі формування граматичної компетенції.

**Ключові слова:** англомовна граматична компетенція, етапи формування, умовно-комунікативні вправи.

**Аннотация:** Статья посвящена рассмотрению проблемы формирования англоязычной грамматической компетенции посредством условно-коммуникативных упражнений. Исследование выявило, что эта проблема чрезвычайно актуальна и важна в современной методике обучения иностранных языков. В статье рассматриваются типы условно-коммуникативных упражнений и этапы их использования в процессе формирования грамматической компетенции.

**Ключевые слова:** англоязычная грамматическая компетенция, этапы формирования, условно-коммуникативные упражнения.

In the twenty first century, the constantly growing demand for mastering foreign languages is caused by a steady need for international communication and collaboration among people from different countries. The learning foreign language at school is aimed to develop students' ability to use the foreign language as a tool for intercultural communication. Therefore, the formation of the foreign language communicative competence and the grammatical competency which is one of its main components turns out to be of great importance.

The main goal of teaching English grammar at comprehensive school is to develop students' grammar skills which are the basis of speaking, listening, reading and writing language skills. The problem of teaching English grammar at school is reflected

in the majority of works by N. Halskova [2], J. Zimnia [4], A. Kolominova [5], S. Nikolaeva [6] and other researchers. O. Kolominova substantiates the technologies of development of foreign language grammatical competency and identifies ways of its implementation of educational and methodical complex [5].

V. Haka gives the definition, stating that grammar is a branch of linguistics which examines patterns of change and combinations of words that form a meaningful sentence or utterance.

Thus, grammatical competency is the human ability to use right grammatical form in oral and written expression and the comprehension of grammatical processing speech of others, which is based on the complex and dynamic interaction of relevant skills, knowledge and grammatical awareness [7].

The researches identify the following features of grammatical competency such as:

- the ability to understand and express meaning, produce and recognize phrases and sentences correctly executed in accordance with the grammatical principles [3];
- the unconscious usage of grammatical forms of native and foreign language according to the laws and rules of grammar (gender, number, case, etc.), sense of grammatical forms, the presence of remedial skills in the accuracy of the use of grammatical forms [1];
- the internal nonverbal knowledge of grammatical system of the language studied, the knowledge of morphological and syntactic language system, as well as the set of rules [7].

S. Shatilov defines the stages of the formation of the grammatical skills [7]. The first stage is called “preparatory” stage. On this stage students are introduced to the new grammatical phenomena or grammatical structures and are checked comprehension. The initial implementation of new speech patterns or grammar structures take place. Students practice actions on the model, perform certain operations that are part of the action grammar on the basis of understanding how they perform. On the second stage, which is named “situational” stage, an automation of students’ actions with new grammatical structures takes place at the level of sentences. The third stage suggests students’ productive usage of new grammatical structures at the text level. This stage supposes varying situational application of the studied grammatical structures.

Thus, the formation of grammatical skills and abilities is based on three main stages: introductory stage (presentation and explanation of the grammatical structure), stage of controlled practice (procession speech samples), and productive stage (usage of grammatical phenomena in different new communicative situations). Meanwhile, these stated stages do not always follow in order. Some of them may be repeated. That is called a cyclical phenomenon in mastering grammar competency.

The following main stages are essential in the formation of grammatical competency and should never be avoided. They include: demonstration of speech sample, primary imitation, practice on the model by analogy, reproductive actions relying on visual aids, which are included in the conditional communicative situation, the comparison of the English grammatical phenomena with the ones in the native language, the comparison of the studied grammatical structures with the similar ones

and the reliance on previously learned material, the comprehensive analysis of the studied grammatical phenomena [7].

The activation of grammar skills requires the execution of the certain set of exercises. The grammatical competency is generally formed by means of the exercises that are classified according to the following criteria: the principle activity practised (imitative, receptive and productive exercises) and type of communicative situation (communicative, conditional communicative and non-communicative exercises).

The conditional communicative exercises provide students with the situational conditions for speech actions. The essential characteristic of this type of exercises is some lingual problem (e.g. *find out something, give someone advice, express admiration, etc.*) and situational. If one of these two features is missed, the exercise can not be attributed as the conditional communicative one.

There are several important methodical demands to achieve more effective result in formation of grammar competency:

1) simultaneous assimilation rules of grammar with the mastery of communicative speech function, that is, in mastering the rules of grammar students' skills are formed by practising using these rules in communicative speech situations;

2) encouraging students activity and participation in the process of foreign language communication. Teachers should increase all the students participation in the speech activity by means of interactive methods (pair work, team work, group work);

3) motivation of students to perform communicative tasks designed to achieve the goals of communication using speech/ grammar material being studied. Teachers should use the best means of increasing the motivation of pupils to study grammar rules, the knowledge of which will help to overcome the complexities involved in the real speech situation;

4) creation of communicative situations in order to develop grammatical skills. A teacher should create a communicative situation as close as possible to the real conditions of communication as the process of learning a model of verbal communication that takes place in real life.

Thus, on exploring this problem, we can say that grammatical competency includes: grammatical knowledge, grammar skills and communicative experience of using grammar skills. Grammatical competency is the complex phenomenon formed in 3 stages: 1) preparation; 2) practice in stereotypical situations, 3) productive communication in varying speech situations.

The effective process of formation of grammatical competency occurs in varying speech situations. Therefore, conditional communicative exercises are the main means and basis for the formation of grammar competency in the classroom medium. These type of exercises are performed in a real speech situation, as well as they possess the obligatory speech task.

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## ARTIFICIAL INTELLIGENCE

Rudenko E.V. (Kharkiv)

Language supervisor: Nikitina L.D.

**Summary:** The headline of the article is Artificial intelligence. The article is concerning about the problems of the study of Artificial intelligence. Some problems relating to the study of self-computers behavior are discussed. The meaning of the term "artificial intelligence". Futher the author reports about the approaches to the investigation the problem. Examples of Artificial intelligence are discussed

**Key-words:** Artificial intelligence, intelligence, semiotic.

**Анотація:** Стаття присвячена проблемам вивчення штучного інтелекту. У статті обговорюються деякі проблеми, що стосуються вивчення поведінки самостійності комп'ютерів. У статті описується зміст терміну "штучний інтелект", а також підходи до розуміння проблеми. У заключному пункті говориться про приклади штучного інтелекту.

**Ключові слова:** розум, семіотичний, штучний інтелект.

**Аннотация:** Статья посвящена проблемам изучения искусственного интеллекта. В статье обсуждаются некоторые проблемы, касающиеся изучения поведения самостоятельности компьютеров. В статье описывается содержание термина "искусственный интеллект", а также подходы к пониманию проблемы. В заключительном пункте говорится о примерах искусственного интеллекта.

**Ключевые слова:** искусственный интеллект, разум, семиотический.

Artificial intelligence(AI, Eng. Artificial intelligence, AI) is a science and technology to create intelligent machines, especially intelligent computer programs. AI is associated with a similar task of using computers to understand human intelligence, but not necessarily limited to biologically plausible methods.

Cited in the preamble the definition of artificial intelligence given by John McCarthy in 1956 at a conference at Dartmouth University, is not related directly to human intelligence understanding. According to McCarthy, AI researchers are free to use methods not observed in humans, if it is necessary to solve specific problems.

Explaining the definition John McCarthy points out: "The problem is that while we can not generally identify which computational procedures we want to call intelligent. We understand some of the mechanisms of intelligence and do not understand the rest. Therefore, under intelligence within that computer science only the computing ability to achieve goals in the world is meant."

At the same time, there is a point of view that intelligence can only be a biological phenomenon.

As it is pointed out by the chairman of the St. Petersburg branch of the Russian Association for Artificial Intelligence T.A. Gavrilova, in English the phrase “artificial intelligence” does not have the slightly fantastic anthropomorphic painting, which it acquired in a rather poor Russian translation. The word intelligence means "the ability to reason intelligently" and not "intelligence" for which there is an English equivalent-intellect.

The Russian Association for Artificial Intelligence members give the following definition of artificial intelligence:

1. Scientific direction in which the problems of hardware or software simulation of human activities which are traditionally considered to be intelligent are formulated and solved.

2. The property of intellectual systems to function creatively is traditionally considered to be the prerogative of the individual. This intelligent system - is a technical or software system able to solve problems traditionally considered creative, belonging to a particular domain, the knowledge of which is stored in the memory of such a system. The structure of an intelligent system consists of three main sections – a knowledge base, a solver and intelligent interface allowing a dialogue with a computer without special software for data entry.

3. Science under the title "Artificial Intelligence" is included in computer sciences, and technologies created on its base refer to information technology. The task of science is to recreate reasonable discourse and action using computer systems and other artificial devices.

One of the particular definitions of intelligence, common to man and the "machine", can be formulated as follows: "Intelligence - the system ability to create programs in the course of self-studying primarily heuristic to solve a particular class of problems and solve these problems."

Artificial intelligence is referred to as simple electronics to determine the presence of sensors and automatic choice of operation. The word artificial in this case means that it is not worth waiting for the system to find a new mode of operation in the situation unexpected by the creators

A single answer to the question what AI deals with does not exist. Almost every author writing a book about AI, starts with the definition, considering the science achievements according to it.

In Philosophy there is no answer as to nature and status of human intelligence. There is no exact achievement criterion with the computer “reasonableness”, although in the early days of artificial intelligence a number of hypotheses, such as the Turing test or hypothesis Newell – Simon were offered. Therefore, despite many approaches both to understand AI problems, and to create intellectual information systems, two main approaches to the development of AI should be pointed out:

- descending falling (English Top-Down AI), semiotic expert system creation, knowledge bases and inference systems that simulate high-level mental processes: thinking, reasoning, speech, emotion, creativity, and so on;

- rising ascending (English Bottom-Up AI), biological - the study of neuron networks and evolutionary computations, modeling intelligent behavior based on the

biological elements, as well as the creation of appropriate computer systems, such as bio-computer or neurocomputer.

The latter approach strictly speaking, does not refer to the science of AI as it was described by John McCarthy. They have their common ultimate goal [1, p. 147-171].

Historically, the approach was the first one in the era of digital presses, as it was after the creation of Lisp, the first language of symbolic computation, its creator was able to get practically down to realise intelligence by these tools. The symbolic approach allows to operate by means of weakly formalized ideas and their meanings.

Success and effectiveness of the new challenges depend on the ability to single out essential information only, which requires flexibility in the methods of abstraction. Whereas the usual program sets up its one way of interpreting data, which is why its work looks biased and purely mechanical. Intellectual problem in this case is solved by the person only an analyst or programmer, not relying on the machine. In the result a unique model of abstraction, constructive entities system algorithms are created flexibility and univercality require significant costs for not typical tasks, I e, the system returns to the intellect over brute force.

The main feature of symbolic computation – the creation of new rules in the course of carrying out the program. When nonintellectual systems are able to determine arising difficulties again, and moreover these problems can not be solved and the computer improves such abilities independently.

The disadvantage of the character approach is that such open opportunities are taken by nonqualified people as lack of tools can be partly solved by logic programming.

The logical approach to the creation of artificial intelligence systems is based on modeling of reasoning. Logic is the theoretical base.

The logical approach can be illustrated using the language and logic programming Prolog system for this purpose. Programs written in Prolog, are sets of facts and rules of logical conclusion without a hard-coding algorithm as a sequence of actions providing to the required result.

The latter approach, being developend since the early 1990s, is called the agent-oriented approach or an approach based on the use of intelligent (rational) agents. According to this approach, intelligence is a computing portion (roughly speaking, planning) the ability to achieve the goals set to the intelligent machine. Such a machine itself will be an intelligent agent, perceiving the world around it with the help of sensors, and able to affect the objects in the environment by the actuators.

This approach focuses on the methods and algorithms to help an intelligent agent to survive in the environment when carrying out its task. So, here is the path search and decision making algorithms are studied much more carefully [2, p. 13-17].

The hybrid approach means that only a synergistic combination of neuron and symbolic models reach full spectrum of cognitive and computational capabilities. For example, expert rules of inference can be generated by neuron networks, and producing rules are obtained by statistical studying. Supporters of this approach believe hybrid systems to become much more powerful than the sum of different concepts separately.

Analyzing AI history, we can distinguish such a vast area as the speculation modelling. For many years, the development of this science has been moving that way, and now it is one of the most developed areas of modern AI. Speculation modeling

involves the creation of symbolic reasoning systems whose input a certain task is set in, and is required to be solved in the output. As a rule, the task proposed has been formalized, that is transformed into a mathematical form, but either has no solution algorithm, or it is too complicated, time consuming, etc. This area includes proof of theorems, decision making, and game theory, scheduling and dispatching , prediction.

Another important area is the natural language processing, within which the analysis of possibilities of understanding, processing and generation of texts in the "human" language is carried out. Within this framework, the goal is a natural language processing, which would be able to acquire knowledge on its own, reading the existing text available over the Internet. Some direct applications of natural language processing include information search (including deep analysis of the text), and machine translation.

Knowledge engineering direction combines tasks of acquiring knowledge from simple information, its systematization and usage. This direction is historically associated with the creation of expert systems - programs using specialized knowledge bases to obtain reliable conclusions on any issue.

The production of knowledge from the data is one of the basic problems of data analysis. There are different approaches to solving this problem, including - on the basis of neuron-network technology, using the procedure of verbalization of neuron networks.

The problems of machine learning deals with the process of self-learning by the intelligence system during its operation. This direction was central to the very beginning of the AI. In 1956, at Dartmundskoy summer conference, Ray Solomonoff wrote a report on probabilistic machine learning without a teacher, having called it "an inductive inference engine."

