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SCIENTIA DIFFICILIS SED FRUCTUOSA

ВЧЕНІ ЄДИНІ
Разом ми сильніші!

“THE SCIENCE OF THE XXI CENTURY: CHALLENGES OF THE CONTEMPORANEITY”

V All-Ukrainian Scientific and Practical Student Conference

May 12, 2022 (the 78th day of war)

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The conference proceedings of the all-Ukrainian scientific and practical student conference «The science of the XXI century: challenges of the contemporaneity» includes modern theories, their practical aspects, tools and managing complex problems in the field of economy, finance, audit, international trade and law, information technologies, management, marketing, advertising, philology and psychology.

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ЗМІСТ

SECTION 1
ECONOMICS, FINANCE AND AUDIT

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BUSINESS ON THE INTERNET AS THE BASIS OF THE FINAL INNOVATIVE FUTURE

To date, the introduction of the Internet into business has become an integral part for the effective maintenance of long-term relationships with customers. These relationships help to ensure mutually beneficial cooperation, which can also be used to attract new customers and improve your business.

E-commerce accounted for 14 percent of all retail sales in 2020, according to the U.S. Census Bureau. The $791.7 billion in e-commerce sales that year represented a 32.4 percent increase over 2019, when online transactions accounted for only 11 percent of total retail sales [2].

The main goals are: analyze the influence of online business on traditional business; investigate the major changes that have occurred during the transition of the business online; evaluate the benefits of online business; understand the current state and trends of Internet business.

In the modern world, almost all companies have switched to the online market. To attract more customers, organizations have created their own online stores, because this is how communication with the buyer begins from the moment the corporate website is opened. In this case, companies can offer their help and answer the question online, helping the customer to make a faster purchase decision.

Running an online business doesn't stop at selling a product. Thanks to the transition of work to the Internet, companies have been able to introduce new functions - conducting business consultations and meetings with clients from the comfort of their homes, that is, on online platforms such as Zoom, Skype, Google Meet, etc. This makes it possible to serve more customers by saving time.

Another impetus for a business to go online is the ease of attracting customers through online reviews and advertising. Companies use feedback solicitation software, which can be set to automatically send emails or text messages to customers asking them to post a review on Google about their experience, to show potential customers the experience and honest opinion about the work of the company.

The main change in moving a business online has been the gap between numbers and customers, meaning a company can immediately see the most important causes, connections, and consequences associated with a customer's actions using CRM analytics. In other words, CRM includes data that helps a company better serve its customers [4].

CRM works by segmenting markets based on demographics such as gender or age. For example, a woman shopping in New York for the first time may see different ads than a man who is a repeat customer from California.

Changes have also taken place for the work of employees. Many companies that switched to online mode refused to have an office. Now employees work on a personal flexible schedule. As online business owners note, instead of slowing down, businesses have found increased productivity and job satisfaction [1].

In fact, according to Boston Consulting Group, 75 percent of employees found their productivity increased when they were able to work from home [2].

The company's teams collaborate in real time, no matter where they are, on platforms such as Dropbox, Google Drive and Microsoft OneDrive. Workers can comment, edit, and update documents as they are created, and permission to access and edit is controlled by the file's creator.

Virtual Data Rooms (VDRs) take security and collaboration several notches when dealing with highly sensitive documents such as those used in commercial banking, mergers and acquisitions, and capital financing opportunities. Companies like Caplinked give businesses additional tools to control document access, with features like digital rights management (DRM) that can revoke access to documents even after they have been downloaded [2].

We would like to tell you about the main thing, often the most important resource is time. It is precious and never enough. The Internet helps us immediately, providing up-to-date data for the client, which is available to him in a short time. It also allows you to answer customer questions without hesitation and carefully monitor their interests.

The next advantage is the ability to influence a large audience. In February 2013, it was observed that approximately 77 million people use the Internet at least twice a month, 60% of whom aged 19-20 years and older abuse it daily. This makes us understand that Internet marketing is an impressive and effective tool.

Next comes the high level of information. The Internet has an impressive information potential. An advertising message can immediately include text materials, audio recordings and video files, graphics and Flash technologies, which helps to influence a large audience, because it includes both cognition and colorfulness / enchantment.

Definitely another distinctive value of Internet promotion is the ability to instantly acquire certain statistical data. You can easily see the dynamics of impressions or clicks (following links or images), purchases, etc. As a result, all of the above says that in the shortest possible time you can extract the maximum result.

Talking about the possibilities in our time, the Internet provides enormous prospects. The enormity of the network and the vast composition of its users suggests that these innovative conditions facilitate the growth of the enterprise. Interaction, for example, with the owners of the company, staying hundreds of miles away from us, is implemented in a short period of time, which is important, with minimal material costs compared to the usual means of communication. Internet commerce is becoming universal regardless of the size of the enterprise, its location and nationality [3].

Talking about the latest business development trends, we want to mention the 3 most promising movements: advertisements in well-known social networks; strategy CostPerLead; retargeting, placing ads on the main page of the site. Retargeting is a relatively new advertising mechanism.

Summing up, we can say that for business, the Internet serves as a multifunctional tool that facilitates immediately and working with full dedication to look for not only new buyers, but also business partners, and present the initial data to existing ones. Currently, entering the international market is simply unattainable without the Internet, which allows you to reduce the cost of doing business. The World Wide Web has provided a chance for the successful management of an enterprise from any corner of the earth. In the current situation of severe competition, the presence of a business in the global network appears to be partly a necessary item than a desirable one. The future belongs to those enterprises that will be able to immediately adapt to the uncontrollably changing business management and succeed in creating a new model of Internet marketing.

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ANCIENT CHINESE PHILOSOPHY OF WAR AND BUSINESS

Business is built on strategy; war is built on strategy. Both these concepts have much in common (but they are also very different), that is why I would like to raise the problem of business development basing on "The Art of War" written by the legendary Chinese general and strategist Sun Tzu.

"The Art of War" was written 2500 years ago, but I believe that it will never become irrelevant. Sun Tzu's works have abstract qualities, therefore every sentence can be understood in different ways and used in countless fields, especially in business. He provides us with the information and skills necessary to lead people, to manage decision-making, to make plans and much more. Business philosophy which comes from this work becomes more and more popular all over the world. It is related to the great recovery of the Chinese and Japanese businesses. Many businessmen of the Far East Countries (China, Japan, South Korea, etc.) build up their business strategies basing on the works of Sun Tzu. Moreover, many of them succeed and their companies become rather effective and profitable.

After reading "The Art of War" I started to pay attention to things I had not noticed before. This book taught me to see people's hidden intentions, to predict different events and gave me an advice on how to act in problematic situations and how to make creative decisions. Sun Tzu explains what is strategy, how to build and use it. He also teaches us "to hear what is not said", to find unpredictable solutions to ambush your "enemy" and many other things.

I suppose that the true goal is born of the specific view of the world (people's own philosophy). If you find a goal, you have to use strategic thinking (to develop an effective method) to achieve it. Only people, who think big become strategists. They have to be patient, because only an assessment of the situation may take a lot of time, while taking the smallest changes into account.

- <u>LAYING PLANS</u>

Sun Tzu said: "*The art of war is of vital importance to the State. It is a matter of life and death, a road either to safety or to ruin. Hence it is a subject of inquiry which can on no account be neglected.*" [2, chapter 1].

We should not overestimate ourselves while planning some action, on the contrary, we have to be extremely realistic. A good businessman has to take into consideration his strengths as well as his weaknesses. If you think straight about the situation, you will probably make the right decision. Planning gives you a gigantic advantage, but nothing is able to guarantee your victory. Sun Tzu said: "*The general who wins a battle makes many calculations in his temple ere the battle is fought. The general who loses a battle makes but few calculations beforehand. Thus do many calculations lead to victory, and few calculations to defeat: how much more no calculation at all! It is by attention to this point that I can foresee who is likely to win or lose.*" [2, chapter 1].

Sometimes battles are won or lost before they are started. That is why a good leader must prepare for a battle properly and take enough time for planning. This will increase the chances of winning.

- WAGING WAR

Sun Tzu said: "*Thus, though we have heard of stupid haste in war, cleverness has never been seen associated with long delays.*" [2, chapter 2].

"*Rapidity is the essence of war: take advantage of the enemy's unreadiness, make your way by unexpected routes, and attack unguarded spots.*" [2, chapter 11].

I believe that every leader is interested in achieving his goal as soon as possible. Consequently, when you are done with laying plans, you should wait for the ideal time to act, and when it comes, you have to operate immediately. Sometimes when you get into action, your plans break down. But every event is accompanied by different circumstances which may bring you some benefit, and you must grab every chance you get to improve your position. A real general or manager has to accommodate to the changing circumstances and benefit from them.

- "*Do not repeat the tactics which have gained you one victory, but let your methods be regulated by the infinite variety of circumstances.*" [2, chapter 6].
- "*Military tactics are like unto water; for water in its natural course runs away from high places and hastens downwards.*" [2, chapter 6].

Therefore, a real strategy is not a direct way when you have a purpose and a plan but indirect when you collect benefits from an endless variety of situations appearing on your path.

"*In all fighting, the direct method may be used for joining battle, but indirect methods will be needed in order to secure victory. Indirect tactics, efficiently applied, are inexhaustible as Heaven and Earth, unending as the flow of rivers and streams; like the sun and moon, they end but to begin anew; like the four seasons, they pass away to return once more. There are not more than five musical notes, yet the combinations of these five give rise to more melodies than can ever be heard.*" [2, chapter 5].

To sum up, strong companies do not repeat after someone. They set their own rules and play their own games. Such companies have basic strategies in their arsenals, but they can also generate innovative strategies which is certainly the key moment of their strong market position [1, p. 87].

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LOGISTICS AND OTHER CUSTOMS PROCESSES DURING THE WAR

Currently Ukraine experiences dreadful invasion provoked by Russian with the complicity of Belarus. It is needless to be stressed, that it all has a deleterious impact on the economy and other key aspects of the decent operation of our country.

With this in mind, in this narration I am to raise the problem of logistics and customs and to scrutinize different alterations which might be brought to these fields, which are still considered to be running forces of the economy of our native land

Firstly, I have a great willingness to introduce the term known as «military logistics», which was especially popular and widespread during the Second World War.

Military logistics – is the discipline of planning and carrying out the movement, supply, procurement and maintenance of armed forces [4].

Why the military logistics is enormously challenging and arduous task for workers [2] [5]?

1. The awful and completely annihilated infrastructure
2. The continual peril of having means of transportation faced with dissimilar types of missiles attacks and other types of shelling.
3. The dire need of money, due to the fact, that heaps of money are channeled into the war.
4. Irreparable damage of some warehouses where the details and other things of paramount importance are placed and saved.
5. The lack of top-notch experts.
6. The most important aspect is sufficient air lift so as to operate over a distant and wide area. Specialists are concerned about the cost of strategic transport. Sea lift is cheaper than air transport, but unfortunately takes more time [3].