Education without a teacher allows us to identify the images in the input stream. Education with a teacher also includes a classification and regression analysis. Classification is used to determine what category the image belongs to. Regression analysis is used in numerical examples in the ranks of the entrance / exit find a continuous function on the basis of which it would be possible to predict the output. When learning the agent is rewarded for good responses and punished for bad ones. They can be analyzed from the point of decision theory view, using such concepts like utility. Mathematical analysis of machine learning algorithms – is the branch of theoretical computer science known as computational learning theory (English Computational learning theory).

Included in the realm of machine learning. A large class of problems for pattern recognition is. For example, this is character recognition, handwriting, speech, text analysis. Many problems are solved successfully with the help of the biological modeling. It is worth mentioning computer vision, which is also connected with robotics.

Biological modelling of AI is different from the understanding of artificial intelligence by John McCarthy, when one realizes that artificial systems are not required to repeat the structure and processes occurring in it, the inherent biological systems in their structure and functioning. Supporters of this approach believe that the phenomena of human behavior, his ability to learn and adapt is the result of the very biological structure and characteristics of its functioning.

Here on can consider some directions. Neuron networks are used to solve the fuzzy and complex problems, such as geometric shapes recognition or clusterzating objects. Genetic approach is based on the idea that an algorithm can be more effective if it borrows the best features in other algorithms (the "parents"). A relatively new approach, where there is the target to create a stand-alone program – an agent interacting with the environment, called the agent-based approach.

ASIMO is Intelligent humanoid robot of Honda.

We can distinguish two directions of AI development:

- solving the problems associated with the approach of specialized AI systems to human capabilities and their integration, being realized the nature of a man
- artificial intelligence creation, presenting integration of already having been created AI systems into a single system capable of solving the problems of humanity.

But at the moment in the field of artificial intelligence there is the involvement of many subject areas having rather practical relevance to the AI, then fundamental tested. Many approaches have been, but, no one research team has yet approached to create AI.

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## **THE DEVELOPMENT OF FANTASY AS A GENRE OF MODERN UKRAINIAN LITERATURE**

**Savchenko G.Yu. (Kharkiv)**

**Language supervisor: Chernysh T.V.**

**Summary:** The article deals with the development of fantasy in Ukrainian literature. The study has resulted in tracing the origin of Ukrainian fantasy. The stages of fantasy formation and the factors affecting fantasy development are considered.

**Key words:** development, fantasy, genre, literature, mythology, science fiction, Ukrainian.

**Анотація:** Стаття присвячена розвитку фантастики в українській літературі. У результаті дослідження простежено витoki української фантастики. Визначено етапи становлення фантастики та чинники, що впливають на її розвиток.

**Ключові слова:** жанр, література, міфологія, наукова фантастика, розвиток, українська, фентезі.

**Анотация:** Статья посвящена развитию фантастики в украинской литературе. В результате исследования прослежена природа украинской фантастики. Определены этапы становления фантастики и факторы, которые влияют на ее развитие.

**Ключевые слова:** жанр, литература, мифология, научная фантастика, развитие, украинская, фэнтези.

Genre fiction has always had the second-place status in the realm of literature. However, the history of literature shows that it has captured the imagination of the authors of every age from the earliest days.

There are three major areas of genre fiction: horror, science fiction and fantasy. Fantasy is one of the dominant genres of modern Ukrainian literary process. It is a

vibrant area of academic study in such disciplines as history, languages, cultural studies, literature.

Fantasy has a rich literary heritage and could be considered the progenitor from which the other forms come from. Its appearance was preceded by centuries-old development of fantastic ideas as the oldest component of culture.

Fantasy literature is greatly influenced by folklore, legends and myths. It uses supernatural phenomena as a primary plot element, theme, or setting. Taking real-life situations and characters, fantasy writers introduce them into the worlds where unexpected and unexplainable things happen. Set in ancient times or alternative universes, fantasy is a form of writing focused on the impossibilities rather than the realities of human life.

As a stylistic device, fantasy was presented in early ballads of Taras Shevchenko. Apart from a formal kind, compositions with fantastic contents as well appear within the limits of romanticism.

As a genre, fantasy in Ukrainian literature began to take shape in the XIX century. In the first half of the century it kept developing and involved new serious and actual themes. Nevertheless, in the second half of the XIX century, the genre of fantasy disappeared from Ukrainian literary process, whereas the world fantastic literature saw the formation and powerful development of one of its basic subgenres, namely science fiction.

The generation of realistic writers came into Ukrainian literature in that period. Fantasy appeared only as the translations of foreign authors' works. The revival of the genre took place in the XX century. Literary critics began to take an interest in fantasy as a genre of writing, and to argue that it was a genre worthy of serious consideration.

In Ukrainian literature of that time, fantasy, as a device, began to be applied to again by the representatives of modernism, "chimerical prose" post-modernism. The content fantasy, namely such variety of it as science fiction, in particular, began to arise in 1920s. Four conditional periods of its development can be singled out: pre-war, post-war, new and modern.

During the pre-war period (1920-1940), when Ukrainian fantasy was being created, writers used fantasy as the addition to their "serious" works. The subjects of works of that period are conditioned by the vision of fantasy as the means of popularization of scientific discoveries and technical inventions. Therefore, the plots about the implementation of various scientific ideas by scientists became popular. In science fiction of the former Soviet Union, a view that fantasy supposed to illustrate the realization of productive, scientific and technical ideas in the nearest future prevailed until late 1950s. The main concern of the Soviet science was the nearest scientific and technical tasks or ideological substantiation of the Soviet system. The Soviet practice was the criterion for scientific character and the stimulus for scientific activity.

However, the development of fundamental studies was considered to be necessary and the means of connecting theory with practice were reappraised repeatedly, especially at post-Stalin times. In the 50s of the XX century, after the war-time and post-war stagnation, the Ukrainian fantasy was on the new rise. Unlike their predecessors, the authors composed their works in the genre of science fiction exclusively, that helps its consolidation in Ukrainian literature. At that time, the themes

of space trips, adventures on other planets and in antiworlds, researches on extraordinary aircrafts and etc got extreme popularity.

A new period in Ukrainian fantasy began in the 60s of the XX century. Some authors only worked in the genre of fantasy occasionally (M.Bilkun, R.Polonskiy, Yu.Shcherbak, and others), some made fantasy the basic genre of their literary activities (V.Savchenko, O.Romanchuk, O.Teslenko and others). The generation of the 60s was more spontaneous due to the Khrushchev “thaw” and relaxation of the regime. When this stage came to an end, more and more writers began to turn to fantasy as a sphere where ideas and views could be expressed relatively free. Humorous fantasy, urban fantasy and fantasy as a component of children’s literature became wide-spread. Though science fiction continued to prevail, its subjects changed. Fantasy diverged from technics farther on. The emphasis shifted from the scientific and technical side to the inner world of man with his grandeur and imperfection at the same time. Investigating the nature of man, the authors began to wonder what the human being is against the background of the Universe. Therefore, most works set the man opposed against robots or extra-terrestrial aliens. The writers were also worried about the moral condition of mankind in the future.

Psychological and social motifs started graving in Ukrainian science fiction of the 60s. A society and a separate person became fantastists’ objects of attention. Anthropocentrism is one of the main features of Ukrainian fantasy of the modern period which embraces late XX to early XXI centuries. Fantastic mysticism (the Kapranov brothers, M. and S.Diachenko, T.Lytovchenko) and fantasy (T.Zavitaylo, M.Hornostayeva, T.Lytovchenko and others) become the most widespread varieties of modern Ukrainian literature. It is explained by the fact that the writers do not accept technological trends in the progress of civilization, reject technocracy which makes modern society unspiritual and protest against rationalization of culture. It resulted in strengthening of interest in the subconscious and the irrational.

Compared with dominating fantasy and mystic literature, modern science fiction (I.Zhelem, O.Levchenko) looks rather poor. Nevertheless, such varieties of this genre, as alternative history (V.Kozheliianko), cyberpunk (R.Radutniy) and space fantasy (the Avramenko brothers) develop.

Nowadays, mythological, social, humorous and satiric fantasy, timepunk, horror, deviliada are present in Ukrainian literature. The borders of fantasy were extended considerably after Ukraine gained independence. This genre embraces not only literature, but films, painting, sculpture, etc. Plenty of fantasy fan clubs appeared, festivals and conferences on fantasy and science fiction issues are regularly held. Cancelling severe Soviet censorship and opening the borders gave way to foreign fantastic literature which used to be forbidden or unattainable. It gave Ukrainian fantasy an impulse to intensive development and active mastering of the best world experience. The genre of science fiction had almost disappeared in Ukraine by the beginning of the XXI century, but there appeared fantasy, and the amount of studies of non-mainstream trends of literature, children’s and mass, in particular, increased.

Although, science fiction remains traditionally in the periphery of the literary criticism interests, fantasy continues as an expansive, multi-layered medium encompassing many sub-genres of literature; from traditional high fantasy and sword and sorcery, to magical realism, fairy tale fantasy, horror-tinged dark fantasy and more.

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## **KINDS OF NORMATIVE LEGAL ACTS**

**Sklen T.A. (Kharkiv)**

### **Language supervisor: Bondar S.M.**

**Summary:** The article is devoted to the significance of the normative legal act, its ability to influence different sides of state development and to regulate social relations. The peculiarities of sub-statutory normative legal acts and their juridical value.

**Key words:** constitution, law, normative legal act, society.

**Анотація:** Стаття присвячена значенню нормативно-правового акту, можливості впливу його на різні сторони розвитку держави та врегулювання суспільних відносин. Особливості підзаконних нормативно - правових актів та їх юридична цінність.

**Ключові слова:** закон, конституція, нормативно-правовий акт, суспільство.

**Аннотация:** Статья посвящена значению нормативно-правового акта, возможности его влияния на разные стороны развития государства и регулирования общественных отношений. Особенности подзаконных нормативно-правовых актов и их юридическая ценность.

**Ключевые слова:** закон, конституция, нормативно-правовой акт, общество.

Normative legal acts are the main and most perfect form of modern law. Their importance as compared to other forms is connected first of all with the increase of the role which the state plays in the regulation of socially important relations. Besides, such characteristics as the ability to regulate different relations centrally, to respond quickly to the changes of needs of social development, the clear and intelligible statement of the instructions given in them contribute to their wide application. It is necessary to distinguish normative legal acts from other formally similar acts (but not legal) that contain standard normative instructions expressed in a documentary written form [1].

1) Normative legal acts come from the state, express the coherent political will. At the same time they are the result of legislative activity of not all but only competent state bodies.

2) Their main contents are made of standard regulatory directions that have a certain legal force and establish the only state government procedure of regulation of socially important relations limited in time and space with a limited circle of addressees.

3) They have a certain documentary written form (a law, an ordinance, a decree). These are official acts, documents that have prescribed symbols and attributes. Their contents are thoroughly structured and expressed by the style of documents with the use of special and commonly accepted terminology.

4) Normative legal acts are passed and executed in the legally adjusted procedural order.

5) Their implementation is provided by the set of measures of state action [2].

First, by the structure of a normative act should include the name of the act (it indicates the body that passed the act, the kind of the act, the subject of regulation), the preamble to the act (it contains the information about the causes, the conditions, the purpose of passing the act, the principles of its action), sections, articles, clauses. Codified normative acts consist of general and special parts. The general part contains regulatory principles, definitions, juridical structures, statutory rules, and the special part contains the norms, that determine the type and measure of possible or necessary actions, the measure of legal responsibility, specialized rules. At the end of an act the date and place of its passing are put as well as the signature of the responsible official. The attestation (affixing a signature) of the official texts of normative acts in Ukraine is executed by the President of Ukraine in regard to the laws of Ukraine, by the Prime Minister of Ukraine concerning the orders of the Cabinet of Ministers, by the heads of local councils on the resolutions of local governments.

Second, by normative legal acts are subject to compulsory state registration and record. Thus normative legal acts of the ministries and other central executive bodies that concern the rights, freedoms and legitimate interests of citizens or have an interdepartmental character are registered in the Ministry of Justice of Ukraine. The Unified State Register of Legal Acts established in Ukraine that includes effective published and unpublished laws of Ukraine including laws with a restrictive marking, decrees of the Verkhovna Rada of Ukraine, decrees and orders of the President of Ukraine, decrees, orders and ordinances of the Cabinet of Ministers of Ukraine, normative acts of the ministries, other central executive bodies, bodies of administrative-economic administration and control registered in the Ministry of Justice of Ukraine, normative acts of the National Bank of Ukraine, international treaties of Ukraine.

Thirdly, normative legal acts are processed taking into consideration the rules of juridical procedure. Especially these rules determine the requirements for the use of the language (including terms of law), techniques and methods of statement of the texts of normative acts, juridical structures, the adherence to the logical rules, etc.

Fourthly, normative legal acts are published in the official printed matter. For instance, the laws of Ukraine, normative acts of the President of Ukraine, the Cabinet of Ministers of Ukraine, the National Bank of Ukraine, the ministers and other central executive bodies are published since 1997 in weekly news-bulletin Official Bulletin of Ukraine [3].

A law is a normative legal act of a higher legal force adopted in a special procedure by the higher representative body of a state or directly by people, that defines the initial principles of legal regulations of social relations.

Laws differ from other kinds of normative legal acts by the following characteristics:

a) They are adopted by the higher representative body of the state (the parliament) or directly by people (by referendum). In Ukraine the adoption of laws is the power of the Verkhovna Rada of Ukraine. The people of Ukraine exercise the legislative power by means of an All-Ukrainian referendum.

b) They regulate the most important social relations. According to the Constitution of Ukraine (Article 92) only the laws determine human and citizens' rights, freedoms

and duties, the legal regime of property, the territorial structure of Ukraine, the organization and procedure for conducting elections and referendums, the establishment and activity of executive bodies, essential principles of local self-government, the legal structure, the fundamentals of civil responsibility, the actions that are considered to be criminal, administrative and discipline violations, the responsibility for these actions, etc. [4].

c) They contain primary legal rules and are the basis of the current law-making.

d) They have a higher legal force as compared with all other normative legal acts. The higher legal force of a law means that normative legal acts of the President of Ukraine, bodies and officials of state executive government and local self-government are passed on the basis of and for the execution of laws and may not conflict with them and therefore are sub-statutory; laws can be altered or abrogated only by other laws.

e) They are adopted in a special procedure determined by the Constitution.

The law-making process in Ukraine takes place in a special procedure that includes a legislative initiative, preparation, consideration and discussion of draft laws, adoption and putting laws into execution.

Laws are divided into several kinds by different criteria. Among them are:

Constitutional laws are normative acts organically connected with the Fundamental Law that are adopted in the procedure envisaged by Chapter XXI of the Constitution of Ukraine or that introduce alterations or amendments to the Constitution.

Ordinary laws are normative acts adopted on the basis of and for the execution of the Constitution that determine the fundamentals of legal regulation of social relations in a certain area (e.g. the Law of Ukraine on Professional Technical Education). Ordinary laws are adopted by the simple majority of the constitutional composition of the Verkhovna Rada of Ukraine.

Extraordinary laws are short term normative acts passed under extreme circumstances that may suspend current in a certain area laws (e.g. in order to secure the safety of citizens in case of disasters, epidemic, to protect the constitutional form of government at attempt of seizure of state power by force etc.)

Codified laws are normative acts approved by the laws in which the legal rules regulating a certain group of social relations are summarized and classified. Codified laws are adopted as codes and fundamentals of legislation (e.g. the Tax Code of Ukraine, the Fundamentals of legislation of Ukraine on Obligatory State Social Insurance).

Subsidiary laws are normative acts that approve, alter, suspend, abrogate and invalidate other normative acts or assist with their use (e.g. the Law of Ukraine on Ratification of the Protocol to the Convention on Legal Assistance and Legal Relations in Civil, Family and Criminal Cases) [3].

The fundamental law is the constitution of the state that has the highest legal force and embodies the principle of the rule of law. The term “constitution” is of Latin origin and means “establish”, “arrange”. The comprehension of the constitution as the fundamental law of society is formed since XVIII century. The first such constitutions were the Constitution of the United States (1787) and the Constitution of France (1791). A constitution is necessary for the legal registration of an organization and the exercise of the sovereign power, it determines the legal reference points of the state development. Article 8 of the Constitution of Ukraine sets the provision that laws and

other normative legal acts are adopted on the basis of the Constitution of Ukraine and shall conform to it. The constitution as the act of the highest legal force is the juridical base for the rest of the laws. Everything that conflicts with the Constitution or doesn't conform to it is considered to be illegal. The norms of the Constitution of Ukraine are norms of direct effect. All bodies, officials and citizens may refer to the norms of the Constitution while deciding legal disputes and specific cases. It is allowed to make court decisions on the basis of direct application of the norms of the Constitution. The Constitution is the act of constitutive character that sets the general principles of civil society and state, the fundamentals of legal system, the legal status of citizens, the state-territorial structure, the organization of bodies of state power and local self-government. The Constitution is a normative act that has exclusive characteristics, it is based on human values and is guarantor of democracy, freedom and justice. It is a stable legal act of long-term and permanent effect. Protection of the Constitution of Ukraine is provided by a special body – the Constitutional Court of Ukraine [3].

A sub-statutory normative legal act is an act passed in accordance with the law, on the basis of the law, to elaborate legislative orders, to interpret them or to determine primary norms. The sub-statutory status of these normative legal acts doesn't diminish their binding power. They possess necessary legal efficacy. Although, their legal efficacy doesn't have the same generality and power that inhere in laws. Still they occupy an important place in the whole system of statutory regulation since they provide the execution of laws by elaborated statutory regulation of the whole range of social relations. Sub-statutory normative acts differ in their legal efficacy. The legal efficacy of sub-statutory legal acts depends on the status of the state body that passes these acts, their power and on the character and function of the acts.

A departmental act is a sub-statutory normative act (a decree, an order, a normative rule) issued within the limits of the competence of an executive body (a ministry, a committee, a department) that contains the norms that explain and elaborate the primary norms, is passed on their basis and aimed at their execution. Departmental acts (acts of specific ministries, committees, funds) have interior and inner-departmental significance:

- 1) They are issued regarding the questions exclusively under their charge;
- 2) They apply to the persons, who belong to the sphere of their charge, that is who belong to the system of administrative, official and disciplinary subordination of only these departments.

Departmental acts are issued in the cases when within the charge of a ministry, a committee, a department:

- a) the rights and duties of the entities are defined not clear, only in general terms;
- b) there are gaps in certain aspects of the relations between entities;
- c) to issue an act to elaborate the norm of the law is commissioned directly by the law (decree, decision, order).

Functions of departmental acts:

- 1) to set the right of one entity and accordingly the duty of another entity;
- 2) to explain, elaborate the rights or duties stated in the law in general terms;
- 3) to broaden (narrow) the right of one entity and to narrow (broaden) the right of another entity;
- 4) to bring in new orders or to add to the old ones for the entity to exercise its right;

5) to explain, elaborate the content (meaning) of the supervisory responsibility of the control body that is under the charge of a ministry, committee or department.

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## **SCIENTIFIC JOURNALISM: PROBLEMS AND PERSPECTIVES**

**Spiridonova A.S. (Kharkiv)**

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

**Summary:** The paper deals with the problems of scientific journalism. The main perspectives are studied from the point of view of modern journalism as a whole. The peculiarities of the publication the scientific news are analyzed.

**Key words:** headline, mass media, press, scientific journalism, scientific news, reporter.

**Анотація:** В роботі розглядаються проблеми наукової журналістики. Головні перспективи вивчаються з точки зору сучасної журналістики в цілому. Аналізуються особливості публікації наукових новин.

**Ключові слова:** заголовок, мас-медіа, наукова журналістика, наукові новини, преса, репортер.

**Аннотация:** В работе рассматриваются проблемы научной журналистики. Основные перспективы изучаются с точки зрения современной журналистики в целом. Анализируются особенности публикации научных новостей.

**Ключевые слова:** заголовок, масс-медиа, научная журналистика, научные новости, пресса, репортер.

In the past few years, the amount of scientific news that fills the headlines has increased dramatically as science plays an increasingly visible role in society. The interaction between the scientific world and that of the news media is inevitable and, overall, positive, but it is also quite complicated. Many difficulties arise from the fact that these two towering pillars of modern society are very different. They each have a distinct manner of developing their own realities. The communication of scientific knowledge to the general public via mass media requires a new relationship between the world of science and that of the news media, and this relationship is still just beginning to be explored. Media does not simply communicate a reality; it creates one [1, с. 132].

Mass media is a commercial product, and as such, it must play to its audience in such a way that it captures attention and sells. This necessity converts the reporter into a kind of showman, and the news must spark debate and emotion in its audience to maintain interest. The media's construction of reality, with the goal of reaching a large audience, does not go unnoted by groups that wish to further their own agenda. Special interest groups play an active role in the creation of news, and do their best to affect the work of a reporter in such a way that the news promotes public sympathies towards whatever cause their particular group supports. Scientists and science policy makers are

becoming increasingly skilled in playing this role, and therefore must learn to work with the media.

It is important to realize that scientific truth and the truth in the news media are not the same thing. Scientific truths exist in context. They exist relative to past discoveries, and are constantly subject to review and revision. There are uncertainties associated with most discoveries, but they are accepted as working theories, and as such they can be used as stepping stones to a new level of understanding. Many scientific discoveries have practical applications that help validate them, but some indicate new directions for research without any immediate application.

It is important to note that the news media almost never follow up on yesterday's headlines, although these often turn out to be incorrect. This fact, which results from the necessity for immediate delivery for absolute truth that characterizes the world of news media, means that a large quantity of misinformation that is delivered to the general public is never corrected. Consequently, most members of the general public continue to believe that what was reported was true, and an erroneous understanding of the world is constructed [1, c. 133].

The increased coverage of scientific, medical and technological information in the media has developed in parallel with a growing public interest in these issues, particularly those related to personal and public health [3, c. 122]. Unreasonable expectations are often generated from the combination of the omnipresence of the news media together with the large number of scientific medical studies that fill professional journals, as well as concern for one's health and that of loved ones. Unrealistic expectations can distort the formation of public opinion and the public culture of health and science. Distortion and misinformation also result from information presented without perspective or context. A clear example of this is the way the news media have treated advances in genetic research.

It is important to remember that the process of news production is anything but scientific. A newspaper is built on a rigid hierarchy. Reporters are at the bottom of the pyramid, and they are the people who tend to specialize in certain areas. All news items are submitted to review at various levels, and step-by-step decisions are made about what will be included and what will make the front page. This daily process is traditional in the press, and a similar practice exists in audiovisual media, where the competition for space is transformed into a competition for time.

It is easy to see that many factors can affect decision-making in this system. Every section editor tends to assign a value to certain types of news, and the experience and specialization of the reporters also play a role in what is selected. Another important factor is what other news sources are paying attention to. This has a global effect, and explains why newspapers from different countries and cultures around the world tend to publish similar news items.

Newspapers tend to group news into sections defined either by physical geography (international, national, etc.) or theme (culture, sports, etc.). Still, there is often a section that contains news of all sorts. It is normally in this section where scientific and medical news appears, along with other things such as cultural and social events, environmental news, and an assortment of other topics that do not have their own specific section in the paper. This means that scientific news competes for space, or time, with a wide variety of other types of news. To win this competition for space and time, the reporter

must find scientific news that can be presented in such a way that it will catch the editor's eye. The reporter is obliged to find, or create, headlines that will sell. It is well known that what sells is "sensational" news, whether scientific or not. So reporters must present science in a way that captures the imagination and stirs up emotions in the same way as environmental catastrophes, family dramas and murders, since these are the other news items competing for the same space.

Judging the value of scientific news and giving it appropriate headlines can be difficult. Although a reporter tends to specialize, the section editor normally lacks this specialization. Together they must find a way to present science news. Because of the discrepancy in their specialization, this usually is not easy. The result is often massive amounts of misrepresented information, which not only makes the reporting look careless but also tends to raise the expectations of the general public unreasonably [1, c. 133].

The growing practice of devoting space to scientific news illustrates an important advance in the way that the news media treat science and medicine. While the growing attention to science by the media is a positive step, there exists a danger that, in this process, scientific progress will be trivialized. The importance of a discovery is not evaluated in the same way in the lay press as in the scientific world, nor are all scientific observations reported at the time that they are discovered. On the other hand, discoveries and observations of little relevance may be published on the front page if they will appear spectacular to the general public. Consequently, major discoveries can go nearly unnoted by the general news media and are soon forgotten by the general public, while less relevant observations might capture the world's attention.

As the news media have fostered a growing interest in scientific and medical news, scientists and physicians have had to learn to work with the media. They now play an active role in the creation of scientific news. For example, at scientific and medical conferences, it is increasingly common to have some attention devoted to the press. Research results are often delivered directly to the news media, frequently before they have been published in a professional journal.

Before scientific news became such a popular feature, well-practiced scientific reporting consisted of drawing information from professional journals. The rigorous review system used by these journals assured reporters that these sources provided reliable, thoroughly-researched information.

Due to the heavy reliance of the news media on these sources, journals began to send out weekly press releases to accredited reporters. The purpose of this practice is to give reporters time to develop news items on findings that would soon appear in scientific journals, although the lay media cannot report these items until they have appeared in the journal. Press releases not only assist reporters in preparing news items, but they also reflect a certain rivalry between scientific journals that compete for citation in the mass media as well as for the scientific authority and social prestige that follow. Science reporters are coming to rely more and more heavily on scientific journals as sources. They have become the international press agencies of scientific news, providing scientific news in a manner similar to that of international press agencies (Reuters, France Press, Associated Press, EFE, etc) that provide general Information.

When news media are analyzed, emphasis is often placed on how news is reported and not on what news is reported. The selection of news is fundamental because that is how the media directs the public opinion of what is “important”. Issues become “important” by attracting attention via the mass media, not because they are intrinsically more relevant in terms of the advancement of science or social applications.

Communication between the scientific world and the media is the first step in the difficult process of transforming scientific discourse into public knowledge. To begin with, the title of a scientific article, not to mention the text, are usually far too complex for the common reader. A press release simplifies the information and interprets it in a context that transforms it into news.

Obviously, the reliability of the source is an issue that cannot be overlooked in an analysis of the production of scientific news. If a Nobel Prize winner makes a statement—whether it pertains to his or her field of study or not—it will be widely accepted by reporters, even without validation. Some institutions and organizations carry this same degree of authority, despite the fact that their reports may be biased by various interests, or might be delivered in a way designed to meet certain needs. This aura of unquestionable authority that surrounds some sources can lead to serious problems of misinformation.

One such example began with a press release from NASA on August 7, 1996. It was so exciting that it circled the world in seconds: “Meteorite shows life on ancient Mars”. For the first time in history, there was scientific proof that extraterrestrial life existed. The press release was clear. An ancient Martian rock had fallen to earth as a meteorite, and within this rock scientists had found the first organic molecules that could be of Martian origin. It contained various mineral features characteristic of biological activity and possible primitive microscopic fossils that resembled bacteria. This fascinating news was presented in the August 16, 1996 issue of *Science* [2, c. 56].

A powerful and respected source had revealed impressive findings and it rapidly became front-page news worldwide. There were some questionable aspects, but these were pointed out by very few reporters. First, the news had appeared in a press release before it appeared in the research journal. Second, NASA was in the middle of budget negotiations. These facts aroused the suspicion of those who knew the golden rule of science reporting: apparently spectacular scientific advances must always be put in context and perspective. After the initial excitement wore off, more journalists and scientists began to voice their doubts, and the August 16 issue of *Science* revealed even more questions about NASA’s breakthrough discovery.