It is worth admitting, that The State Border Guard Service of Ukraine, different processes related to customs and clearance service were also influenced in dissimilar ways by the current events. To some extent, the SBGS underwent some bad changes, for example [2]:

1. Corruption and bribery. People, who weren't allowed to leave the native land, were dawned on by the idea of paying large sums of money so as to bend rules and move to neighbouring countries.
2. The risk of shelling, because the enemy wants to assassinate as many people as possible.

3. Copious conflicts between refugees and asylum seekers. The cases of kidnapping and thefts.
4. There wasn't any downturn in the number of people with Covid-19, on the contrary people were not capable of sticking to the rules of quarantine.
5. Smuggling.

Despite mentioned above deleterious impact on the custom posts in Ukraine, there are some positive moments [2]:

1. The government abolished the pay for cars, which are transported from Europe. Subsequently, it will facilitate business.
2. The workers do their bests in order to help people to flee the country and care about them.
3. The government and local authorities strive to provide people with needed services, which are in a great demand for.

The perspectives of logistics in the post-war period.

According to economists all over the world, in order to save this field, our country have to reorganize some key points and only then logistics will be prospering and thriving.

Firstly, the optimization is vital and crucial. This means that experts have to toil in order to reduce the costs if transportation and to be aimed at satisfying their own clients. The more customers you have, the bigger amount of money you can earn. The more money you earn, the bigger taxes you pay, and as a result, the national treasury is invested, what is paramount after the war.

Secondly, the implementation of digitalization is inevitable. All companies have to keep a track of their trucks and other means of transport. It goes without saying, that digitalization will lead to better competitiveness. With this in mind, not only logistics but other fields will not be able to compete and gain clients without digitalization [1].

Furthermore, the enhancement of the communication and flexibility. The staff has to work at attracting new customers. In this case we have to emulate Europe, where employees invest money in the personnel, which then adopts new approaches to business organization and make the company more lucrative.

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CRYPTOCURRENCY AS AN ALTERNATIVE TO THE STOCK EXCHANGE

Cryptocurrency is a digital or virtual currency that is secured by cryptography. Many cryptocurrencies are decentralized networks based on blockchain technology - a distributed ledger enforced by a disparate network of computers. A defining feature of cryptocurrencies is that they are generally not issued by any central authority, rendering them theoretically immune to government interference or manipulation. Central to the appeal and functionality of Bitcoin and other cryptocurrencies is blockchain technology. As its name indicates, blockchain is essentially a set of connected blocks or an online ledger. Each block contains a set of transactions that have been independently verified by each member of the network. Every new block generated must be verified by each node before being confirmed, making it almost impossible to forge transaction histories [2].

Cryptocurrencies can be mined or bought from crypto exchanges. One of the most popular is Binance. It has over 8 billion dollars volume a day. How can we buy any crypto coins? So, there are 2 ways of buying it: stable coin and p2p. Let's talk about these species in more detail. Stable coin is a substitute for the standard dollar, and its rate is 1 to 1. The second is p2p, it`s a kind of deal that involves an agreement between two persons. Member can find exchange rate that fits him the best. With cryptocurrencies new types of earnings was created. One of them is staking, is a way of earning rewards for holding certain cryptocurrencies. It`s something like a deposit [1].

Why cryptocurrency has become so popular? One of the biggest reason is that there are very few fees associated with using it. When you're using various other types of online payment options, you're often going to incur large fees. The very low fees that you have to deal with when using various cryptocurrencies will be a much better deal for you. Also, the security of your money is guaranteed by the exchange. If your account is hacked and funds are withdrawn, the exchange will return it to you and improve its security. Another good reason why people prefer crypto industry is that these currencies aren`t connected with world government. This means that cryptocurrencies have the potential to be stable even when countries are in crisis. The potential for profit is another huge reason why people invest in crypto coins more and more. When you invest your money in stocks, basically, you get about 20% per year, but crypto profits are about 1000% minimum. For example, GMT coin made 6000% per month. More and more companies are adopting crypto coins as a payment method. Salvador admitted Bitcoin as a solvent. It means that you can buy products, suits, cars with this currency. Tesla bought Bitcoins over 1.5 billion dollars and plans to sell cars for them. Their capitalization directly depends on the exchange rate [3].

Ukraine got the first place as the country of crypto holders. When the war was started, all crypto exchanges withdrew commissions and opened their own funds to help Ukrainians people. Volunteers donated more than $ 70 million to the Ukrainian army. Also, crypto exchange named “KuCoin” distributed 25$ for all Ukrainians who registered on their platform.

Hence, cryptocurrency is a technology of the future. It attracts more and more investors who become millionaires in a few months. Countries are beginning to recognize it as cash. I am confident that cryptocurrency will make tremendous progress thanks to its technology. After a while, it will replace the stock exchange and the money we are used to.

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STATE FINANCIAL CONTROL IN WARTIME

At the present stage of the country's development, the issues of improving governance, one of the important functions of which is control, are becoming especially important. The state cannot function and develop properly without a clearly organized system of control over the production, distribution and redistribution of social product and other areas of public life in the state. Control is an integral part of the superstructure of society, which is undergoing major changes in the development of its political system, public and economic administration, legislative and executive branches.

Public financial control is a type of financial control carried out by the relevant bodies of the state financial control. It consists in establishing the actual state of affairs regarding compliance with current legislation at the controlled facility, aimed at ensuring legality, financial discipline and rationality in the formation, distribution, possession, use and disposal of state-owned assets, as well as the use of funds remain with the subject of financial relations in connection with the benefits provided for payments to budgets, state extra-budgetary funds and loans obtained under the guarantee of the Cabinet of Ministers of Ukraine.

The main body of the subjects of the state financial control is the Ministry of Finance of Ukraine. The main purpose of public financial control is:

1) detection of violations of the principles of legality, efficiency, expediency and economy in the formation and use of public financial and material resources, deviations from accepted norms and standards at the earliest stage;
2) prevention of financial offenses;
3) bringing the perpetrators to justice, ensuring compensation for damages;
4) taking measures to prevent such violations in the future [1, Art. 2].

The task of the state financial control is to ensure legality, efficiency, financial discipline and rationality in the formation, distribution, ownership, use and disposal of the state-owned assets.

The subject of the state financial control is the administrative and financial and economic activities of the controlled objects in terms of formation, possession, use and disposal of funds and other assets owned or belonging to the state, including liabilities for taxes, fees (obligatory language payments) and contributions to the budget and extrabudgetary funds [1, Art. 5].

The objects of the state financial control (controlled objects) are executive bodies of all levels, enterprises, institutions and organizations, in accordance with the law, in respect of whose financial and economic activities control measures are carried out by subjects of the state financial control.

The principles of organization of state financial control are:

1) delimitation of the place, role, tasks and functions of state bodies financial control in accordance with the Constitution and the legislation of Ukraine, delimitation of legislative competence and executive power;
2) functional, organizational, personal and financial independence of the state financial control bodies and their officials from controlled objects;
3) coordination of the activities of public financial control bodies in order to eliminate duplication in their work and ensure a unified system of public financial control at all levels of the government [1, Art. 3].

In this difficult time for Ukraine, the Ministry of Finance of Ukraine does not leave citizens in need, they are trying to help entrepreneurs, refugees, and also to attract people living in peaceful regions of the country.

In the time of military aggression of the Russian Federation, the Ministry of Finance offers citizens, businesses and foreign investors to support the budget of Ukraine by investing in military government bonds. The proceeds from the bonds will be used to meet the needs of the Armed Forces of Ukraine and to ensure the uninterrupted provision of the state's financial needs under the war.

The main conditions of the military government bonds are as follows:

• nominal value of one bond – UAH 1,000;

• tenure – 1 year;

• the yield will be determined at auction.

The government bond auction took place on the 1st of March, 2022. “Ukrainians have shown courage and solidarity that has inspired the whole world! The country is showing its resilience on many fronts, including financial. Everyone has the opportunity to support the financing of the needs of the army and the country's budget by purchasing Ukrainian military government bonds. “Contact the banks – primary dealers, and they will help you to support the state in these difficult times”, Sergii Marchenko, Minister of Finance of Ukraine, said [2].

More than UAH 7.6 billion of support has already been transferred by the пovernment to help Ukrainians who lost their jobs due to the war and are residing in the war-torn territories. More than 3.1 million Ukrainians have already applied for UAH 6,500 from the state.

"The government has expanded the ePidtrymka program to help Ukrainians who have lost their jobs and incomes due to active hostilities in their regions. The state will provide support to every citizen who needs it in this difficult time for us. To date, more than 1.2 million Ukrainians have been transferred to pay such assistance," Oleksandr Hryban, Deputy Minister of Economy of Ukraine, informed [3].

Thus, the state control of finance is a very important element of the state's welfare. Thanks to him, the sphere of finance remains legally protected for all participants in the financial market. Even in such a difficult time for Ukraine, the state continues to control finance and take care of its citizens, providing them with financial support.

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THE FUTURE OF CASHLESS BANKING TRANSACTIONS IN UKRAINE

The system of cashless payments plays an important role in the development of the national economy. The main task of non-cash transactions is to counteract the development of the shadow sector of the economy and improve the conditions of economic entities [1].

In recent years, new technologies have been rapidly introduced into the banking sector. Nowadays, cashless transactions are a fast, convenient and secure way of paying for goods and services.