Since most public knowledge is derived from the mass media, it is easy to see why the general public tends to be poorly informed about scientific issues. The reporting of science news via the mass media is anything but easy, but it is becoming increasingly important. Fortunately, both journalists and researchers are realizing that their fields are becoming increasingly intertwined, and are exploring new ways to work together. The evolution of this partnership is likely to be fruitful.

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## THE ROLE OF EUROPEAN UNION IN THE WORLD

Susla O.A. (Kharkiv)

Language supervisor: Alasaniia M.V.

**Summary:** The article is devoted to EU mission, its main policies, key tasks, legislations, instruments for realization of this policy in which the member countries and the establishments participating in realization of the trade purposes, are involved.

**Key words:** European Union, member countries, mission of the EU, policy, trade.

**Анотація:** Стаття присвячена місії ЄС, його основним стратегіям, ключовим завданням, законодавствам, інструментам реалізації цієї політики, до якої залучені країни-учасниці, та установи, що беруть участь в реалізації торгових цілей.

**Ключові слова:** Європейський союз, країни-учасниці, місія ЄС, політика, торгівля.

**Аннотация:** Статья посвящена миссии ЕС, его основным стратегиям, ключевым задачам, законодательствам, инструментам реализации этой политики, в которую вовлечены страны-участницы, и учреждения, участвующие в реализации торговых целей.

**Ключевые слова:** Европейский союз, миссия ЕС, политика, страны-участницы, торговля.

The establishment of the EU aimed at working toward common goals of European countries. This free trade zone or economic community was and is very successful which seeks special purposes such as political dialogue, free trade and freedom of movement, economic, financial, and cultural cooperation. Special attention was focused on the trade laws, regulations, and other issues [4, p. 371].

The key objectives are to keep the market open, ensure fair trade, enforce the legislation objectively and transparently, ensure trade partners to respect WTO legislation, and promote improvements to the system (European Union). The EU provides sovereignty to its Members to act as independent ones on behalf of the EU or in other words to welfare and interest of the Union as a whole (European Union).

The integration of the EU after World War II enabled the EU is to raise standards of living, build an internal market, launch the common currency – euro, strengthen the Union's voice in the world. To realize these goals the EU has been implementing several trade defense instruments:

1. Anti – dumping policy,
2. Anti – subsidy policy,
3. Regulation on trade barriers,
4. Protective measures.

The EU even uses a common currency, the euro monetary system which tends to make the trade zone more effective and compatible at the international market (European Union). The EU has such a structure that there are 5 institutions and each of them is responsible for a respective objective (European Union).

Today the EU is one of the influential and largest trade blocs or single markets that includes 15 member countries. Those 15 member countries totally have more than 370 million consumers and account for 20% of the world's exports. The EU is going to enlarge and accept 13 European countries. The EU also intended to improve the

relations with non-member countries and for this purpose it planned to develop special policies concerning trade with nonmember countries [4, p. 371].

Nowadays, the EU is on the 5th place ahead of the US and Japan. The EU is the leading player at international market (European Union).

### **European Union**

The European Union (EU) was established after World War II. France officially undertook the establishment of the EU proposing to create “the first concrete foundation of a European federation”. On May 9, 1950 the EU was created and initially six European countries joined to the EU: Belgium, Germany, France, Italy, Luxemburg, and the Netherlands. Then 9 countries joined the EU and today the number of the member countries is 15 (later joined Denmark, Ireland, the United Kingdom, Greece, Spain, Portugal, Austria, Finland, and Sweden) (European Union).

The EU today is preparing for the accession of 13 European countries – Bulgaria, Czech Republic, Estonia, Cyprus, Latvia, Lithuania, Hungary, Malta, Poland, Romania, Slovenia, Slovakia, and Turkey. In order to join the EU, these countries need to fulfil the economic and political requirements, which in other terms are called “Copenhagen criteria”. Those requirements are mainly related to the following:

- Member countries must be a stable democracy, respecting human rights, the rule of law, and the protection of minorities;
- Member countries must have a functioning market economy;
- Member countries adopt the common rules, standards and policies that make up the body of EU law.

These countries have not yet fulfilled all the requirements, they need financial resources or, in other words, they need money. The EU assists countries providing financial resources to those countries to which the EU provides sovereignty to its Members to act as independent ones on behalf of the EU or in other words to welfare and interest of the Union as a whole (European Union).

All of these countries will integrate in order to realize the principal objectives of the EU. Those objectives are:

- Establish European citizenship,
- Ensure freedom, security and justice,
- Promote economic and social progress,
- Assert Europe’s role in the world.

Institutions which implement all of these objectives:

1. European Parliament (EP) – This represents the will of 374 million European citizens’ and assembles pan-European political groups that operate in Member states. The overall task of the EP is to make and adopt the laws with Council, to adopt the budget at the end, and control/supervise all institutions. It is elected every five years.

2. Council of the European Union – This is the most influential institution in decision making process. The main functions of this institution is to exercise the issues related to the legislation, to suggest and monitor the international agreements, implementing foreign and security policy, monitor the budget of the EU with the EP and finally to coordinate the activities of the Member States.

3. European Commission (EC) – EC plays the leading force in the Union’s institutional system. It is mainly responsible for creating the initial outline of legislation,

implementing the legislation to assure that law is properly applied, and representing the EU in international scope and signing trade and cooperation agreements.

4. Court of Justice – This institution is responsible only for the issues related to the justification. It justifies the disputes that arise among Member States, EU institutions, businesses, and individuals. They check whether laws are in the accordance with the justice or not.

5. Court of Auditors – Its major function is to check whether all the Union's revenues and expenditures are going in a regular manner, according to the EU budget.

Today European Union is the leader in the international trade and with its member countries it makes up the fifth of the world trade. The EU had 4 trade defense instruments, which enables the EU to achieve its objective related with economic and social progress. Also this will lead to the assertion of the role of the EU in the world. Those instruments are the followings:

- Anti-dumping policy, which had the meaning of taking steps to stop the process which enables the exporters to bring goods at such a price which is lower compared with the prices of the goods in the domestic market.

- Anti-subsidy policy that intended to restrict or fully eliminate the imports of those goods that in the third country of origin had low prices. Those prices are artificially kept low by public subsidies.

- Regulations on trade barriers – above mentioned policies resulted reinstating temporary custom duties on the imports that are in the question.

- Protective measures – if the amount of the imported goods increases very rapidly which hurts the national producers, there should be undertaken protective measures such as restricting the imports.

To make the integration more efficient the EU uses these trade defense instruments. Since today they achieved stability, peace and economic prosperity. These resulted in the raise of living standards, building an internal market, launching the euro, and the strengthening the Union's voice in the world (European Union).

Today the EU has 15 members counting more than 370 million consumers, which account about 20% of the world exports. Later the EU's mission is to enlarge and include more nations. Today there are 13 candidate countries that will increase the number of Member countries to 28, which will have totally 450 million consumers [4, p. 371].

### **Anticipated Analyses and Conclusion**

Although the EU is the fifth major trade bloc in the world, there are some weak sides the EU should consider very carefully. At first the EU has to set special policies concerning the trade with nonmember countries to avoid or secure from expected outsiders' barriers. Instead the EU can enact such policy that will deepen the relationships with nonmember countries. As soon as 13 countries enter into this free trade zone or bloc, the EU will become more successful and will increase exports to support member countries' consumers. Yet, however many nations and regions integrate their trading policies and standards; each nation still has unique features that must be understood. A nation's readiness for different products and services and its attractiveness as a market to foreign firms depends on its economic, political – legal, and cultural environments. The EU became driving force for the international market of

member countries. Such kind of economic communities is needed to increase today's economic growth and make countries better off.

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УДК 17.0

## **PHILOSOPHICAL VIEWS ON ETHICS AND SOME PROBLEMS WITH ETHICAL SUBJECTIVISM, EGOISM AND RELATIVISM**

**Tereshenko J.D. (Kharkiv)**

**Language supervisor: Bevz N.V.**

**Summary:** The article deals with the philosophical views on ethics and with the description basic ethical theories. The results of the study subjectivism, egoism, relativism and objectivism were distinguished like basic ethical conceptions. Problems and shortcomings of all presented theories were also shown.

**Key words:** ethics, subjectivism, egoism, relativism, objectivism.

**Анотація:** Стаття присвячена розгляду філософських поглядів на етику і опису основних етичних теорій. У результаті дослідження було виділено суб'єктивізм, егоїзм, релятивізм і об'єктивізм як основні етичні концепції. Також були показані проблеми та недосконалості усіх наведених теорій.

**Ключові слова:** етика, суб'єктивізм, егоїзм, релятивізм, об'єктивізм.

**Аннотация:** Статья посвящена рассмотрению философских взглядов на этику и описанию основных этических теорий. В результате исследования был выделен субъективизм, эгоизм, релятивизм и объективизм как основные этические концепции. Также были показаны проблемы и несовершенства всех представленных теорий.

**Ключевые слова:** этика, субъективизм, эгоизм, релятивизм, объективизм.

First of all, the author of this article wants to show how philosophers have tried to justify personal ethical guidelines. Some thinkers assume that there cannot be legitimate universal ethical guidelines and that the creation of ethical guidelines can only be connected depending on how they think individuals can legitimately create ethical guidelines. The first group of philosophers, ethical subjectivists, believes that the foundation of ethical guidelines is something internal to the individual, such as feelings. Ethical subjectivism [2, p. 369] is an ethical theory that involves the claim that the attitudes or feelings of individuals are the source of ethical guidelines. If a particular individual has a good feeling about something, it is ethical, whereas if he or she has a bad feeling about it, it is unethical. Charles Stevenson [1, p. 7], for example, argued that good and evil (or, to be more precise, moral judgments or expressions) are related to the feelings or attitudes of specific individuals. Stevenson's idea is that moral language has both emotive and prescriptive functions. At first, moral language expresses positive and negative feelings, or what might be called feelings of approval and disapproval [3, p. 77]. The second aspect of moral language is that it possesses a prescriptive function;

that is, it prescribes certain actions or is used to influence people to act in certain ways. In relation to this aspect of moral language, when I say, "Stealing is evil," I am trying to discourage you from stealing. When I say, "Giving to charity is good," I am encouraging you to donate to charity. According to this view, there could be no objective good and evil. Each individual has his or her attitudes and feelings that determine his or her ethical guidelines. These guidelines are the only legitimate ones. Ethical subjectivism runs into two serious problems, which make it an unsatisfactory theory for most philosophers. First problem makes the production of ethical guidelines arbitrary. If I ask you why you think that euthanasia is unethical, you will answer: "Because I get a bad feeling when I see disconnecting from the life support to someone in the last stages of dying from a disease" [1, p. 130]. If I continue and ask why you get a bad feeling, you will have to reply that no further consideration is relevant and only the feeling matters. Therefore, we are left with these mysterious feelings and the realization that any action is as good as any other action, as long as it is associated with the mysterious feelings. Consequently, we have no real explanation for why we have the ethical guidelines that we do. The guidelines are arbitrary. The second problem is that ethical subjectivism implies that any conduct can be ethical. If a person gets a good feeling when he contemplates rape, then the rape is ethical for him. There is no way to objectively declare rape to be evil since only individual feelings have been morally significant. Most philosophers see ethics as helping us to live together more successfully. An ethical theory that validates even the most brutal and harmful actions will not help to accomplish this goal.

The other view of ethical guidelines focused on the individual relates to a particular individual's happiness or unhappiness, instead of his or her feelings. The idea is that what is ethical and what promotes the greatest net happiness for the individual. Individuals are not obligated to be concerned with anyone else, only themselves. This ethical theory, ethical egoism [2, p. 400], relates good and evil to the consequences of actions, beliefs, and so on that produces happiness and unhappiness for a particular individual. Ethical egoism claims that in order to act ethically, persons should act in their own self-interest and maximize happiness for themselves. Ethical egoism leads to the conclusion that there is no difference between "good for me" and "good": everyone should act based on his or her self-interest. This position does not mean that a person can never act in a way that would help someone else. If helping someone else is the best way to maximize happiness to myself, then I should help him or her. I should be rational about what is best for me. Most philosophers also reject ethical egoism. One problem with ethical egoism is that it is difficult to identify all the consequences of an action and weigh them successfully. The second and main problem with ethical egoism is that it is contrary to some of our important ethical intuitions since it can validate some actions that we intuitively think are evil and it invalidates at least one relationship that we intuitively think is good. Ethical egoism would seem to make real love unethical. Love is supposedly selfless; the happiness of the loved one is the only motivation for the lover. For an egoist, however, acting solely out of benefit for the loved one would be unethical. Therefore, a problem with ethical egoism is that its basic moral principle is contrary to some of our significant ethical intuitions since it can legitimate some actions that we intuitively think are evil and it invalidates at least one relationship that we intuitively think is "good".

Confronted with the shortcomings of individual ethics, some philosophers turn to social ethics. The idea of social ethical guidelines often starts from the observation that ethical beliefs and practices are not identical in all societies. At least some societies have different sets of ethical guidelines. If individuals in these different societies were to discuss their ethical principles and practices, they would probably disagree about what practices were right and wrong. These ethical disagreements would arise even though the individuals from the different societies agreed on the description of the practices; that is, they agreed on what constituted a capital punishment or euthanasia. Related to these observations is a view called ethical relativism. Ethical relativism [2, p.410] is a view of morality centered on the idea that each society ought to produce its own ethical guidelines that would be appropriate for that society.