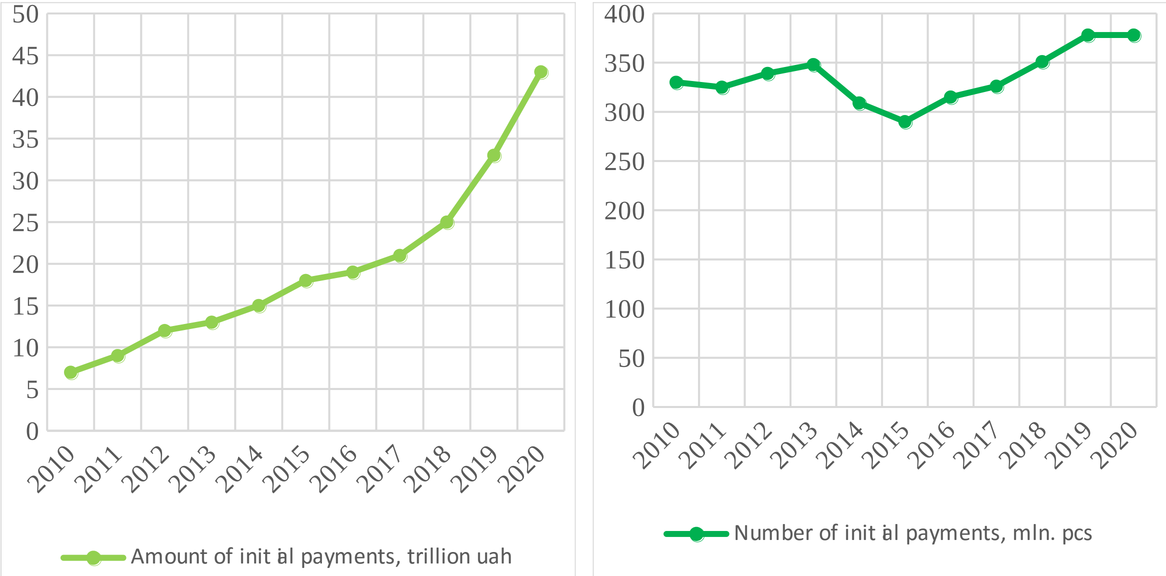
This method of payment has several advantages over cash payments, in particular:

- reduced labor costs and interest associated with the use of cash (minting, printing, transportation, storage, sorting);
- increased protection against fraud (robbery, counterfeiting, etc.);
- payment for purchased goods or services and debt repayment becomes faster, which improves business relations between all economic entities;
- growing number of customers due to additional benefits and promotions (cross-selling, co-branding, cashback, rewards etc.);
- ease of use (a credit card, phone or smart watch is enough to make a payment);
- access to additional services and features (Apple pay, Android pay, Google pay, e-banking);
- opportunity to receive income legally (avoiding salary in envelopes) [2, p. 638].

The National Bank of Ukraine has established an electronic payment system (EPS) to ensure settlements of banks and their clients in the national currency. EPS offers a high level of security and reliability when transferring funds between banks.

As shown in the chart below, the number of cashless transactions and the amount of money transfers are constantly increasing [3]. This trend can be explained by the development of trade and services, including the increasing number of terminals, the expansion of Internet services, the ability to pay for products remotely.

Performance indicators of the Electronic payment system in 2010 – 2020



But some people, mainly the older generation, still do not trust banks and non-cash transactions and rather prefer to keep money at home in cash than in the bank. Moreover, as Ukraine is currently at war, most people have started withdrawing cash from their credit cards for the following reasons:

- people cannot carry out cashless transactions in areas of hostilities, where cash machines do not work and bank branches are closed;
- most supermarkets with payment infrastructure are closed, the rest accept only cash;
- the probability that online banking system will continue to operate properly is decreasing.

Despite this, the National Bank of Ukraine encourages people to use cashless transactions to support the economy of the country. In addition, bank cashiers replenish ATMs with cash, and people line up to withdraw it, risking their lives [4].

Having analyzed these facts, we can conclude, that the number of cashless banking transactions will significantly reduce and it will definitely affect the economy of the country. To avoid this, banks need to constantly update their services, search for new areas of activity and improve their production and management processes [2, p. 640]. Then cashless operations will definitely continue to grow and develop.

According to a KPMG study in 2019, in the coming decades the Ukrainian banking system will face global transformations, associated with the growth of artificial intelligence, which will act as a financial advisor to clients; creation of new ways of communication with customers and the widespread introduction of digital currencies [2, p. 641].

Thus, for the effective development of cashless transactions, banks need to constantly work on the implementation of innovative systems and attract people to non-cash payments, for example, through additional benefits or promotions. The transition to mass non-cash transactions makes it possible to reduce the costs associated with the use of cash and develop the country's economy.

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HOW TO START OWN BUSINESS?

Creating a company from scratch is really very difficult and requires full concentration and knowledge of certain nuances from a person. Because in addition to understanding the area in which the business will operate, it is necessary to think over a number of points related to careful financial, legal and strategic planning [1].

First, you need to study the market in detail, supply and demand in the industry in which the company will operate. It helps to learn about the needs of people, about the factors that influence their choice. Thus, you can understand how profitable it is to be engaged in the activity that you have chosen. Otherwise, you can try to choose another line of business.

Whatever idea is chosen it is better to make sure that it has no analogues. So you can eliminate or bypass competitors and it will be easier for you to do business. Adding a small change to an existing product is usually not enough to build a successful business. So the manifestation of fantasy and going beyond the usual will definitely not hurt.

The next step is to make a business plan. This is a document in electronic or paper form that describes the goals of the enterprise, the reasons. This way you can predict how much it will cost to produce an item or to provide a service, including transportation, taxes, payroll, rent, etc. And this document also confirms the work of your business: thanks to it, you can receive financial support from the government, and investors also evaluate how promising the business is for investment.

Regardless of the source of funding, you need to provide your partners, investors with basic information on the current activities of the business, its strategic development and accounting activities systematically (usually twice a year). Ideally, meetings should be held. If not all participants can physically attend the meeting, arrange for a teleconference. It is better for yourself to make reports every week, month, in order to better understand how things are going with your finances [2].

Next, the initial capital is calculated, because without investment, the new project will not work. It includes obtaining a license, renting and buying an office, equipping it, salaries to employees, purchasing equipment and vehicles, advertising costs, purchasing a franchise, if necessary, etc.

Then, when the concept and direction of the business are formed, it is legally formalized. It is very important to study the legislative framework associated with the chosen industry. Also determine which form of ownership best suits the needs and goals of your business: sole trader, partnership, limited liability company, etc. After that, you should appeal to a good lawyer who accepts consultations, gives useful advice and prepares documents for registering a company.

At the next stage, it is necessary to determine the organizational structure of the company, that is, to determine its departments and form a staffing table, provide for all the necessary specialist positions that are necessary for this type of activity. Functional responsibilities for each of these positions should also be clearly stated [3].

But it is worth noting that at first there is no need to have a large staff. The more people they recruit, the less income they get, and the less money they have left to invest in growing the business.

In the first months, the business may not pay off, and bring the desired income, while employees will have to get salaries immediately. Of course, you should think about an office where you have to work with clients. However, if the business does not involve personal contact with customers, you can work from home, for example.

If an office is still needed, then after the lease, the workplace is equipped with essential things. Office furniture and office equipment, work equipment and stationery are all very important.

Partially, they can be replenished with your own property: work on your own laptop, transport a printer from home to the office. But the purchase of special equipment still costs.

Next, purchase raw materials or products. It is not recommended to save at this point, so as not to burn out or earn a bad reputation. Estimated costs depend on the scale and specifics of the business [3].

Then they move on to advertising as a very important point for a novice businessman. The business will become successful and start to make a profit only if there are well-thought-out options for promoting the product, investing in the development of the website and designed pages on social networks in advance.

In conclusion, I want add that you should always remember that true success doesn't happen overnight, so you really need to have good patience in this matter.

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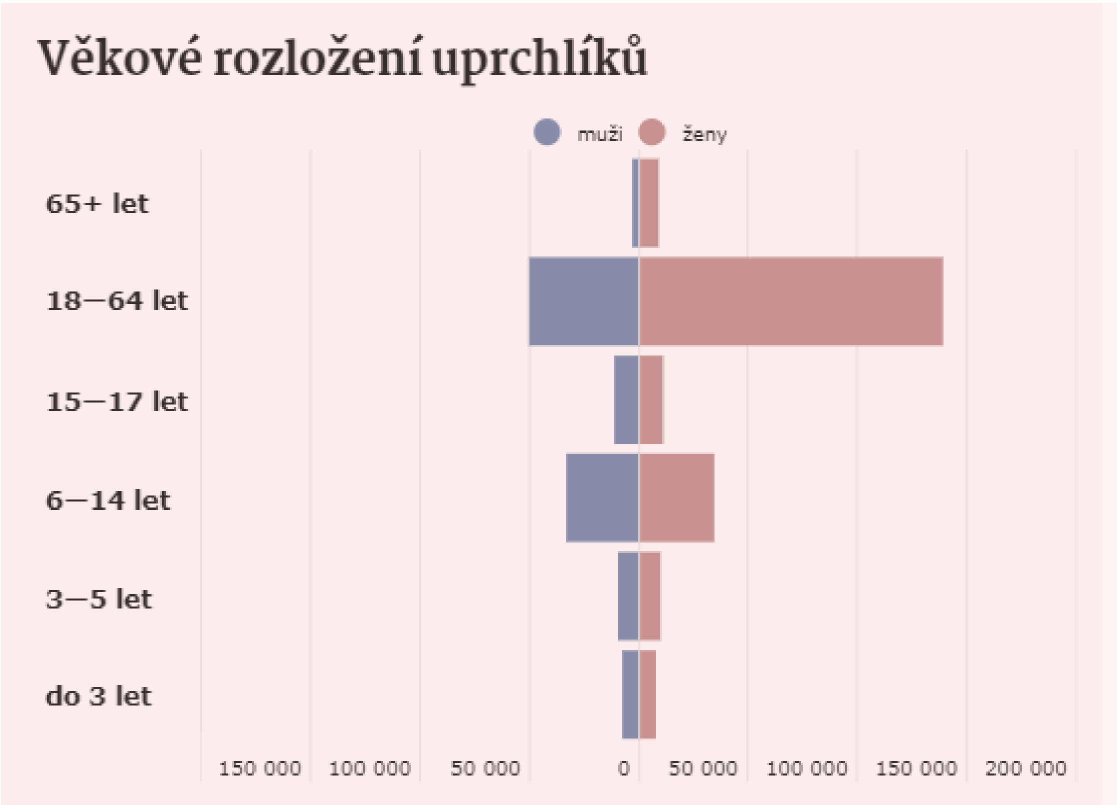
POMOC UPRCHLÍKŮM Z UKRAJINY V ČESKÉ REPUBLICE

Válka Ruska proti Ukrajině se začala na začátku 2014 roku. Na koncí zímy 2022, 24. února se začala vojenská invaze na území státu. Od té doby celý svět pomáhá Ukrajině. Zejména Česká Republika aktivně přispěla k pomocí Ukrajině a její občanům. K 1. květnu stát vydal oficiálně zhruba 322 tis. speciálních víz lidem, většinou jde o děti a ženy, kteří byli zasažení ruskou invazí (cca 53 tis. mužů, 147 tis. žen, 122 tis.) (obr. 1). Skutečný počet ukrajinských uprchlíků pobývajících v Česku je pravděpodobně vyšší. Na cizinecké policii se od začátku války registrovalo téměř 215 tis. ukrajinců [3]. Na základě těch víz ukrajinci mohou pobývt na území ČR až rok, dostat veřejní zdravotní pojištění, vzdělání a mají přístup na trh práce [1].