One way to fill out this relativist claim is to argue that a society's approval and disapproval create ethical guidelines and that these moral guidelines produce good and evil. If society approves of something, it is ethical, and if society disapproves of something, it is unethical. Ethical relativists maintain that there is no universal or objective set of ethical guidelines that holds for all societies at all times. This idea is an essential claim of ethical relativism. Legitimate notions of good and evil often vary from society to society, and may change as societies are transformed. There are some problems with this theory too. One problem is that people are often unclear about the ethical guidelines of their society. Ethical guidelines are not recorded in "ethics libraries". In general, the first problem for ethical relativism is that the theory does not seem to be able to identify with certainty the actual moral guidelines of the society. Another problem relates to the meaning of "society." Does "society" mean "country" or does society include many smaller groups, such as ethnic groups, clubs, corporations, and families? The third problem with ethical relativism is that it makes the process of changing ethical guidelines mysterious and arbitrary. Good and evil depend upon the approval and disapproval of a society, not upon objective reasons for the society's approval or disapproval.

So, *Ethical subjectivism* is an ethical theory that involves the claim that the attitudes or feelings of individuals are the source of ethical guidelines. *Ethical relativism* is a view on morality centered on the idea that each society ought to produce its own ethical guidelines, which will be appropriated for that society. Ethical relativism is a subset of relativism, which is a view held by some philosophers in relation to all the areas of philosophy. *Relativism* is the view that the nature of truth, knowledge, goodness, justice, beauty and so on depends upon something about human beings, for example human minds, senses, language, cultures or societies. The first known proponent of relativism was the early Greek thinker Protagoras. He is reported to have said that "man is the measure of all things, of the things that are, that they are, and of the things that are not, that they are not" [1, p. 54].

The contrast to relativism is objectivism. Objectivism suggests that the nature of truth, knowledge, goodness, justice, beauty, and so on is what they are independently of human beings. These things have an independent existence. They are not dependent on human perception, minds, cultures or language.

So, the author's thinking it is impossible to create and justify legitimate universal ethical guidelines. There are serious problems, however, with limited moral guidelines to ones have been created by specific individuals. We want to be able to solve moral

problems and live together successfully, but having only individual guidelines would make it very difficult. There are also problems related to social ethical guidelines. One of the most serious is the inability to identify society's moral rules with certainty. Thus, in response to the problems with individual and social moral guidelines, philosophers have investigated universal moral guidelines.

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## **TRUST CRISIS IN SOCIAL INSTITUTIONS, ORGANIZATIONS IN UKRAINIAN SOCIETY AND WAYS OF ITS OVERCOMING**

**Tiuria D. (Kharkiv)**

**Language supervisor: Guseva A.G.**

**Summary:** The article is focused on the analysis of trust level among Ukrainian citizens in formal and informal social institutions and on searching possible ways of overcoming the trust crisis.

**Key words:** formal and informal social institutions, trust crisis, trust level.

**Анотація :**Стаття присвячена аналізу рівня довіри українських громадян до формальних і неформальних інститутів, а також пошуку можливих шляхів подолання кризи довіри.

**Ключові слова:** криза довіри, рівень довіри, формальні та неформальні соціальні інститути.

**Аннотация:** Статья посвящена анализу уровня доверия украинских граждан к формальным и неформальным социальным институтам, а также поиску возможных путей преодоления кризиса доверия.

**Ключевые слова:** кризис доверия, уровень доверия, формальные и неформальные социальные институты.

The topicality of the article is predetermined by the fact that trust in various social institutions and communities is not the only key factor in the construction of social relations, but also it is an important component of the sustainability of social relationships between the state and citizens and within the institutions. The trust crisis in the social institutions in the Ukrainian society leads to a series of other social consequences. Therefore, the aim of the article is to analyze the situation with trust in Ukraine and to identify possible ways to overcome the trust crisis in social institutions and organizations. The object of the article is the level of trust in social institutions, and the subject is the level of trust in the realities of the Ukrainian society.

This article utilizes the sociological research data of the Institute of Sociology of the National Academy of Sciences of Ukraine, the data of the Ukrainian Research Center, the research results of Razumkov center, the data of research company "SOCIS", also the results of the national monthly survey "Omnibus".

Trust is one of the constituents of stability of social relations. It is a complex social phenomenon which has a multi-layered nature. A social level of trust involves the study of the interactive relationships within social groups and also includes the study of social roles of team members. It has a high level of trust inside groups and a low level of trust

outside groups. Moreover, the definition of trust suggests socially acceptable “insider-outsider” relationships [1, c. 2].

What kind of a role do social institutions play in our life? Do social institutions perform a role of the "insider" or the "outsider"? To find out the answer the data of the sociological monitoring of the Institute of Sociology of the NAS of Ukraine have been analyzed [2].

The study covered the period 1992-2010. The level of trust/ distrust in social institutions and organizations was determined by a simple question: “What is your level of trust in the ...?” According to the data obtained in 2010, the representatives of the Ukrainian society showed the highest level of trust in the institutions of informal nature such as family, church, neighborhood, colleagues and countrymen. These institutions were ranked the highest as “Completely trustworthy”: Family – 64.4 %, Church – 19.4 %, Neighborhood – 8.6 %, Colleagues – 7.1 %, Countrymen – 7.0 %. Quite the opposite concerned such formal institutions as Courts, President, Parliament and Government. Indicators of trust in these institutions were quite low. For example, the level of confidence in President Viktor Yanukovich ranged from 1.1 % to 6.3 %. Social media and the Army demonstrated a relatively high level of trust. A fairly low level of trust was observed in the Police. The level of trust in the Police was low throughout the study: the highest level was recorded in 1996 (3.8 %), and the lowest – in 2010 (1.1 %).

Yet, according to the public opinion study conducted by "Razumkov Center" in 2011, 6.7% of the respondents trust in the police, and according to the results of 2011 survey conducted by "Rating" Sociological Group, every tenth Ukrainian expressed trust in the police. Yet, the level of trust in the police remains rather low.

Public opinion research by "Rating" suggests that the level of trust in the police was about 10 %. According to the experts of "Razumkov Center" it was about 6.7 % [3].

Following the dynamics of changes in the level of trust, it is possible to conclude that trust in non-state institutions tends to increase, while trust to public institutions has been steadily decreasing. First of all, it is due to a decreased efficiency of functioning of formal institutions. Owing to material differentiation, dual morality and shade practices of the above mentioned institution there has been a huge discrepancy between the values of society and the legal ways to achieve these values.

According to a national monthly survey “Omnibus” conducted by the TNS Research Group in Ukraine in September 2012, the level of trust in all politicians and government institutions, except Church and Ukrainian media, did not change and remained traditionally negative. "Omnibus" research by the TNS Research Group in Ukraine provides a regular opportunity to define the trust index of the population in various politicians and government institutions. A positive index (+2.0) means 100 % trust of the population and the negative index (–2.0) means 100% distrust of the population. From September 2011 to September 2012 trust level increased in the armed forces of Ukraine (from -0.50 to -0.19), in the police (from -1.01 to -0.89), in the Safety Service of Ukraine (from -0.72 to -0.44), in the local councils (from -0.68 to -0.45), in the state administrations (from -0.73 to -0.54). Trust in the President of Ukraine fell in December 2012 (-1.02), but in September 2012 regained the position of the year before (-0.75). As of September 2012, the Ukrainians trusted the least in the Verkhovna Rada (-1.12), the court in Ukraine (-1.11), the prosecutor's office (-0.98) and the Government

of Ukraine (-0.96). The institutions that are trusted mostly comprise the church (0.74 to 0.76) and the Ukrainian media (from 0.08 to 0.18) [4].

The tendency of increasing trust in the church, media and army can be observed in another study. The Social and Marketing Research Center "SOCIS" and the Kuras Institute of Political and Ethnic Studies of the National Academy of Sciences of Ukraine conducted monthly monitoring of the national survey "Ukraine and the Ukrainians" in September 2010 [5]. This research presents data on the level of social trust in the Ukrainian major formal and informal institutions. Among the formal and informal institutions the Church (64.9%), the Social-media (47.7%), and the Army of Ukraine (38.7%) are the most trustworthy.

Similar results were reported by Razumkov center. According to these data, the Church is the most trusted in Ukraine. 66.5 % of people who trust in church vs. 23.8 % of those who distrust in it, and 9.8 % of those who are undecided. Ukrainian media occupy the second position in the trust ranking (61 %). The third position is occupied by the Russian media (46.7 %) and the Western media (46 %) [6]. The reasons for the latter are hard to identify. Such results were supposedly brought about by the globalization of society and the development of the media. Many scientists tend to treat globalization as a systematic movement "to the west", i.e. "Americanization" [7, p. 370] and adaptation of the western values. Here, it is worth considering typical American religiosity where religion is directly associated with the church.

We concede that the level of trust in the church is increasing because of close relationship between the church and religion. In contrast, trust in the media was sparked by the development of the Internet. The Internet provides an ocean of information, but only a part of this information is veracious. Information flow led to the point when people stopped thinking critically and started accepting so many things perceived by faith. If a person cannot refute data, then there appears a reason to distrust. The institution of media constructs our worldview, but because of the vast amount of different information, it is difficult to determine what is true.

In general, the data clearly demonstrate the evidence of the events, the crisis of trust in social institutions and organizations. Even the institutions with the highest trust index fail to reach a positive index.

The crisis of any phenomenon is triggered by certain reasons. The crisis can be overcome when identifying reasons. The trust crisis in social institutions and organizations has several specific reasons in Ukraine. First of all, Ukrainian society expresses more trust in informal institutions (family, neighbors, and fellow citizens) or non-state (the Church, the Media). While trust in state institutions (President, Verkhovna Rada, Government) is significantly lower. Owing to the fact that people are more likely to trust in something they are personally involved in, and they will trust the things that can be personally felt. Accordingly, almost everyone is a part of the family, everyone associates with neighbors and countrymen. As a result, we can decide personally: to trust or not to trust. Another important reason is that the Ukrainians are not used to sacrifice something voluntarily for the sake of the future good. The increase in taxes or other crucial economic reforms provoke protests in Ukraine. Even educated, socially and economically competent people tend to escape their civic duties.

The Police and the Court are rather systemically corrupt. Corruption supports the viability of the negative stereotypes toward law enforcement. Stereotypes are permanent

and tend to spread on the entire system. To enhance the credibility of these institutions specific actions should be taken. All actions of the police and the courts should be more transparent, these institutions need to make it clear to people that all have equal rights regardless of their status and position in society. It is important to begin immediate reforms at all levels, both regionally and nationally. The trust factor also depends on the fact that there is a definite trend in our country: sensational slogans are not backed up by actions. This, of course, concerns mostly the institutions of power. It is necessary to bring austerity measures to campaigning. All the promises must be supported by a clear action algorithm with specific terms and resources. The trust will, undoubtedly, grow if promises are fulfilled.

If the government wants to overcome the distrust in its social institutions, they should clearly articulate their actions. It is extremely important to communicate a dialog between the government and the society. This dialog must be at all communication levels including the presidential level and the governmental level. People should be devoted to various aspects of the state activity. People must understand that all governmental actions act effectively. If the Government is able to convince people that their work is transparent, positive changes will follow.

The level of trust will grow if people are sure in tomorrow. If they have stable work and salary, a reliable life insurance, certainty that they can receive healthcare whenever they need it, that will create a comfortable trust generating climate.

Thus, the situation with confidence is quite tense in Ukraine, but in general it has the tendency to increase. No institutions and organizations have an absolutely positive index of trust, but there are no institutions that have an absolutely negative index of trust either. Ukraine is young and independent country and there are reasons to believe that the credibility of the institutions will grow, provided that they are reformed. And the crisis of trust in Ukraine will probably force the government to think about the quality of their actions, and let the citizens think about their contribution to the development of social institutions and organizations. Having analyzed and compared the data from different research centers, we were convinced that the topic is quite relevant to the credibility of our country. The large number of regular studies prove the latter.

Special attention should be paid to the dynamics of social processes in that lead to changes in the level of trust in different social institutions. If you engage in systematic studies of the problems of trust, it is possible to identify certain trends that may help to determine the cause of a crisis. It will be easier to solve the crisis or, at least, to prevent a future crisis. Also, we need to learn the experience of other countries where democratic institutions are more established. It will adopt a positive experience and will help to look at the problems through the prism of other countries and avoid similar mistakes. There is a need in studying of internal, personal distrust levels in social institutions and organizations. To conclude I would like to note that the theme of trust in social institutions and organizations will be relevant as long as they continue to exist. This means that it is necessary to look for alternative ways of investigating the trust problem, suggest new ideas and thoughts.

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## **UNCERTAINTY PRINCIPLE**

**Truten I.V. (Kharkov)**

**Language supervisor: Nemchonok S.L.**

**Summary:** This article seeks to examine Heisenberg uncertainty principle. Light interference phenomenon is also described, and some examples of this phenomenon are submitted.

**Key words:** uncertainty principle, quantum mechanics, light interference, wave-particle dualism.

**Анотація:** У даній статті ставиться завдання розглянути принцип невизначеності Гейзенберга. Розглянуто явище інтерференції світла, а також наведені деякі приклади з цього явища.

**Ключові слова:** принцип невизначеності, квантова механіка, інтерференція світла, дуалізм хвиля-частинка.

**Аннотация:** В данной статье ставится задача рассмотреть принцип неопределенности Гейзенберга. Рассмотрено явление интерференции света, а так же приведены примеры этого явления.

**Ключевые слова:** принцип неопределенности, квантовая механика, интерференция света, дуализм волна-частица.

At the beginning of the XIX century a French scientist Pierre Laplace, influenced by the success of scientific theories especially by Newtonian gravitation theory, developed his universe view as a fully deterministic object. Laplace thought that there had to be a set of scientific laws which would allow to predict everything that could happen in the universe, if we know full description of its state at a certain period of time. For instance, if we knew the Sun position and that of planets which correspond to a certain period of time, then laws, we could calculate solar system condition at any point time period with the help of Newton's. In this case, determinism is quite obvious,

but Laplace went time, considering that there are similar laws for everything, including human behaviour.

The scientific determinism doctrine met strong resistance from many people who felt that freedom was limited by God intervention in our world. However, this idea remained a usual scientific hypothesis at the very beginning of our century. One of the first indications for the need to reject determinism was calculation results of two British physicists, John Rayleigh and James Jeans. They showed that a hot object like a star had to radiate a great amount of energy. According to known laws at that time, a hot body should equally emit electromagnetic waves of all frequencies (for instance, radio waves, visible light, X-rays). This means that the same amount of energy must be radiated in the form of waves with frequencies ranging from one million to two million per second and those waves with the range from two to three million waves per second. And since there are a lot of different frequencies, the total radiated energy must be infinite.

To get rid of this obviously absurd conclusion, a German scientist Max Planck in 1900 adopted a hypothesis that light, X-rays and other waves can not be emitted with any intensity, and should be emitted only by certain portions which Planck called quantas. In addition, Planck assumed that each quantum of radiation carries a certain amount of energy, which is greater, the higher frequency of the waves is. Thus, at a sufficiently high energy frequency of a single quanta can exceed available amount of energy. Therefore, high-frequency radiation will be suppressed, and intensity with which a body loses energy will be finite.

Quantum hypothesis was well consistent with observed intensity of hot bodies. But what it means for determinism was unclear till 1926, when another German scientist Werner Heisenberg, formulated his famous uncertainty principle. To predict what will the position and velocity of a particle be we must be able to make accurate measurements of its position and velocity at the moment. Obviously, light should be directed to a particle. Some part of light waves in it will dissipate, and thus we will be defined particle position in space. However, accuracy of the measurement will be higher than distance between two adjacent wave crests, and therefore for accurate measurement of a particle position a shortwave light is necessary. According to the same hypothesis of Planck, light can not be used arbitrarily by small portions, and there is no smaller portion than one quantum. This quantum of light will make a disturbance in the particle motion and its velocity will change unpredictably. In addition, the more precisely the position is measured, the shorter light waves length should be, and, therefore, the greater the energy of one quantum. This means that particle disturbance velocity will be greater. In other words, the more precisely is measured particle position, the less accurate of its velocity measurements will be, and vice versa. Heisenberg showed that uncertainty in the particle position multiplied for its cross ambiguity in its velocity and its mass, can not be less than a certain number which is now called Planck constant. This number does not depend either on the manner in which one measures particle position and velocity, or particle type, i.e. Heisenberg uncertainty principle is the fundamental property of the world.

The uncertainty principle has far-reaching consequences related to world perception. Even after more than fifty years, many philosophers did not agree with them, and these consequences are still a matter of dispute. Uncertainty principle meant dreams end of Laplace about a scientific theory that would provide a full deterministic

universe model. One can imagine, that there is a set of laws that fully determines events for a supernatural being that is able to observe the universe current state without disturbing it. However, such models of the universe are not of interesting for us. It is better, perhaps, use "economy" principle, which is called "Occam's Razor" principle. In 1920s Werner Heisenberg, Erwin Schrödinger and Paul Dirac reviewed mechanics and came to a new theory - quantum mechanics, which was based on uncertainty principle. In quantum mechanics, particles do not have such specific and dependent on each other characteristics, like location and velocity, not available for observation. Instead, they are characterized by quantum state, which represents some location and velocity combination.

Quantum mechanics, in general, does not predict that observation should have some certain results. Instead, it predicts a number of different results and gives probability of each of them. This means that having made the same measurement for many similar systems, initial states, of which coincide, we would find that in a number of cases, the measurement result is A, in the other it is Used. We can predict in how many similar cases, the result will be A and B, but to determine each individual measurement outcome is impossible. Thus, quantum mechanics makes science unpredictable unavoidable element or randomness. Einstein spoke very strongly against this concept, in spite of enormous role he had played in its development. For his contribution to the quantum theory Einstein was awarded the Nobel Prize. But he could never accept the fact that the universe is operated by a chance. All Einstein's feelings found expression in his famous statement: "God does not play dice". However, most of other scholars tended to take quantum mechanics, because it was well consistent with the experiment. Quantum mechanics is indeed a remarkable theory and it is the basis of almost all modern science and technology. Quantum mechanics principles are basis for semiconductor and integrated circuits operation, which are an essential part of such electronic devices as TV sets and computers. Quantum mechanics is the basis of modern chemistry and biology. The only physics areas that do not use quantum mechanics properly is - gravity theory and large-scale of the universe structure theory [1].

Although light beam radiation consists of waves, according to Planck hypothesis light in a sense behaves as if it were formed by particles: light absorption emission occurs only in portions or quanta. Heisenberg uncertainty principle also means that particles in a sense behave like waves: they do not have a specific position in space, and are "smeared" on it with a certain distribution probability. In quantum and mechanical theory a completely new mathematical instrument is used that no longer describes real world on the basis of particles and waves concepts. These concepts can now be only referred to the observations results in this world. Thus in quantum mechanics there is partly wave particle duality: in some cases, particles are convenient to consider in waves, while in others it is better to consider waves as particles. This implies one important conclusion: we can observe the so -called interference between two particles waves. Wave crests of one of them may, for instance coincide with other cavities. Then, two waves cancel each other and not amplify, by summing, as might be expected, into higher waves. Everybody knows a sample of light interference when bubbles sparkle in different rainbow colors. This phenomenon results from light reflection from two surfaces of a thin water film that forms a bubble. White light has various wavelengths corresponding to different colors.

Interference particles phenomenon was crucial for atoms structure understanding, those smallest "building blocks", which are considered in chemistry and biology, and from which we are built. At the beginning of the century it was believed that atoms were like solar system: electrons like planets around the sun revolve around a central located nucleus, which is positively charged. It was assumed that the electrons are confined to orbits by attraction forces between positive and negative charges like gravitational attraction between the sun and planets. Up to the quantum mechanics advent, mechanics and electricity laws predicted that electrons should lose energy, and because of this move in a spiral towards the center of the atom, and fall onto a nucleus. This would mean that atoms, and with them, of course, and the whole matter would have to be quickly collapse into a state with very high density. Particular solution of this problem found in 1913, by Danish scientist Niels Bohr. Bohr postulated that electrons could not move on any orbits and only on those that lie at some certain distances from a central core. If the assumption had been made that on each orbit there could be only one or two electrons, a atom collapse problem would have been solved, because then electrons, moving towards the center by spiral could fill only orbits with minimum radii and energies [2].

The model perfectly explained the simplest atom structure, a hydrogen atom, in which only one electron revolves around a core. It was, however, not clear how the same approach could be extended to more complex atoms. In addition, a limited number of allowed orbits assumption looked rather arbitrary. This difficulty was allowed by a new theory – quantum mechanics. It was found that an electron orbiting a nucleus can be imagined like a wave, the length of which depends on its velocity. Along some orbits there is a whole set of electron wavelengths.

An American scientist Richard Feynman invented a way which allows to visualize wave-particle dualism. Feynman introduced so -called sum over paths. In this approach in contrast to classical nonquantum theory there is no assumption that a particle should have one single trajectory in space-time, and on the contrary, it is believed that a particle may travel from A to B in any possible way. With each path two numbers are connected, one of them describes waves size and the other corresponds to its position in the cycle (crest or trough). To determine the probability of transition from A to B, it is necessary to sum up a waves for all these trajectories. If we compare several neighboring trajectories, their phase, or cycle positions, will vary greatly. This means that waves corresponding to these trajectories will be nearly completely cancel each other. However, for some families of neighboring trajectories phase transition from a trajectory to a trajectory will change a little, and wavelengths corresponding to them will not compensate each other. Such trajectories are referred to as Bohr orbits [1].

Being based on these representations, written in a specific mathematical form one could by a relatively simple scheme calculate allowed orbits for more complex atoms and even for molecules. Since molecules structure and reactions taking place between them are the basis of chemistry and biology, quantum mechanics allows to predict everything that we see around us, with precision that allowed uncertainty principle.

Large-scale universe structure apparently obeys Einstein's general relativity theory. This theory is called a classical one because it does not take into account quantum mechanical uncertainty principle, which must be considered to be consistent with other theories. We do not enter into conflict with observations because all

gravitational fields, are very weak. However, according to theorems singularity, as it was mentioned above, gravitational field becomes very strong in at least two situations: in the case of black holes, in the case of Big Bang. In such strong fields there must be significant quantum effects. Consequently, general relativity classical theory, having predicted points at which density becomes infinite, in a sense, itself predicted its defeat in the same way like the classical (ie, non-quantum) mechanics doomed itself to failure of the conclusion that atoms must collapse, while their density does not become infinite. We still do not have a complete theory, in which general relativity theory would be consistently combined with quantum mechanics, but we know some of what properties of a future theory.

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## **IN THE SEARCH OF THE KEY TO ETERNAL YOUTH**

**Uzlova A. D. (Kharkov)**

**Language supervisor: Belyaeva E.F.**

**Summary:** The article overviews international research on the effect of hypothalamus protein complex on aging of organism. It gives the key concepts and describes the results of the research on the mechanism of this process.

**Keywords:** aging, hypothalamus, nuclear factor kappa B (NF- $\kappa$ B), microglia regulation, age-related diseases.

**Анотація:** Дана стаття містить огляд зарубіжних досліджень з впливу протеїнового комплексу гіпоталамуса на старіння організму. У ній наводяться результати дослідження механізму даного процесу і описуються ключові поняття.

**Ключові слова:** гіпоталамус, старіння, ядерний фактор каппа - В (NF- $\kappa$ B), регулювання мікроглій, пов'язані з віком захворювання.

**Аннотация:** Данная статья содержит обзор зарубежных исследований по влиянию протеинового комплекса гипоталамуса на старение организма. В ней приводятся результаты исследования механизма данного процесса и описываются ключевые понятия.

**Ключевые слова:** гипоталамус, старение, ядерный фактор каппа- В (NF- $\kappa$ B), регулирование микроглий, связанные с возрастом заболевания.

For many years people have been trying to find the key to immortality and longevity. Many ideas were considered, even if they were improbable, a lot of research was conducted and experiences were carried out. At present a new theory arises. Physiologist Dr. Dongsheng Cai at Albert Einstein College of Medicine in New York, Professor on Industrial Engineering Zhang G., Li J. and other scientists may have found the key to Eternal Youth.

Aging is partly a consequence of time's relentless march. Random unrepaired damage occurs to DNA and other important components of cells, and these flaws accumulate. Eventually, essential systems in the body – including repair and maintenance systems – stop working properly, and the spiral of damage and dysfunction accelerates. On the other hand, animal species have such widely varying natural life spans – weeks for mosquitoes and houseflies, four score years for H. sapiens, and well

over a century for some clams and giant tortoises – that aging must be partly “programmed.” Over the past few decades researchers have begun to find some of the key molecular elements of these aging programs, at least in smaller lab animals such as roundworms, fruit flies, and mice. These include the hormone IGF 1, sirtuin and FOXO proteins, mitochondrial MRP proteins, and a transcription factor (a protein that activates other genes) called nuclear factor kappa B (NF-κB).

NF-κB is widely known as a basic sensor of inflammation, stress, and other signals associated with cell damage. When activated, it can trigger hundreds of separate cellular processes including the increased expression of immune system genes. Its chronically increased activity has so far been linked to cancers, arthritis, asthma, colitis, Alzheimer’s disease (AD), and the appearance of accelerated tissue aging. In general, NF-κB seems to become more active in animals as they age, and researchers have begun to experiment with compounds that lower its activity as a way to treat various age-related conditions.

Cai and his colleagues recently found evidence that NF-κB activity helps mediate the development of obesity and diabetes from within the hypothalamus, a multifunctional cluster of nuclei in the evolutionarily older part of the brain, just above the brainstem. Though tiny in humans (about four cubic centimeters) compared with the cognitive parts of the brain, the hypothalamus helps regulate some of our most basic bodily processes, including insulin secretion, growth, circadian rhythms, sexual development, ovulation, and spermatogenesis.

When Cai’s team fed mice a high-fat diet, NF-κB activity in their hypothalamuses rose, and the population of hypothalamic stem cells declined. The loss of those cells impaired the normal hypothalamic regulation of the mice’s metabolism, leading to obesity and a pre-diabetes condition. That led Cai to the hypothesis that NF-κB activity in the hypothalamus might control aging-related processes more generally.

In the new study, he and his team showed that NF-κB activity in the mouse hypothalamus rises sharply after middle age. When the researchers reduced hypothalamic NF-κB activity by blocking its chief activator, the inflammatory enzyme IKK-β, they extended the average lifespan of mice by about 10% (when the IKK-β-blocking started in middle age) and 23% (when it started from conception), compared to control mice. Boosting IKK-β and NF-κB activity had the opposite effect, shortening lifespan.

Cai’s group found that NF-κB activity in the hypothalamus suppresses the normal secretion of a hormone called gonadotropin-releasing hormone (GnRH). Delivering GnRH therapy to old, NF-κB-boosted mice restored their cognitive performance, slowed their tissue aging, and enhanced neurogenesis – the production of neurons from resident stem cells – in the hypothalamus, the memory-related hippocampus, and other brain regions. Neurogenesis in the hippocampus is known to decline in Alzheimer’s as well as ordinary neural aging.

Microglia appeared to be initial players in this aging process. The number of microglia with activated NF-κB grew with age in the hypothalamus, and they overproduced inflammatory cytokines such as tumor necrosis factor-α. TNF-α is both induced by and activates NF-κB in a feed-forward loop. TNF-α also activates IKK-β. Nearby hypothalamic neurons later upped their own NF-κB and TNF-α production, implying that the microglial output led to inflammatory neuron changes.