Obr. 1. Věkové rozložení uprchlíků z Ukrajiny od 24. února. (ministerstvo vnitra) [4].

Pomoc uprchlíkům z Ukrajiny v ČR :

1. Finanční podpora.
2. Materiální pomoc, doprava, tlumočení apod.
3. Psychologická pomoc.
4. Pomoc s integrací.

5. Advokátní nebo právnická pomoc.

6. Pomoc v řešení víza a pobytu v ČR [4].

Od začátku války vlada ČR

Od 21. března cizinec s dočasnou ochranou (vízem), který se zdržuje na území České republiky, jako finanční pomoc, může v měsíci, v němž mu vízum bylo uděleno, čerpat humanitární dávku ve výši 5 000 Kč. Následně uprchlík může získat další dávku.

Pomoc mohou dostat i děti (do 18 let), který samostátně přicestovali nebo děti v doprovodu cizích osob. Podle potřeby bude jim poskytnuta sociálně-právní ochrana, poradenství, psychologická péče, podpora, pomoc při vyhledání příbuzných. Bude zajištěna péče třetích osob, náhradní rodiny apod [5].

Česká Republika pomáhá nejen uprchlíkům, ale i lidem, které ještě do války žili na území ČR. Zejména skoro každá univerzita finančně, psychologický podporuje své studenty, které jsou postižené válkou. Také pomáhá s ubytováním a řešením problem každého studenta individuálně. Hodně vysokých škol zjednodušili podmínky přijímacího řízení a nabízejí stipendia.

Všichni držitelé dočasné ochrany jsou pro účely zaměstnanosti považováni za cizince s povoleným trvalým pobytem a získávají volný přístup na trh práce a mohou vstupovat do evidence uchazečů o zaměstnání. Podnikately v České Republice příspěli k pomocí ukrajinským uprchlíkům a přidali ve svých firmech další volná místa pro občany Ukrajiny, které mají speciální vízům [2].

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THE STATE OF E-COMMERCE IN THE PANDEMIC IN 2021-2022

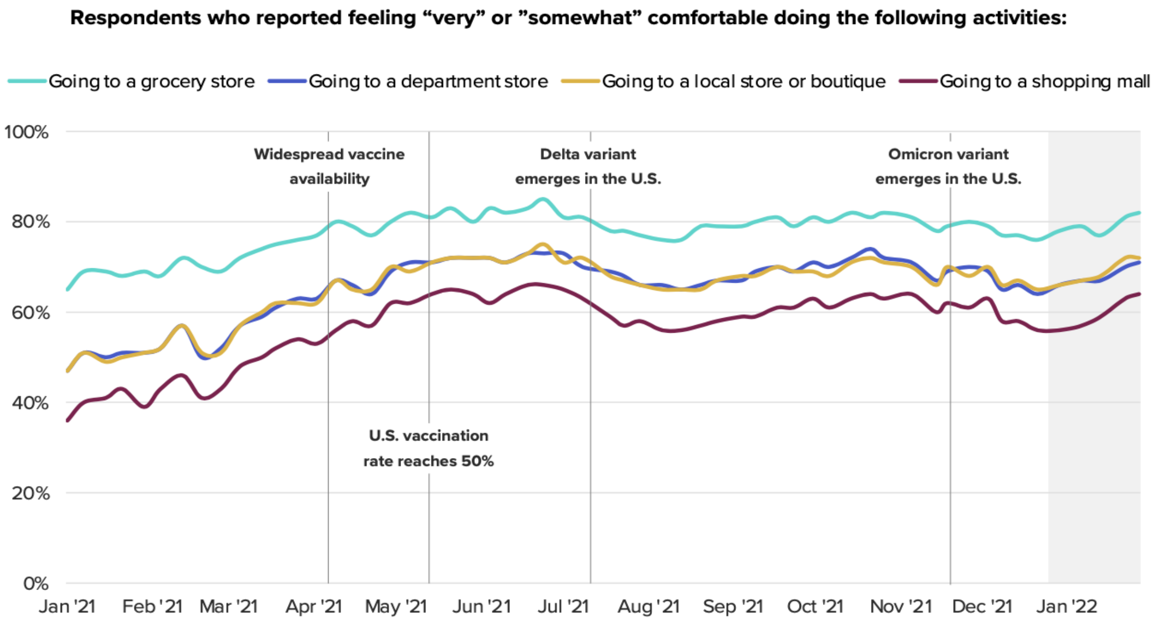
E-commerce is the buying and selling of goods and services over the Internet. Now it is the most popular and most convenient form of purchasing various types of goods and services. It has been particularly successful since the beginning of the COVID-19 crisis in 2020. The expansion of e-commerce to new companies, customers and types of products has accelerated. There has been a massive shift from in-store shopping to online shopping. It has provided customers with access to a wide variety of products from the comfort and safety of their home, and has allowed companies to continue to operate despite restrictions on contacts and other maintenance activities [2].

The main goals are:

1. To analyze the current state of e-commerce during the pandemic.
2. To investigate the main changes affecting the use of e-commerce.

Last year, total sales for U.S. retail were up 19.3% from 2021, despite the dual fourth-quarter headwinds of inflation and supply chain challenges. Increasing dependence on online shopping helped sustain sales, but spending is rebalancing as consumers become more comfortable with in-store shopping and return to service-sector spending. Based on survey interviews with more than 8,000 adults across the U.S., Europe, Mexico, Australia and China, we can see that people prefer to shop groceries and household goods rather personal electronics in stores [3].

After months of stagnation amid the delta and omicron variants, U.S. consumers' comfort with brick-and- mortar shopping is finally approaching the high-water mark reached in summer 2021. Still, shoppers have had two years to embrace new paths to purchase, so the role of digital channels in shopping won't revert to pre-pandemic levels despite the return of casual shopping trips. Regional variability of COVID-19 infection rates and mask mandates means retailers' communications plans should continue to prioritize health and safety. Consumers are less comfortable in shopping malls compared with other store types. Extended time in crowded indoor spaces is unappealing, particularly to those who have had more challenging pandemic experiences [3].



People who are more concerned about the virus — including baby boomers, who generally prefer in-store shopping — are now more likely to shop online. Urban consumers have largely adjusted to pandemic conditions and are getting used to local guidelines. Wealthier individuals tend to be more comfortable given their increased access to preventive measures.

French and Australian shoppers more strongly prefer in-store shopping, which helps explain their heightened level of comfort. Chinese consumers show the strongest preference for shopping online, but stricter lockdowns have also increased their feelings of in-store safety.

In-store shopping is the dominant preference in all countries surveyed except China. Retailers around the world may look to China for a vision of what the future of retail technology holds. However, retail leaders must remember that Chinese consumers are far more advanced when it comes to adoption of personal technology. Widespread reliance on super apps has also helped to accelerate China's e-commerce boom.

Comfort with in-store shopping should continue its slow climb, as consumers are proving resilient against new COVID-19 variants. Leading retailers are increasingly supporting blended shopping journeys by refitting stores to better serve online orders and integrating digital tools into the brick-and-mortar experience. Still, the return to stores will be uneven across demographics and regions. And given that the pandemic is far from over, retailers would be unwise to dismiss health and safety messaging.

Physical stores have several advantages over e-commerce that are difficult to replicate, but retailers are making strides to close that gap. Leading brands use digital channels and location services to push customers to reserve items for in-store pickup to get the best of both worlds.

The continued growth of e-commerce is inevitable, but it will be facilitated by further integrations with brick-and-mortar networks, by which the two channels work together to support product discovery and create a more enjoyable shopping experience. When there aren't stores nearby, e-commerce brands can continue to improve shopping tech such as augmented reality and innovations in fit matching to ensure that customers get the right product on the first try.

E-commerce sites have the advantage of personalizing and prioritizing based on individual shoppers' needs, but it's clear that retailers must do more to support shoppers' pre-purchase research.

In conclusion, in this article, we analyzed the impact of COVID-19 on e-commerce and identified its current state and trends.

The global e-commerce market has undergone revolutionary changes over the past two years. Consumers are accustomed to buying goods from home - this change is largely due to severe blockades and restrictions on movement - and many analysts agree that this change in consumer behavior has pushed the e-commerce industry at least five years ahead. . In addition, this change in buying behavior is likely to be permanent rather than temporary [1].

Consumers who are familiar with the convenience of online shopping are unlikely to fully return to the old shopping behavior, although e-commerce growth is expected to slow as more regular stores reopen and shoppers return to the main streets.

Trends on the demand side, such as violations of brand loyalty and increased interest in ethical shopping, promise to continue to play an important role. However, to what extent this is still unknown, and retailers will have to remain flexible to respond appropriately to these changes.

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THE PROBLEM OF GENDER EQUALITY IN PROFESSIONS RELATED TO ECONOMICS

Women are underrepresented in professions related to economics worldwide. For instance, since 1969, there have been only two female Nobel Prize winners in economics. Since 2013, the share of female economists in the Federal Reserve System remained unchanged, at 24%. For decades, there has been a disproportionately low representation of women in the field of economics. Despite the benefits of gender diversity, many economics departments don't valuate their female economists as much as their male colleagues. Why women are not interesting in economics? Why the amount of men is bigger in this field? Why do people consider economics the job more suitable for men? [2]

First hypothesis is the most basic and the simplest one. Women don't like math. Even in my school, where we had classes with intensive English hours and intensive math, in the math class there always were 10% of girls and 90% of boys. Economics is relatively heavy subject and it has been an excuse for the lack of female representation for many years. But, despite of it, now 56% of PhDs in STEM fields are women, but it isn't the same amount in economics [1].

According to the previous assumption, women are less interested in economics by their nature. The problem, however, is not in women's oddities in terms of their sphere of interest, but how irrelevant economics has become for them (or perhaps has always been) [3].

Most women like to be the first, the best; they try to get high grades and want to be perfect everywhere. That's why they are scared of low grades: it has been argued, too, that women are used to earn money. As at high school, they fear the fact that a good grade might be a B or even a C [3].

Everybody likes to be inspired by somebody. It`s exciting to follow someone`s success, progress and wins. It`s a lack of female examples to follow in economics. It`s hard to find a great story about someone`s path to success and to be motivated and inspired by it. Women seldom want to waste their time for it and it`s easier to find an incentive in another field. Girls were more likely to succeed in math and science if they were taught by female teachers. As economics tends to be math-intensive, an availability of female coaches can help female PhD graduates to work better [5].

Now, in the 21st century a lot of people fight with gender discrimination, but in some areas this type of inequality has left. Gender bias is also present in entry-level textbooks, where more than 90% of men were economists, business officials or policymakers. In contrast, women were shown as housewives or customers. By associating men with high-salary careers, girls are reluctant to be engaged in economics. Society divide jobs by gender and therefore women often are afraid of being convicted. Due to gender stereotypes, women are often adhere higher standards than their male colleagues. According to an American Economic Association survey, nearly 70% of female respondents believed their work to be neglected. Only around half of the male respondents shared this point of view [5].

What is the solution? How can we cancel and change gender discriminations, stereotypes and rules instilled in use from childhood or school years? How to encourage engagement in economics since younger age?

Many schools and universities are already taking measures having started multiple campaigns aimed at making economics more interesting and relevant to enhance this subject' attractiveness. We hope that continuing information-explanatory activities at schools and boosting the profiles of inspirational female economists, the image of economics can be changed to reflect the subject relevance and the range of opportunities available to everyone, regardless of gender.

It is crucial to expand information about economics for women, encourage girls not to be shy and try themselves in this field and diversify their knowledge. Find blogs about women, who are economists and follow their life, openings and success. Discover their experiences, problems and solutions.

Encouraging gender diversity in economic profession is beneficial for both the labor market and the economy. In recent years, several economics departments are finally catching up with imposing gender-neutral policies for improving working arrangements. There may be disagreements on what the right policy to address the issue of gender inequality. But it is still a step in making the labor market more flexible for female economists. This can be addressed more properly by encouraging more women to lead in economics faculties [4].

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THE IMPACT OF GLOBALIZATION ON THE ECONOMY OF UKRAINE

The global economy is quite dynamic and constantly undergoing significant changes. These comprehensive transformations are called globalization. Globalization is an objective law of the society and social relations development. It is a multifaceted process and should therefore be seen as a complex system that includes political, economic, environmental and social components.

The essence of economic globalization is manifested in the significant strengthening of the role of the four Is: individuals, industries, investment and information. Each of these indicators plays an important role in the development of economic globalization. Unsurprisingly, information contributes significantly to the gradation of the global process. The informatization and computerization of social and economic life have a significant impact on the formation of the modern world order.

The main features that determine the essence of globalization of the economy are:

- interpenetration of national economies and consolidation of their interdependence;
- internationalization of the world economy, occurring under the predominant influence of the deepening international division of labor;
- decline in the ability of individual nation-states to form an independent economic policy;
- increase in the scale of exchange and their intensification;
- allocation of a single complex of links and the formation of a new configuration of the world economy;
- standardization of the world economy in terms of values, principles of functioning, which occurs under the influence of trade, labor movement, capital exchange etc. [2].

The essence of economic globalization can be understood as the transformation of economic models, i. e. the transition of society to a new economy based on knowledge and information. Many different international organizations strive to strengthen and consolidate the role of knowledge and information in their activities. Most economists see intelligence as a major resource for economic development. The result of the knowledge development is to increase the level of international competitiveness of the national economy.

Competition, driven by economic knowledge, contributes to many positive effects, including: the creation of new ideas for products and services, improvement of production, knowledge about the efficient functioning of capital markets and technologies.

Globalization causes significant changes in the economic life of states. Before large-scale globalization, the economic map of the world looked the same. But under the influence of globalization, the transformation of the world has led to the loss of competitiveness of some states, and to a significant increase in the influence of other states. For example, at the end of the twentieth century, the system of the bipolar world order (USA and USSR) ceased to exist, which led to a new super-complex transformation phase in the world.

On the one hand, this stage of the world development made it possible to transform capitalism into a new socio-economic system capable of promoting the socialization of economic, political, cultural and other relations. On the other hand, the rapid globalization processes, which are becoming larger and more widespread, are leading to forceful globalization. All this leads us to such a social order, which we call globalism. This system is really becoming a negative alternative to the expected socialized world order. The current stage of transformation is characterized by the global nature of all the problems of world development (both political and economic, environmental and social) [1, p. 100].

Globalization is a complex dynamic socio-economic process in the modern world, characterized by two consequences: global shifts, which act only as positive consequences, and excessive rapprochement of peoples at the economic, political, social and cultural levels, as a negative consequence. Unsurprisingly, globalization has the most significant impact on the state's economy. The economy of Ukraine, like the economies of all countries, has undergone significant changes under the influence of globalization. These changes have both advantages and disadvantages.

Among positive consequences of globalization, the most useful is the introduction of foreign direct investment, which helps the economy of Ukraine to solve all the problems that exist in the country since its inception and increase its own production. The impact of foreign investment has significantly accelerated the development of our economy, which has improved the living standard of Ukrainians. Another positive consequence for businesses is the introduction of foreign goods into our market, such as telephones, household appliances, clothing and more. A large number of foreign goods are of a much higher quality, which will allow them to be used for a longer time. Also, globalization processes allow Ukrainians to travel abroad, receive foreign education, medical services, show their skills and abilities in the international arena, i. e. to participate directly in international relations. Globalization processes make it possible to carry out global regulation of the environmental situation in the world and to suspend certain threats that the state is unable to solve on its own.

It is also worth noting the positive effects of globalization in the cultural sphere:

1. increasing the availability of common cultural values;
2. cultural consolidation;
3. overcoming global cultural contradictions and confrontations.

In other words, citizens of Ukraine can easily watch foreign films, listen to music, read books by foreign writers, use a variety of information about any field of activity.

Positive aspects of globalization allow the actors of international economic relations to improve the economic situation, and on a global scale to achieve well-established international economic relations and improve prosperity in the world as a whole.

However, along with the positive consequences, there are a number of negative ones:

1. growth of the shadow economy;
2. conflict between the requirements of globalization and socio-cultural and economic traditions of our state. For example, the global elite demands that Ukraine freely sell land to foreigners, which is unnatural for a Ukrainian host;
3. oppression of domestic producers, as the vast majority of the population prefers foreign goods, explaining this by lower cost of goods, high quality, capacity and greater filling;
4. significant increase in the level of emigration for various reasons: job search, high wages, good medicine, education, as a result of which Ukraine loses the able-bodied population that could work for the benefit of their homeland;
5. emigration of the intellectual elite.

The Ukrainian economy was not ready for the period of globalization, due to the fact that the heyday of globalization fell on the beginning of the formation of Ukraine as a sovereign state. This affected the period of Ukraine's adaptation to the conditions of globalization and significantly increased it.

Today, Ukraine is experiencing a significant period of crisis, despite its resource potential. In order to consolidate its position in the international economic arena, Ukraine needs to take a number of measures, in particular: to create attractive conditions for foreign investors; to adapt the economic system to the trends of globalism; to stimulate the development of human capital and informatization of production.

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FRANCHISING IN BUSINESS

What is a franchise? Franchising is a type of business that is owned and operated by an individual (franchisee), but that is branded and overseen by a much larger — usually national or multinational — company (the franchiser). Many of the stores and restaurants that you see every day are franchises: Subway, 7-11, The UPS Store, Ace Hardware, Pizza Hut, Hilton Hotels, Molly Maid, and thousands more [1].

When you buy the rights to open this type of business, you're buying the rights to use a proven business model and system, with proven prices, products, and marketing techniques. You're also buying the rights to a brand: You get full access to the company's trademarked materials including logos, slogans, and signage—anything that has to do with the brand [1].

Forms of franchise. There are various forms of franchising. The choice of franchising depends on: the type of economic activity, the stability of the franchiser, its place in the market of goods and services and the characteristics of the local franchisee. There are three main types of franchising: product format, manufacturing and business.

Product franchising is a franchise in the sale of finished goods. In a product franchising, a franchiser is usually a manufacturer that sells a franchisee finished product or semi-finished product. Franchisee provides pre-sales and after-sales service to buyers of franchiser products and refuses to sell competing products. This rule is the essential content of the relationship of the above partners.

The second type of franchising is manufacturing franchising. This type of franchising is most widely represented in the production of soft drinks. Each of the local or regional bottling and packaging plants is the franchisee of the parent company. Coca Cola, Pepsi, and others sell concentrates and other products needed for production to local bottling companies, which then mix the concentrates with other constituent products and bottled or distributed to local dealers. It is clear that the product in New York should not be different from the product in San Francisco.

The third type of franchising is business franchising. In this case, the franchiser sells a license to individuals or other companies to open stores, kiosks or entire groups of stores to sell to customers a set of products and services under the name of franchiser [1].

Why do some companies franchise their businesses? Franchising can be a great way for companies to increase their distribution. Issac Singer created an early form of franchising with the way he sold his Singer Sewing machines, and Henry Ford did it with automobiles. Mostly though, franchising a business offers one huge advantage to companies: they don't have to use all of their own money to grow their business. Instead, they can use Other People's Money (the franchisee's) [1].

Offering franchises allows the founder to reduce some of their own financial risk as they look to expand a business to multiple new locations. The franchisor still has to invest his or her money to create the franchise system—they take quite a risk putting their business concepts together—but they don't have to invest as much of their money in each new location. Therefore, franchising is a great product and service distribution method [1].

How to start a franchise business? At first you need to determine what do you like and whether there is a demand in your area for such goods and services. Next — choose a franchiser. Do a little research on the brand you want to work under: analyze the reputation, financial performance, market experience, number of franchises issued. Also, before contacting franchisers directly, evaluate your capabilities, calculate the budget, make a business plan, check the requirements for the franchisee.

Investing in a franchise or becoming a franchisor can be a great opportunity. But before you select any franchise investment and sign any franchise agreement, understand what the franchise system is offering and get the support of a qualified franchise lawyer [2].

The key stage is negotiating with the franchise owner and concluding a contract. It is necessary to ask in detail about the support package from the franchisor, the form of control over the work of the enterprise, the general vector of the company's movement for the future. Learn how a franchisor develops their own points. If he's just selling a franchise, the business is probably not efficient or the owner just wants to make money on you. Carefully study the terms of the contract:

1. Term and territory: what location you cover and how long you will cooperate;

2. method of communication: in what format you will receive a business book, technological maps, work instructions and other regulations. Also, how you will exchange reporting documentation;

3. responsibilities of the parties: selection of suppliers, pricing, marketing, training of employees — who is responsible for what;

4. the procedure for terminating the contract: who and when can cancel the agreement and whether it is necessary to pay penalties for it.

Popular franchises in Ukraine. In Ukraine, the share of franchise points in the market is about 75-80%. Over the past three years, their number has increased by 12%. For comparison, in the US franchising is 85-95%. The market was explored by Franchise Group in early 2021. Currently, the number of franchisors is still growing.

Among Ukrainian franchises the first place have services (beauty salons, cleaning services, travel agencies, schools, fitness clubs), in second place — catering, and in third place — retail, mainly grocery. The most promising franchises in Ukraine in 2021, edited by AIN.Business: coworking «Creative States», «CSD» medical laboratory, «G.Bar» beauty bar, «Smartass» fitness club, «Сімейна пекарня», «Еко-лавка», dry cleaning and laundry «KIMS», STEM school «Inventor» [3].