When the researchers knocked out IKK- $\beta$  in hypothalamic microglia of middle-aged mice, microglia numbers held steady with age, while TNF- $\alpha$  remained low. When they got older, these knockouts outperformed wild-type controls on the Morris water maze test and retained more muscle strength, bone mass and skin thickness. Their maximum lifespan stretched to about 1,100 days, around 10 percent longer than the wild-type. Together, the results suggest that microglial IKK- $\beta$  accelerates aging.

Looking for the downstream effects, the researchers found that gonadotropin-releasing hormone (GnRH), which regulates sex hormones and reproduction, was diminished. Levels of the hormone fell in the hypothalamus with age – a decline prevented by inhibition of IKK- $\beta$  and NF- $\kappa$ B, and enhanced by their activation. GnRH replacement therapy seemed to turn back the clock. Both wild-type and IKK- $\beta$  knockout mice injected subcutaneously with GnRH for up to eight weeks showed fewer signs of age and performed better on cognitive tests than untreated controls. This youthening may be related to neurogenesis which declines with age. When injected into the hypothalamus of old mice, GnRH seemed to promote differentiation of new neurons—indicated by BrdU labeling. Cai says that this is the first time GnRH has been tied to neurogenesis [1]. The new cells would have to be tested with appropriate markers to be sure it was true neurogenesis.

Cai believes that the NF- $\kappa$ B / GnRH pathway may be just one influence that the hypothalamus brings to bear on the aging process. He says that the whole [aging-process-regulating] network could be larger than this. But already his results suggest some obvious potential therapies for treating or preventing Alzheimer's and other age-related conditions.

One possibility is using GnRH itself – a relatively simple ten-amino-acid peptide—as well as “agonists” that mimic GnRH's effect by activating GnRH receptors. Remarkably, Cai's team was able to produce an anti-aging effect in older mice by injecting GnRH directly into the body, not the brain. An important caveat is that GnRH agonists, if delivered at high enough and frequent enough doses, can quickly desensitize GnRH receptors, reducing the activity of GnRH-dependent systems instead of boosting them. GnRH agonists now are typically used this way, against testosterone-driven prostate cancers, for example.

Inhibitors of NF- $\kappa$ B's principal trigger, IKK- $\beta$ , which is produced in the brain by brain-resident immune cells called microglial cells, are a second possibility. IKK- $\beta$  inhibitors are already being investigated as treatments for cancers, asthma, and other conditions.

In principle, inhibiting the inflammatory activation of IKK- $\beta$ -producing microglial cells should have the same effect. Chronic microglial activation has been linked to aging-related neurodegenerative conditions such as Alzheimer's, and scientists have begun to develop drugs that nudge inflamed microglial cells back into a less harmful, more nourishing mode of activity. Drugs that achieve this effect should have the added benefit – if Cai and his colleagues are right – of quieting the IKK- $\beta$ /NF- $\kappa$ B pathway and thus slowing the aging process more broadly, within the brain and in the rest of the body as well.

Bruce Yankner, a longtime neurodegeneration researcher at Harvard Medical School, and a co-author of a recent commentary on the Cai laboratory findings, notes that hypothalamic NF- $\kappa$ B activity might also be targeted by quenching inflammation

elsewhere in the body. Hypothalamic neurons apparently can detect not only local brain inflammation but also systemic inflammation. Yankner says that the dendrites of neurons in the hypothalamus extend through the blood-brain barrier into the bloodstream, so presumably they would be able to sense inflammatory metabolic signals in the blood.

In addition to the reported effects on aging, the hypothalamus coordinates energy metabolism and stress responses, wrote Mark Mattson. It would be interesting to explore how these pathways influence each other. Metabolic syndrome and stress are both potential risk factors for AD.

According to some experts working in the field of problems of aging the drugs that slow down this process may be found in the next 20 years. However, initially they will likely focus on the fight against the appearance of age-related diseases.

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## **DIGITAL IMMORTALITY**

**Varenkova A.S. (Belgorod)**

**Language supervisor: Belovodskaya I.I.**

**Анотація:** У цій статті розглядаються зміни в галузі медицини. У результаті дослідження були вивчені найдавніші наукові роботи, а також сучасні технології для забезпечення вічного життя. Встановлено, що деякі технології є лише теоріями, але інші ми зможемо випробувати в найближчому майбутньому.

**Ключові слова:** біонічні органи, таблетка від смерті, ген старіння, сканування мозку, нано технології.

**Аннотация:** В этой статье рассматриваются изменения в области медицины. В результате исследования были изучены древнейшие научные работы, а также современные технологии для обеспечения вечной жизни. Установлено, что некоторые технологии являются лишь теориями, но другие мы сможем опробовать в ближайшем будущем.

**Ключевые слова:** бионические органы, таблетка от смерти, ген старения, сканирование мозга, нано технологии.

**Summary:** This article deals with the challenges in medicine. In the result of the research of ancient scientific works and also modern technologies providing eternal life were studied. It has been found out that some technologies are only theories, but others we will test in the near future.

**Key words:** bionic bodies, tablet from death, aging gene, neuroimaging, nanotechnology.

The dream of immortality is as old as consciousness. Ever since the earliest humans became aware of their own mortality, they have wished – and tried anything – to transcend it. Many years ago countless generations interred their dead with objects (food, tools, talismans) to assist in their afterlife. Later, Pharaohs built pyramids and theologians transformed common cults into eternal religions. More recently, writers

aspire to make their words endure and scientists seek to make permanent contributions to the sum of human knowledge.

Digital immortality (or "virtual immortality", or "immortality in silico") is storing a human personality in a more durable media, that is a computer, and allowing it to communicate with people in the future. The result might look like an avatar behaving, reacting, and thinking like a person on the basis of that person's digital archive. After the death of the individual, this avatar could remain static or continue to learn and develop autonomously [3].

In *The Prospect of Immortality* (1964), physics professor Robert Ettinger proposed Cryonics: extending life by freezing those dying from disease until a cure is found. In *Immortality* (1998), science-fiction author Ben Bova said immortality was already at hand, and we needed not freeze our bodies to achieve it.

As potential physical reality expands, we enter a new age (the Digital Age) that offers a new form for our immortality. In *The Age of Spiritual Machines* (1999), inventor and entrepreneur Ray Kurzweil predicted that by 2029 those machines would claim to be conscious and that these claims would be largely accepted [1, p. 18]. In *Robot: Mere Machine to Transcendent Mind* (1999), computer scientist Hans Moravec forecast that robots will be as smart as humans by 2040 [2, p. 43]. In a recent paper (2001), no less a computer legend than Gordon Bell asserted that "two-way immortality [where one's experiences are digitally preserved, and which then take on a life of their own] will be possible within this century".

There are some conceptions of digital immortality, we consider the main ones.

#### Bionic bodies

The most popular concept of conservation of immortality is regular replacement of 'spoiled' bodies. For example, an Englishman Nigel Auckland already advertises hard "bionic prostheses" – gadgets that casts for the missing limb. They are connected directly to the nerve endings and controlled by thought. Such prostheses are already a couple of years it will be possible to replace the massively paralyzed and missing human organs [4].

Time will pass, and will be in use the phrase "full body prosthesis". Transplant technology developed ahead, and studies show that the brain can be transplanted from mouse to rat, and thus it will continue to function. By working on the creation of a "complete denture" from which this will be only the brain, scientists in the U.S. have already begun. They say that the human brain can live 200 years and promise to finish the project by 2014.

#### Tablet from death

Australian scientist David Sinclair of the University of New South Wales is working on creation of a unique substance that could slow, if not stop the aging process. Specialist study showed that he with colleagues developed rejuvenating enzyme that can reduce the likelihood of age-related diseases and increase life expectancy. All the substances that it contains were clinically tested individually and in a single mixture: it was ascertained that there was no severe adverse effects on their administration.

Experts suggest that this drug will be a new word in medicine: it can protect one from cancer, Parkinson's disease and Alzheimer's disease, diabetes - most famous "age" diseases. Online miraculous tablet should appear in 2018. Technology has already been sold to pharmaceutical giant GlaxoSmithKline.

This is not the only such drug. Recently, American scientists conducted experiments on mice with a substance called resveratrol. Synthetic drug prolonged the life of rodents on average by 15 %. It will be several such tests, and it can be applied to humans.

### Trip aging gene

Not so long ago, scientists discovered "aging hormone" telomerase. It is also responsible for the maturation process of the body. So the only logical way to achieve immortality – just "disable" it, to make the body stop producing it at the moment when a person is happy with the way it looks. Scientists believe that this can be achieved by intervening in the genetic code of an organism. They say that in this case, people will be able to live until at least 800 years. However, unfortunate way to stop gene has not been found, so to speak about the timing of the specific technology is still too early.

Experts emphasize that there is a long-standing stereotype, like all organisms in the universe must constantly undergo maturation cycle of aging, but in reality it is not. In fact, death is not a requirement of the existence of a living organism. So theoretically, if you change the people working against the laws of genetics, you can really get a chance to live if not forever, as long as the person does not die from violence or accident.

Moreover, scientists are confident that the control output of telomerase can, in theory, allow the body to turn back the aging process. It is iBecome smaller in stature, of course, impossible, but wrinkles – completely.

### Neuroimaging

There is another way to gain immortality. All the contents of his brain – that is what people usually call consciousness – can be placed on a server on the Internet. From a technical point of view to do this kind of like there is no problem: on the computer will download only 2.5 petabytes of data - this is 2500 terabytes. This is actually possible: data center company Blizzard, which is used to download World of Warcraft, stores 1.3 petabytes of data.

The only problem is that the same people and computers are functioning yet different, and the brain is unlikely to work in its digital form. The program, which could simulate the brain in a digital world, is not there yet. Moreover, humanity does not know exactly how the process extracting memories occurs in the brain and which sophisticated algorithm in this case is actually used. Yet scientists say that using a new generation of supercomputers everything is possible.

Computer will require many more time to fully reproduce the human brain works – even the most powerful supercomputers able to recreate the 1% total one Second brain activity.

All this sounds strangely, of course, but from the point of view of physics, this process is possible, experts say. Moreover, it is possible that the electronic version of our consciousness will be on the Internet and manage through the global wireless network to our synthetic, engineering body. This will mean that once again become a living person, but in a different body, everyone can. Interestingly, of course, in this case will look like war: it is obvious that the main "soldiers" would be hackers that can disable a server with "brains" of competitors [4].

### Nanotechnology

Scientists have successfully used them, for example, in order to restore vision in hamsters. That, in general, shows that the use of nanorobots inside living organisms is not theoretical, but practical.

The body may appear nanorobots that will restore damaged aging cells, tissues and organs. These mechatronic "organisms" can also destroy cancer cells, "fix" the nervous system, block the glucose in the body suffering from diabetes. This will be done offline, completely invisible to humans.

Renowned futurist Raymond Kurzweil predicts that nanotechnology revolution will happen in 20 years. It was at this time may appear and the notorious "nanodoctors". The expert points out: this time in the microscopic chips will be able to find room to processors who today manage large desktop computers and servers.

Those are the basic concepts behind digital immortality. Some futurists, perhaps most notably inventor Ray Kurzweil, believe that we will uncover a way to extend the human lifespan indefinitely. They've identified several potential paths that could lead to this destination. Perhaps we'll identify the genes that govern aging and tweak them so that our bodies stop aging once they reach maturity. Maybe we'll work out new techniques for creating artificial organs that combine organic matter with technology and then replace our original parts with the new and improved versions. Or maybe we'll just dump our memories, thoughts, feelings and everything else that makes us who we are into a computer and live in cyberspace.

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## **THE ISSUE OF HUMAN RIGHTS IN THE INDEPENDENT UKRAINE**

**Yatlo N.V. (Kharkiv)**

**Language Supervisor: Peshkova O.G.**

**Summary:** The present article is focused on the notion of human rights in the interpretation of the European Union and Ukraine. Special attention is paid to the process of transformation of Ukrainian law system, including such aspects as the prohibition of the death penalty. Ukrainian attempts to comply with the European judicial system have their specificities, which are viewed in the article.

**Key words:** fundamental freedoms, human rights, legal standard, protect the right.

**Анотація:** Стаття розглядає поняття прав людини в європейській та українській інтерпретації. Особлива увага приділяється процесу трансформації української правової системи, включаючи такі аспекти, як заборона смертної казні. Розглядаються особливості українських спроб трансформувати свою юридичну систему у відповідності до європейських норм.

**Ключові слова:** захищати права, права людини, правовий стандарт, основні свободи.

**Аннотация:** Статья рассматривает понятие прав человека в его европейской и украинской интерпретации. Особое внимание уделяется процессу трансформации украинской правовой системы, включая такие аспекты, как запрет смертной казни. Рассматриваются

особенности украинских попыток трансформировать свою юридическую систему в соответствии с европейскими нормами.

**Ключевые слова:** защищать права, права человека, правовой стандарт, основные свободы.

Eleanor Roosevelt said: “Where after all do universal human rights begin? In small places, close to home – so close and so small that they cannot be seen on any map of the world. Yet they are the world of the individual person: The neighborhood he lives in; the school or college he attends; the factory, farm or office where he works. Such are the places where every man, woman, and child seeks equal justice, equal opportunity, equal dignity without discrimination. Unless these rights have meaning there, they have little meaning anywhere. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world” [Remarks at the United Nations, March 27, 1958].

Do human rights really exist in Ukraine?

First of all we should say that the European Convention on human rights lays the ground for Ukraine to develop a qualitatively new system to protect human rights and freedoms. The process of Ukraine’s accession to this important document has not been easy. Since its declaration of independence, our state has become part of the international system of human rights protection, having undertaken relevant international commitments, particularly in the framework of the most developed European human rights protection system. Based on PACE resolution No. 190, on October 19, 1995 the European Council Ministers Committee unanimously approved the resolution to invite Ukraine to become the 37th member of this organization and joint its statute. As a member of the Council of Europe, Ukraine has also undertaken a number of other important obligations in the area of its legislative reform to comply with the provisions and standards of the Council of Europe. The analysis of carrying out these commitments indicates that our country has started to gradually move along the road of democratic transformation and ensuring compliance with human rights and freedoms in accordance with European standards [5, p. 181].