The impact of franchising on Russia's war against Ukraine. Russia's cruel war against our country is currently underway. One of the levers of pressure on the aggressor country is the termination of the franchise of hundreds well-known companies in its territory. As there are no domestic substitutes for these companies in Russia, its people suffer from a lack of the things they need. Also, this move has a significant negative impact on the country's economy, which should force it to stop aggression against Ukraine in order to improve its economic situation, as well as encourage Russians to go to rallies, fight against their government to bring back favorite brands and live normally life.

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AGRICULTURAL SECTOR OF UKRAINE AND WAYS OF ITS DEVELOPMENT IN MODERN CONDITIONS

Ukraine is a country with strong agro-industrial potential and huge prospects for agricultural development. It has favorable climatic conditions and quality land resources, the presence of which indicates the possibility of effective development of agricultural production. Ukraine's agricultural potential can be the basis for the formation of a special role of the national economy in the modern system of world economic relations.

The agricultural sector is an important strategic sector of the Ukrainian national economy, which ensures food security and food independence of our country, provides jobs for a significant part of the rural population (23.1 percent of the workforce). It forms 16-17% of gross domestic product. Ukraine is the largest exporter of sunflower oil [1, c.153].

Fertile soil makes it possible to grow a variety of crops. As a major producer of grain, Ukraine is one of the world's six largest exporters, supplying to 80 countries [2].

But the economic opportunities of the agricultural sector of Ukraine are not fully used. The agricultural sector provides about 60% of the consumption fund, ranks second among the sectors of the economy in the commodity structure of exports and remains virtually the only industry that for many years provides a positive foreign trade balance. The main legal document that expresses state support for the agricultural sector today is the Law of Ukraine "On State Support of Agriculture of Ukraine" of 24.06.2004 [3, c.176-177].

Full development of agriculture is possible under the conditions of constant and significant investments, the resource potential of which is rather limited in domestic farmers, and therefore it is important to find opportunities to increase investments in the agricultural sector using financial resources of the national economy. Formation, development and reform of the agricultural sector of the economy was accompanied by establishing market relations, land reform, creating new business organizational structures of various forms of ownership. The realities of today encourage the use of strategic approaches to bring about profound changes in the agricultural sector, which is one of the prerequisites for the success of its socio-economic development.

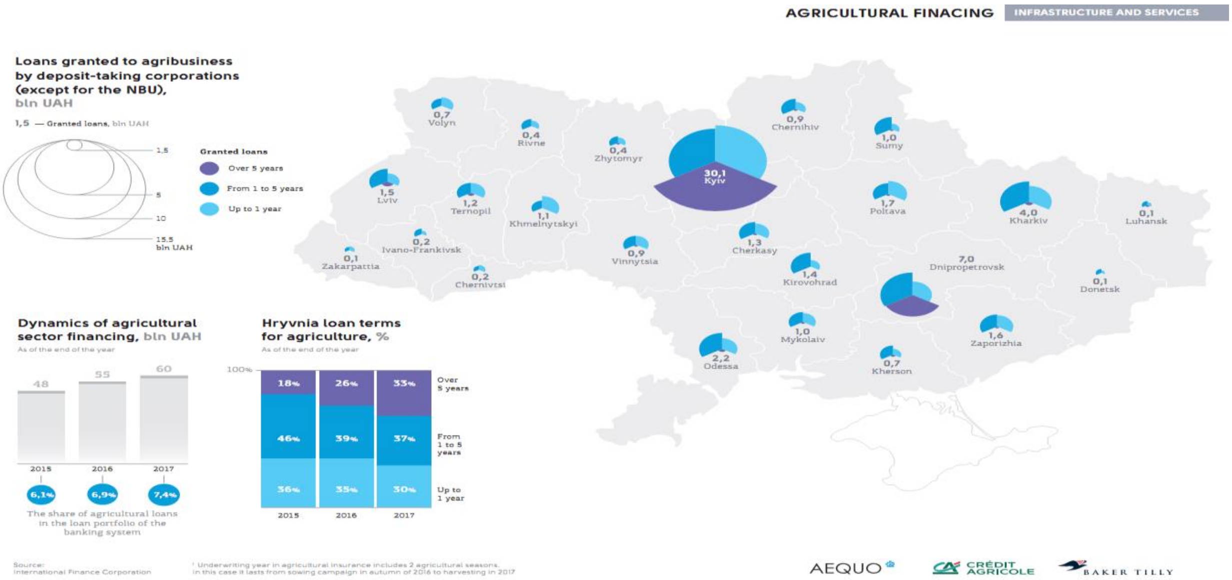
Agrarian reform in Ukraine, which is carried out in the period after gaining state independence, has its own objective investment prerequisites. Thus, IG Kyrylenko believes that the Ukrainian strategy of economic transformation from the very beginning was defined in general terms:

"we have no alternative to the transition to the market." However, this transition can`t happen at one time due to a number of objective circumstances, including the current level of capital intensity of high-tech agricultural production (in the US to create a modern farm requires investment from 5 to 10 thousand dollars per 1 hectare) [1].

Investment activity is a decisive factor in the entire economic policy of the state, on which the state of production, the level of technical equipment of the enterprise, the solution of social and economic problems depends.

The European Fund for South East Europe (EFSE), an investment fund of influence recommended by Finance in Motion, has provided Agroprosperis Bank (AP Bank) with a national currency loan of the equivalent of € 5 million to support local farmers and agricultural producers [4].

Data tables for 2017-2018.



In agriculture, the time factor is of great importance, in particular the timely and high-quality implementation of field work. To obtain a high yield, it is important to perform the entire agronomic complex of work in a short time. This requires full provision of the appropriate set, a set of different agricultural machinery. It must be universal so that it does not stand idle in the off-season.

In today's conditions of military confrontation and economic crisis, the government provides great support to agriculture. Thus, the Verkhovna Rada approved the bill №7178 "On Amendments to Certain Legislative Acts of Ukraine on Creating Conditions for Ensuring Food Security in Martial Law", which automatically extends lease agreements for agricultural land that ended during martial law.

To prevent the negative consequences of changes in the provision of the agricultural sector of the economy with labor resources, in particular, due to mobilization, internal movement of Ukrainian citizens and their departure abroad, etc., it is envisaged to allow agricultural land users to temporarily transfer their land use rights provided with the necessary logistical, financial and labor resources.

As the Minister of Agrarian Policy Roman Leshchenko noted: “The Ministry of Agrarian Policy has taken on additional functions to coordinate the distribution of everything necessary to ensure the 2022 sowing campaign (diesel, seed, fertilizers, pesticides). A special platform has been created for this purpose [5].

Despite the problems inherent in the current stage of development agricultural production, Ukraine must develop production capacity of agriculture, so that in the next few years our agricultural products can enter the world market and compete with the products of other developed countries.

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CREATIVE ACCOUNTING: HOW DO THEY DO IT

Companies are established to make profit. Whether we like it or not, any profit must be taxed. Therefore, each and every company is required to pay these taxes. Exhausted and overdriven, businesses collect as much information about the cash flow as possible to be sure they will not pay any extra coin. Moreover, a serious venture should have a plenty of investors whose greed certainly knows no bounds and who are eager to see satisfying numbers in a final statement. As Dylan Thomas said, "do not go gentle…"

Although there are exist faithful, honest, and sincere organisations, there are also a lot of vile, sneaky, mean enterprises which are used to defrauding the investors and taxing institutes. This kind of companies have their own accountants' subspecies who does actually all the dirty work. Here we come to the term of creative accounting, also known as "window dressing", innovative, and aggressive accounting.

There's an idiom which sounds like "cooking the books" but it is just a slang category for **altering** official accounting records in order to deceive or mislead, while creative accounting refers to imaginative ways to **present** accounts.

Ethical accountants see creative accountants in a bad light because they are trying to give a false impression. However, unlike creative accounting, cooking the books is illegal. These ways deviate from the spirit of accounting laws. However, they are not illegal.

Creative accounting practices follow the country's regulations and laws. However, they deviate from what the makers of those laws intended [1].

A primary benefit of public accounting statements is that they allow investors to compare the financial health of competing companies. However, when firms indulge in creative accounting, they often distort the value of the information that their financials provide.

Creative accountants will always find bizarre and novel ways to tweak figures to a company's advantage. Their goal is to make a firm look as successful and profitable as possible and sometimes they will go about doing this by twisting the truth. If a gray area in accounting is found, it may be exploited, even if it results in misleading investors [2].

Getting caught can ruin a company's reputation overnight. However, some management teams are willing to run that risk, condoning the use of creative accounting because failure to meet short-term expectations of the stock exchange or year-end financial targets can have a hugely adverse impact on share prices.

It is also worth remembering that more attractive figures may lead to higher bonuses for directors, help convince a lender to give a firm a loan and inflate the company's valuation in the event of a sale [2].

Creative accountants exploit loopholes in the rules and regulations. They falsely portray an enhanced image of their company [1].

Their techniques change over time. As accounting standards, rules, and regulations change, creative accountants need to alter their techniques. When regulators reform accounting standards, they aim to stifle particular ways of massaging accounts. Subsequently, creative accountants have to find new ways of doing things. Some changes in accounting standards, however, open up new opportunities for the avid creative accountant. The secret for both accountants and regulators is to try to be one step ahead. In fact, it is a game of cat and mouse [1].

Creative accounting tricks vary in nature and consistently evolve. Here are a few examples of common techniques:

Overestimating revenues: One of the most common techniques used by public companies looking to artificially boost their income is to prematurely recognize revenue. Revenue recognition is an accounting method that enables companies to recognize sales before they deliver a product or perform a service. It is open to exploitation [2].

Invoicing: A company may send its client an invoice before the end of the accounting period but deliver after that period. That first period will subsequently get a boost in sales and profit.

Loaning: The company might lend money to somebody connected to the business. There may be some attempt to hide the transaction from people who read the accounts. One way is to set things up so that the borrower repaid the loan just before the end of the period. Then, a new loan (for the same amount) appears at the beginning of the next period [1].

Masking contingent liabilities: Failure to record potential liabilities that are likely to occur and underestimating how much they are likely to cost can boost net income or shareholders' equity.

Lowering depreciation charges: Companies often spread out the cost of assets, rather than expensing them in one hit. Methods to reduce annual charges on these items can include extending the useful life estimate of the asset or increasing its assumed salvage value.

Delaying expenses: Deferring the recording of current period expenses, such as payments to suppliers and rent, to a subsequent period makes current period earnings look better.

Inventory manipulation: Inventory represents the value of goods that were manufactured but not yet sold. Overstating the value of inventory will lead to an understatement of cost of goods sold, and therefore an artificially higher net income, assuming actual inventory and sales levels remain constant [2].

Reserving: Although not technically wrong, many annual and quarterly reports and presentations dive heavily into theoretical scenarios where one time “charges” to earnings are excluded. What this means is for example, a law suit settlement amount would be taken out of the reported profit in one big chunk, even if it’s paid out little by little over time. This practice is called reserving. Often, when explaining the quarterly results, a CEO might say “Well if we didn’t take this charge for the law suit, we would have made this much money”.

Slush fund accounting: Whereby some earnings from this quarter are hidden away just in case the profit from next quarter is not enough for the management to make their bonuses [3].

Revaluing property: You should include the value of a property in the balance sheet according to its purchase price. However, accountants can legitimately revalue the property so that the amount is greater. In other words, the amount in the balance sheet increases. The accountant can distort the company’s apparent financial health by being ‘over-optimistic’ with the property’s revaluation [1].

Using these and a plenty of other “magic” tricks provokes scandals, especially if they have place in huge well-known corporations and industries. Nevertheless, investors’ skepticism, hesitation, and naturally paranoid approach while reading the reports and statements can prevent you from making a mistake.

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HOW TO PROTECT YOUR BUSINESS FROM EXCHANGE RATE FLUCTUATIONS

Companies engaged in foreign economic activities often face the problem associated with exchange rate fluctuations in the foreign exchange market, which can lead to losses or shortfall in profits. In this regard, it is necessary to include the exchange rate fluctuations in the contract price of the goods, associated with the time lag between delivery and payment for the goods, or work on a 100 percent prepayment. This article will be about how companies with external economic activity can minimize their currency risks.

These situations carry risks for business. In the case of overpricing of goods due to expectations of exchange rate changes, the company risks losing competitiveness in the eyes of the consumer. Whereas in the case of demanding advance payment, it may incur losses if the exchange rate forecast turns out to be incorrect. The most affordable and simple way to manage currency risks and cash flows can be the use of a forward rate when calculating the price of goods, according to which the subject of foreign economic activity will enter into a forward transaction with a bank [2].

Forward operation is a currency operation of purchase or sale of foreign currency at the rate set on the date of the contract, with guaranteed receipt of currency on the agreed date (within 3 to 365 days). In this case the bank buys or sells the whole amount of currency on the day of signing the forward contract, and the client is required to place only the minimum amount of uah cover in the amount of 10-20% of the transaction (depending on the term of the transaction) [1].

Signing of forward contracts provides the client with full protection from exchange rate fluctuations in future periods, as well as an individual rate for each transaction. In addition, the exporter/importer knows the currency sale rate in advance from 3 to 365 days before the date of receipt of currency proceeds or currency purchase.

To understand how this financial instrument works for export transactions, let's take a simple example. A Ukrainian exporter enters into a contract to supply $1 million worth of grain to Poland on February 1, 2021. The delivery term is 20 days. Payment is due upon shipment. The exchange rate of the dollar on the date of contract is 28.45 uah. Since payment will not take place before 20 days, the main risk for the exporter is a decrease in the exchange rate of the dollar to the Ukrainian uah on the date of payment.

Let's consider several scenarios for the exporting company.

Scenario №.1: Do nothing, wait for payment and sell the received currency proceeds in 20 days at the current exchange rate. The history of exchange rate fluctuations shows that the exchange rate usually goes down in the first half of the year, and on February 20, 2021, the value of $1 was already 28.4 UAH, which is by 5 coins less than on the date of signing the contract. The exporter's unearned profit is 50,000 uah.

Scenario №.2: Sign a contract with a bank for a forward transaction for $1 million for 20 days at the rate of currency sales on February 20, 2021, equal to 28.50 UAH/$, which is higher by 0.1 UAH than the date of the transaction, and in monetary terms the company would not only avoid exchange rate losses, but also earn 100 thousand UAH. When concluding a forward transaction for up to 30 days, the coverage for the transaction is 10% of the transaction amount and must be deposited in the bank for 20 days.

Scenario №.3: Independently place funds in the bank instead of placing them to cover the forward transaction, which would lead to earnings of UAH 199719.12 (the initial data - UAH 2.845 million at 13% per annum for 20 days), which would improve the exchange rate situation from UAH 28.44 to UAH 28.49 per dollar on 20.02.2021.

In addition, a forward operation provides the exporter with additional advantages which allow the seller to make his goods cheaper by 0.1 UAH per each $1 of its value, which will increase the attractiveness of the company's offer on the market.

As you can see, for the exporter forward transactions are a financial instrument which allows him to be sure that any exchange rate fluctuations will not affect the transaction in any way. The exporting company will know the exact selling rate of the currency at the agreed date.

Is it possible that the exchange rate will increase and the exporter will earn more on the sale of currency than he would have been offered by the bank on the conclusion of the forward? Yes, it is possible. It is also possible that the rate may remain in the same corridor or decrease. Here the exporter must decide what is more important: to level out the risks and get a guaranteed profit or to rely on the freedom of chance, to take the risks in the hope of a favorable situation on the foreign exchange market [2].

Now let us consider the situation with the purchase of currency with different variants of the exchange rate movement for the importer. So, the company-importer on June 1, 2022 concludes a contract for the delivery of oil from Azeibardzhan with a delivery term of 20 days, for the amount of $1 million. The exchange rate on the date of the contract is 29.5 UAH. The payment for the fuel is made upon shipment. The key risk for the importer is the growth of the dollar exchange rate against the Ukrainian hryvnia on the date of payment.

Scenario №1: Pay the supplier 100% upfront and lose liquidity for 20 days. Of course, liquidity can be restored through a loan. If you pay 29.5 million hryvnias for 20 days, the interest on the loan, assessment of the collateral and notary fees may amount to approximately 400 thousand hryvnias. In this case the final cost of $1 will increase from 29.5 UAH to 29.97 UAH.

Scenario №.2: Enter into an agreement with a bank for a forward transaction and obtain a rate of UAH 29.79/$, and deposit 10% of the transaction amount in a bank account for 20 days as a collateral for the transaction after 20 days. At the same time, when concluding a contract for the delivery of goods, the importer may not lay down a high rate, because he knows the exact rate at which he will buy the currency, which will allow him to form a more attractive offer for his customers against his competitors.

As we have seen, forward contracts for companies engaged in foreign economic activities have obvious advantages. Firstly, they allow you to know the exact purchase/sale rate of the currency on the value date, which leads to the absence of currency risks. Secondly, the client does not have to pay the whole purchase/sale amount at the contracting stage. Thirdly, and perhaps most importantly, they simplify the process of planning the financial indicators of economic activity because they fix the level of profit before the date of settlement of export-import contracts [4].

Obviously, with today's deposit rates in banks after taxes it will not be possible to fully protect against inflation, which will be at the end of 2022. However, the risk of losing funds is minimal, because all deposits up to 200 thousand uah are guaranteed by the state. Moreover, from one day to the next the

Supreme Council of Ukraine plans to pass a law, which will guarantee 100 percent of the deposit during martial law.

With the start of a full-scale war in Ukraine, the Ministry of Finance is offering both citizens and business representatives to buy military bonds - debt securities, the funds from the sale of which are used to support the state budget, namely defense and social spending.

The main advantage of investing is that the government fully guarantees the return of funds, so it is the safest way of financial investment. Another advantage is that you do not have to pay income tax on the income received, unlike a bank deposit, but you will have to pay a 1.5 percent military fee [3].

In turn, military bonds are tax-free, have a higher interest rate than deposits and are always fully guaranteed by the state. That is what makes them, as of today, the most profitable option of investment among all possible ones from the point of view of profitability and risk level. And it is also a help to the state budget, because all attracted funds are spent on defense and social sphere, which brings our victory in the war closer!

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DIE ROLLE VON BIG DATA FÜR DIE WIRTSCHAFT WELTWEIT

Mit fortschreitender Technologie und weiterentwickeltem Business Intelligence ändert sich auch die Definition von Big Data. Die erste Erwähnung des Begriffs "Big Data" fiel vor über zwei Jahrzehnten in der Bibliothek der Assoziation für Computer Maschinerie (ACM). Michael Cox und David Ellsworth schrieben: "Visualisierung stellt eine interessante Herausforderung für Computersysteme dar: Datensätze sind im Allgemeinen ziemlich groß und belasten die Kapazitäten des Hauptspeichers, der lokalen Festplatte und sogar der Remote-Festplatte. Wir nennen es das Big Data-Problem. Wenn Datensätze weder auf die lokale Festplatte noch in den Hauptspeicher (im Core) passen, erwirbt man in der Regel einfach mehr Ressourcen." Mit anderen Worten, zu dieser Zeit lautete die Definition von Big Data im Wesentlichen "Daten, die nicht mehr auf die verfügbare Hardware passen".

Die zunehmende Digitalisierung in den letzten Jahren führt dazu, dass Unternehmen und öffentliche Einrichtungen Unmengen an Daten generieren und speichern. Durch die Digitalisierung entstehen tagtäglich Massen an Daten, aktuell etwa 2.500.000.000.000 (2,5 Billionen) Bytes pro Tag [2]. Mit den immer weiter entwickelten Software-Systemen und einer steigenden Anzahl der weltweiten Internet- und Sozial-Media-Nutzer wird sich dieser Wachstumstrend auch in Zukunft fortsetzen.

Big Data sind große Datenmengen, die von Unternehmen und Privatpersonen tagtäglich produziert werden. Auf Konsumentenebene umfassen diese Daten u.a. Informationen zum Online-, Such-, und Kaufverhalten. Auf Unternehmensebene sind beispielsweise Transport- und Produktionsdaten betroffen.

Big Data bezieht sich auf Datensätze, deren Größe und Form dazu führen, dass sie mit traditionellen und relationalen Datenbanken nicht mehr erfasst, verwaltet und verarbeitet werden können – IBM. Es gibt 3 Merkmale, die die Eigenschaften von Big Data komprimiert zusammenfassen:

- Volume – beschreibt das enorme Datenvolumen bzw. die riesige Datenmenge.
- Velocity (Geschwindigkeit) – beschreibt die Geschwindigkeit, mit der Daten entstehen. Immer mehr Daten werden in immer kürzerer Zeit generiert.
- Variety (Vielfalt) – beschreibt die unterschiedlichen Datenquellen und -formen. Daten können strukturiert oder unstrukturiert sein und z. B. als Audio- oder Videodatei vorliegen [1].

Auf dem Markt gibt es heutzutage eine Riesenzahl von Big Data Technologien, so dass es schwer fällt, den Überblick zu behalten.