The opinion of the Venice commission is that “the effective Constitution is comprehensive in terms of protecting fundamental rights and freedoms and demonstrates Ukraine’s willingness to fully protect the rights guaranteed by the ECHR” [4].

The next important step was passing by the Ukrainian Parliament the law of Ukraine “On the Authorized Human Rights Representative of the Verkhovna Rada of Ukraine” in December 1997.

The protection of the right to life and prohibition of the death penalty is the cornerstone of the European human rights standards. The new Criminal Code of Ukraine replacing the death penalty with life imprisonment passed by the Verkhovna Rada of Ukraine on April 5, 2000 came into effect on September 1, 2001. On May 3, 2002, Ukraine joined Additional Protocol No.13 to the European Convention on human rights, which finally prohibits the death penalty at all times, both in peace and war times [1, p.18].

The European Court of Human Rights is the unique legal instrument. “The Council of Europe is nothing without the Convention, and the European Convention is

nothing without the Court”. This well-known formula best reflects the interrelation and integrity of the human rights protection system created in Europe. Its innovative base was “the citizen’s right to send a complaint against his/her own government with an international judicial forum” [3, p. 93]. Unfortunately, the concerns expressed by the Ombudsman of Ukraine and by many other experts that our citizens, deprived of legal remedies of their home country, would apply en masse to the European Human Rights Court, have come to pass. Very soon, Ukraine came to be one of the “leaders” according to the number of applications filed with the court. Ukraine is one of top-five countries, trailing Turkey, Italy, Russia and Romania, having the Court’s judgments on merit. ECHR judgments concerning Ukraine testified to the presence of systemic and mass violations of human rights and freedoms in Ukraine, serious flaws in national legislation and enforcement practices, particularly in proceedings of the judicial system of Ukraine, the State enforcement service, law enforcement bodies, and those of the State Department for the enforcement of sentences. So when applying the legal standards of the European Court, national courts must take into account the whole of its practice, including the one formed pertaining the other countries [7, p. 209].

In the opinion of the Government Agent in the European Court of Human Rights Ukraine often enforces judgments of the European Court partially, or with significant delays, or sometimes ignores them altogether.

It’s important that Ukraine takes part in the establishment of a system of standing control and monitoring bodies of the Council of Europe such as:

- The European Committee for social rights;
- The European Committee for the Prevention of Torture and Inhuman or Degrading Treatment or Punishment;
- The Advisory Committee for the Framework Convention for the Protection of National Minorities;
- The Committee of Experts of the European Charter for Regional or Minority Languages;
- The European Commission against Racism and Intolerance;
- The creation of a monitoring mechanism to prevent human trafficking.

The Human Rights Ombudsman of Ukraine collaborates with the Human Rights Commissioner and other bodies of the Council of Europe. On December 10 – 17, 2006, the Human Rights Commissioner, T. Hammarberg, made his first visit to Ukraine. Then he published a report on the results of his visit providing his recommendations to improve the situation. On Mr. Hammarberg’s initiative, 2008 saw the start of the implementation of the “Equal with Equal” project. The Commissioner reiterated that national human rights institutes are the key partners of the Council of Europe in protecting human rights in the member-states of the Council of Europe. In this opinion, any response to the violation of human rights must originate on the national level, this response being more timely and better targeted [2]. Considering the success of this project the “Equal with Equal II” project was launched in 2010 with the involvement in its implementation of both the Human Rights Commissioner and the Directorate General for Human Rights and Legal Matters of the Council of Europe.

In May – November 2011, for the first time since accession to the Council of Europe, Ukraine was presiding in its managing body, the Committee of Ministers.

It would be fair to stress that national electoral legislation of Ukraine is developing as closely as possible towards European democratic standards [6, с.199].

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## **TRANSNATIONALIZATION SERVICE IN HOTEL BUSINESS**

**Zakovorotna I.E (Kharkiv)**

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

**Summary:** The article deals with current trends in economy and tourism that give ground to believe that the market for hotel services is sufficiently promising for investment. But investors always have to face the choice of forms of organization and management of the hotel. Innovations in the hotel business play a major role in the functioning of the hotel and attracting consumers. For effective development of hotel business, it is necessary to search for new methods of the quality service and to provide new services for consumers that are already being implemented in most of the hotels of foreign countries. Innovation is one of the ways of boosting quality of production and prompt rendering of high-quality services in the sphere.

**Key words:** corporations, hotel services, investment, multinational corporations, services, transnationalization.

**Анотація:** Стаття присвячена розгляду суті сучасних тенденцій в економіці та туризмі, які дають підстави стверджувати, що ринок готельних послуг є достатньо перспективним для інвестування. Проте перед інвесторами завжди постає питання вибору форм організації та управління роботою готелю. Нововведення в готельному бізнесі відіграють головну роль у функціонуванні готелю і залучення споживачів. Для ефективного розвитку готельного бізнесу здійснюється пошук нових методів якісного обслуговування і надання нових послуг для споживачів, які вже впроваджуються в більшості готелів зарубіжних країн. Інновації є одним із

шляхів поліпшення якості виробництва і швидкого якісного надання послуг у сфері готельного бізнесу.

**Ключові слова:** готельні послуги, інвестиції, корпорації, послуги, транснаціоналізація, транснаціональні корпорації.

**Анотація:** Стаття посвячена рассмотрению сущности современных тенденций в экономике и туризме, которые дают основания утверждать, что рынок гостиничных услуг является достаточно перспективным для инвестирования. При этом перед инвесторами всегда встает вопрос выбора форм организации и управления работой отеля. Нововведения в гостиничном бизнесе играют главную роль в функционировании отеля и привлечении потребителей. Для эффективного развития гостиничного бизнеса проводится поиск новых методов качественного обслуживания и предоставления новых услуг для потребителей, которые уже внедряются в большинстве отелей зарубежных стран. Инновации являются одним из путей улучшения качества производства и быстрого качественного предоставления услуг в сфере гостиничного бизнеса.

**Ключевые слова:** гостиничные услуги, инвестиции, компании, транснационализация, транснациональные корпорации, услуги.

There are several options for the operation of the hotel: employing a hired professional chief manager, attracting a development company for the hotel management, unassisted management or signing a franchise agreement with a well-known hotel chain. The latter form of organization and work is gaining popularity because it has several advantages, the main among them is the use of a well-known brand and its positive image, increased occupancy and maintenance of high standards of service. For Ukrainian hotel chains franchising is a new form of business in the tourism industry. Expanding the hotel services and the inevitability of integration processes, increasing marketing costs, reduced product life cycles and possible reduction of life cycle of most organizations, the need for continuous update of its own product, formation of categories of trade secrets, know-how - all this requires joint efforts of organizations and establishment of cooperative relationships in their various forms and types.

Analysis of recent research and publications is the initial stage of our research. In reports of international organizations [2] changes in production and consumption of tourist services are called the most important factor that leads to consolidation and expansion of tourism. Though the number of studies on hotel business is steadily growing ( H. Antonyuk [2], V. Bandurin, D. Ushakov [3] , T. Kalchenko [4], A. Mazaraki [5] A. Movsesyana [6], A. Myhaylushkin, P. Shymko [7], H. Papiryan [8] T. Tkachenko [9], L. Fedulova [10], the question of formation and diffusion of innovations within integrated structures in tourism needs further consideration.

The aim of the paper is so identify patterns of transnationalization tourism. World practice is indicative of success full operation of tourism enterprises, multinational corporations in the form of transnational monopoly and predominantly created under the terms of equity or by takeover (fusion) of large and small companies, network operators and travel agencies. In addition to providing travel services, multinational corporations own transport enterprises, accommodation and food chain stores, banks, insurance companies or security companies, etc., thus forming a corporate structure for vertical and horizontal forms of integration.

The international nature of business multy-industry tourism sector, identification and use of new markets for travel services provide a wide field for innovative changes

and a synergistic effect of their introduction. Therefore, prompt dissemination of innovation in the tourism business with retention of competitive advantage is difficult, and hence effective functioning of the organization depends on the degree of consolidation and «interpenetration» into all profitable market segments.

Consideration of the historical experience of mergers and acquisitions suggests that the whole industry is based on one single principle, characterized by low market concentration to equilibrium global alliances and conglomerates (according to experts industry needs about 20-25 years to fully achieve global equilibrium and inter-industry consolidation that cannot be stopped) [1], which is the objective condition of the world economy. Research challenges and consequences of globalization of labor have been analyzed by prominent scientists. However tourism industry and its place in international laws has not received due to coverage, which allowed us to formulate some conclusions.

A qualitatively new stage of market development, has become a characteristic feature of globalization of international tourism which in General, according to experts [3, 9], raises a number of disputes, objections and inertia, and yet complies with the conditions of the world economy.

Increasing the number of international tourist exchanges and improving of transport links and means of communication on the background of social and economic changes that occurred in the second half, of the 20th century. Thus increasing material wealth, increasing the duration of employees' leisure time, reducing the retirement age, social programs in developed countries, reduction in the number of large families, the increasing number of working women, etc. prompted the growth of tourist exchanges in the world, which has led to economies of scale in the tourism business (economic: increased profitability of the tourism sector; social: effect distribution experience journeys of emotional excitement after implementation, the formation of travellers' "new" needs).

Increasing profitability of tourism businesses has led to increased competition in the domestic and especially international markets, transition to price competition as more and more customers of tour operators are middle-class representatives who approach the expenditure of their own funds very deliberately.

The pursuit for tour cost minimization requires from tour operators reduction of transaction costs that, given the need to improve security of travel services for certain quality international resorts and ensuring free competition of this business, results in emergence and spread of investments in the tourism industry of foreign countries.

Increasing investment activity in the field of international tourism was also based on the concentration of capital, increasing in Western countries, growth in profitability of tourism business as well as evidence of a wide field of activity- a large number of economically weak states with unique tourism resources on their territories.

The growth of foreign investment marked the second phase of historical development of globalization of the tourism market, the so-called internationalization meaning spread of sustainable tourism ties between "donor" and «recipient» countries as well as close interaction processes in tourist production of two (or more) countries resulting in either blurring or losing national specificity of tourism products.

International tourism in the framework of integrated economic system is characterized by utter unity processes in tourist manufacture countries that is provided

with the relevant foreign policy and foreign economic priorities of the government (i.e. removal of barriers, of restrictions on the movement of capital and labor, formation of similar obstacles against «third countries»), simplified procedures of execution of tourist formalities etc. In this process the past traditional production of tourist services that corresponded to the ideas of classic theories of development of world tourism [4] becomes impossible without the participation of capital, labor, technologies, goods tourist consumption from the donor country.

A donor country freely participates in the tourist production of a recipient country, providing not only an increase in the workload of its tourist facilities, but also the quality of its national tourist product. Parallel efforts of investors from a donor country promote the tourism product of a recipient country's own tourism market deepening the international division of labor, more and more deeply positioning one country as a place for operating, and the other as a popular tourist destination, which has a significant impact on increasing the investment attractiveness of the tourism industry of the recipient country.

Minimizing the cost of the tourist product requires from the tour operator, firstly, the best prices for travel services suppliers; secondly, the minimum transaction costs (including international communication, process documentation), and thirdly, maintaining good policies in the field of accounting and taxation.

As we can see from practical activities simultaneous fulfillment of all the three conditions of the minimum cost for tourism product becomes possible through direct participation of a tour operator (through investment) in the travel service providers (especially hotel companies and airlines activity).

Only in this case, travel business and a tour operator obtain price competitive advantages (due to favourable rates of the inner travel service providers), significantly reduce transaction costs due to the absence of need for constant contact maintenance as would be the case with independent provider of travel services), can legitimately (through transfer pricing) evade taxes, showing maximum profits in countries with the most preferential tax system [7].

Travel and hotel industry in regions of the world is consolidated in various ways, which is determined, above all, by the degree of involvement of a region in the international tourist exchanges and export orientation of the tourism sector of a state (the advantage of entry of foreign tourists on holiday abroad over the exit flow).

Tourist markets of developing countries are less consolidated and are at the initial stages of this process: the initial stage (the markets of the Middle East, North Africa, Southeast Asia) or the growth stage (markets of Turkey, the UAE, Eastern Europe, the Caribbean). The main contribution to the consolidation of tourism and hotel markets in developing countries is travel activating its own presence through the implementation of foreign investment projects.

States with a huge potential in the tourism market, mainly for reasons of a high level of solvency of the local population, as well as the population's need foreign or domestic traveling are characterized by a maximum degree of consolidation of the tourism industry. In the market there are a large multinational companies specializing in manufacturing of tourist products, whose increase at the expense of traditional mergers and acquisitions is complicated.

The way-out of this situation for representatives of transnational tourism business is primarily a strategy of expansion into foreign tourist markets (usually countries the tourism sector of which is a less consolidated) and focus on conglomerate mergers and acquisitions within the parent market. In this situation, an additional incentive is credit of a free trade zone that permits entering foreign markets without formal obstacles.

Thus, we can come to a conclusion that emergence of global international tourist market factors (capital, trademarks, technology, possibilities of influence upon the minds of consumers) has meant that no national tourism economy, regardless of its level of development, can become self-sufficient, based on the available factors of production, excluding the priorities and rules of behavior for key of world economy activities (including travel and supranational associations).

In terms of today's travel market in Ukraine, there is a significant influx of representations of transnational corporations that actively promote foreign tourism product market and believe Ukrainian market to be perspective and capacious.

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Видавництво ХНУ імені В.Н. Каразіна

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