Der alleinige Besitz dieser Daten bringt keine unternehmerischen Vorteile mit sich. Hier kommt Big Data Analytics ins Spiel und ermöglicht, große Datenmengen verschiedener Quellen zu analysieren. Mit den gewonnenen Erkenntnissen können Unternehmensprozesse optimiert und Wettbewerbsvorteile erzielt werden. Die abgeleiteten Optimierungsmaßnahmen tragen in den meisten Fällen zu einer Kostensenkung, einem Zeitersparnis sowie einer Produkt- und Dienstleistungsoptimierung bei [3].

Descriptive Analytics ist die mit ca. 80 % am häufigsten genutzte Methode im Bereich von Business Analytics. Diese Methode fasst zusammen, was in der Vergangenheit passiert ist.

Das Potenzial von Big Data Analytics für eine fundierte wirtschaftliche Entscheidungsfindung ist unumstritten. Die unterschiedlichen Branchen setzen Big Data ein, um Wettbewerbsvorteile zu generieren und ihr Geschäft zu stärken.

Die Big Data Analyse wird im Marketing am häufigsten eingesetzt, um eine Kostenreduzierung herbeizuführen. Erreicht werden kann das durch ein maßgeschneidertes Produkt- und Dienstleistungsangebot, verbunden mit individuellen Marketingmaßnahmen. Ausgewertet werden alle bekannten Kundeninformationen (z. B. zu Demographie, Standort, Transaktionen und Interessen). Auf dieser Grundlage können Muster bei Kaufentscheidungen abgeleitet werden.

Diese werden genutzt, um neue Kundensegmente anzulegen und zu targeten. Ein weiterer Nutzen bieten das Cross-Selling auf Basis detaillierter Kundeninformationen. Gleichzeitig können aber auch Kunden identifiziert werden, die unzufrieden sind und gegebenenfalls abwandern könnten. Eine rechtzeitige Reaktion (z. B. durch Rabattaktionen) kann dieser Situation entgegenwirken.

Die Produktentwicklung kann Big Data verwenden, um Kundenbewertungen zu erfassen und auszuwerten. So kann herausgefunden werden, wo die Produktschwächen liegen und welche Trends oder Marktlücken noch unentdeckt bleiben. Mit Hilfe dieser Informationen können neue Produkte entwickelt oder bzw. verbessert werden. Dies wirkt sich direkt auf die Umsatzzahlen aus und gibt zudem Aufschluss über die allgemeine Markenwahrnehmung des Unternehmens.

Zum Schluss kann behauptet werden, dass mit einer fortschreitenden Digitalisierung und der damit verbundenen Menge an gesammelten Daten auch die Bedeutung und Relevanz von Big Data in Zukunft weiter steigen wird. Big Data nutzt den Unternehmen jedoch nur etwas, wenn die Informationen richtig analysiert werden können. Die Möglichkeiten scheinen grenzenlos und Unternehmen können sich einen großen Wettbewerbsvorteil verschaffen, indem sie Märkte, Kunden und ihre Veränderungen richtig einschätzen können und auf diese mit entsprechenden Maßnahmen reagieren.

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ECONOMIC CONSEQUENCES OF THE WAR FOR UKRAINE

February 24 is a day that divided life in Ukraine into before and after. Russia's illegal and unprovoked invasion of our country has displaced millions of people and crippled the lives of all Ukrainians. Despite all this, the fighting and the imposition of martial law have had an unprecedented impact on Ukraine's economy.

As the war is still going on, it is extremely difficult to assess its consequences for the Ukrainian economy, but it is possible to analyze the losses and trace certain changes. Less than a month before the Russian invasion, Ukraine's central bank forecast that the economy would grow by 3.4% this year after the pandemic.However, this did not happen [6].

Currently, the World Bank forecasts a staggering 45.1 percent drop in Ukraine's GDP as the war severely restricts the country's imports and exports, destroys public and private investment, and households spending dry up because of refugees and displacement crisis. The rate of decline is unheard of in modern conflicts [3], [4].

The war means "catastrophic impact on our economy, for the region as a whole," said OleksandrRodnyansky, President Zelensky's economic adviser [6].

The external debt situation is also difficult, as having a high level of debtsbefore the war, Ukraine had to borrow billions of dollars in loans and soft loans from international financial institutions to overcome the crisis, maintain the flow of funds and service its current debts [1].

As for business and financial sector, the consequences are visible:

Since the beginning of the war, electricity consumption has almost doubled. This suggests that most industrial and other companies are not working. According to the Office of the President, 50% of companies have ceased their operations, and the rest are working at their best and still pay salaries to their employees.

According to Minister of Finance Serhiy Marchenko, the war has caused a significant drop in budget revenues, especially customs duties: the government currently receives only 15% of such revenues compared to peacetime.

Economic activity was further paralyzed by the huge number of refugees. More than 2.7 million people have left Ukraine, so the amount of workforce has fallen sharply, making it difficult to preserve the wartime economy.

The country's financial system remains stable. On February 25, the National Bank of Ukraine (NBU) froze the national currency exchange rate at 29.25 (per dollar. Despite the martial law, the bank did not decide to raise the base interest rate, which remains at 10%.

Problems with exports:

Russian aggression has led to the blockade of Ukrainian ports on the Black and Azov Seas, through which almost 70% of exports passed. This means suspending the supply of important goods (mainly coal, oil, petrol and diesel). In addition, Ukraine is a major world exporter of food products (mainly oil and cereals), which are exported mainly by sea. At present, Ukraine is almost completely cut off from world trade.

In the coming weeks, fuel shortages will increase. Only Ukraine provides about 50% of its own needs in gasoline, 15% of diesel fuel and 20% of LPG. About two-thirds of gasoline and diesel imports came from Belarus and Russia; these deliveries are currently stopped. In addition, they cannot be imported by sea. The government doesn't inform for how many days would be enough supplies, whether alternative sources of supply had been found in the EU's neighboring countries, or to what extent such sources would meet the country's needs.

To reduce fuel prices, the Ukrainian government is considering draft amendments to tax legislation which provide abolishing excise duties and reducing the VAT rate from 20 to 7%.

Fuel shortages will create problems during the sowing campaign, which should begin in two or three weeks. Due to the export blockade, some industrial companies and individual farmers no longer haveenough resources to start sowing. To help them, the government has introduced interest compensation on loans for agricultural activities [5].

Investments:

All investments in Ukraine are frozen. The new investments will be related only to the relocation of production facilities of companies (more than 1,500 companies have applied for relocation) from the "hotspots", the construction of housing for internally displaced persons and public investment in infrastructure rehabilitation.

War damage:

On April 8, 2022, the total documented physical damage was estimated at $ 80 billion, according to a consortium of the Institute of the Kyiv School of Economics (analytical department of the Kyiv School of Economics) [2].

The country's economic situation will depend on how the military situation development in the coming weeks, but if the current trend continues, it will be only collapse. So far, the government has been able to pay salaries, pensions and other social benefits. However, a significant declinein trade and the fact that a significant proportion of companies are unable to pay taxes could lead to further economic destabilization and will create social discontent [5].

Therefore, the likely continuation of military actions in the coming weeks will damage the country's economy even more, and the expected crisis will have long-term consequences.

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THE IMPACT OF THE WAR IN UKRAINE ON THE GLOBAL ECONOMY

The global economy has almost overcome the economic downturn of the first waves of the pandemic, reached pre-epidemic levels and began to grow at a faster rate than predicted. But now new conditions have emerged that contribute to new economic crises.

Many studies show that wars cause long-term damage to states and societies, including economic losses. Ukraine, as the hottest hotspot in Europe, is becoming a leading topic of global observation. The events in Ukraine and the position of the US are being watched very closely everywhere.

The International Monetary Fund has stated that Russia's war with Ukraine will have serious economic consequences for the world. If escalated, they could be devastating. Energy and commodity prices, including grain, have already risen. Price shocks will be felt around the world. The biggest losses threaten Ukraine, which is almost completely cut off from world trade: seaports and airports are closed and damaged, many roads and bridges are damaged or destroyed. A Russian invasion of Ukraine could create the biggest supply crisis in modern history in the grain market. Unless Russia is stopped, hunger wars are waiting for the world [1].

Russia and Ukraine are major commodities producers, and disruptions have caused global prices to soar, especially for oil and natural gas. Food costs have jumped, with wheat, for which Ukraine and Russia make up 30 percent of global exports, reaching a record.

How is the war in Ukraine affecting different parts of the world? Let's look at some of them.

In addition to the global secondary effects, countries exposed to direct risks in trade, tourism and finance will experience additional pressures. Countries that depend on oil imports will face increased fiscal and trade deficits as well as higher inflationary pressures, but some exporters, such as those in the Middle East and Africa, may benefit from higher prices.

Europe. Ukraine has already suffered enormous damage. The sanctions imposed on Russia will disrupt financial intermediation and trade. The depreciation of the rouble increases inflation, further lowering living standards. For Europe, energy is the main channel for spreading secondary effects, as Russia is an important source of natural gas imports. Larger disruptions in the supply chain could also have serious consequences. These effects would increase the rate of inflation and slow the economic recovery from the pandemic. Eastern European countries will see a rise in the cost of finance and an influx of refugees. According to the United Nations, they have already received most of the 4.5 million people who fled Ukraine in the last period.

Caucasus and Central Asia. In contrast to Europe, these neighbouring countries will feel the effects of Russia's recession and the sanctions imposed on it more strongly. Through their close ties in trade and payment systems, they will affect trade, money transfers, investment and tourism, negatively impacting economic growth, inflation, external accounts and budget accounts.

North Africa. There are likely to be significant indirect impacts from higher food and energy prices, as well as a tightening global financial environment. For example, Egypt imports around 80 percent of its wheat from Russia and Ukraine. And being a much sought-after tourist destination in both countries, it will also experience reduced tourist spending.

Western Hemisphere. High commodity prices are likely to significantly accelerate inflation in Latin America and the Caribbean, where an annual average of 8 percent has already been observed in the five largest economies: Brazil, Mexico, Chile, Colombia and Peru.

Higher oil prices have negatively affected importing countries in Central America and the Caribbean, while exporters of oil, copper, iron ore, corn, wheat and metals can sell their goods at higher prices and mitigate the impact on economic growth.

The US has few ties with Ukraine and Russia, which mitigates the direct impact, but inflation was at its highest level in forty years before commodity prices jumped because of the war. This means prices could continue to rise when the Federal Reserve starts raising interest rates [2].

Already, Russia's war with Ukraine is a shock not only to the previously mentioned countries, but also to the rest of the world. Everyone is talking about the importance of a global economic safety net.

In the long term, a war could fundamentally alter the global economic and geopolitical order if there is a shift in energy trade, a reshaping of supply chains, a fragmentation of payment systems and a revision of countries' currency reserve structures. Growing geopolitical tensions further increase the risks of greater economic fragmentation, especially in trade and technology.

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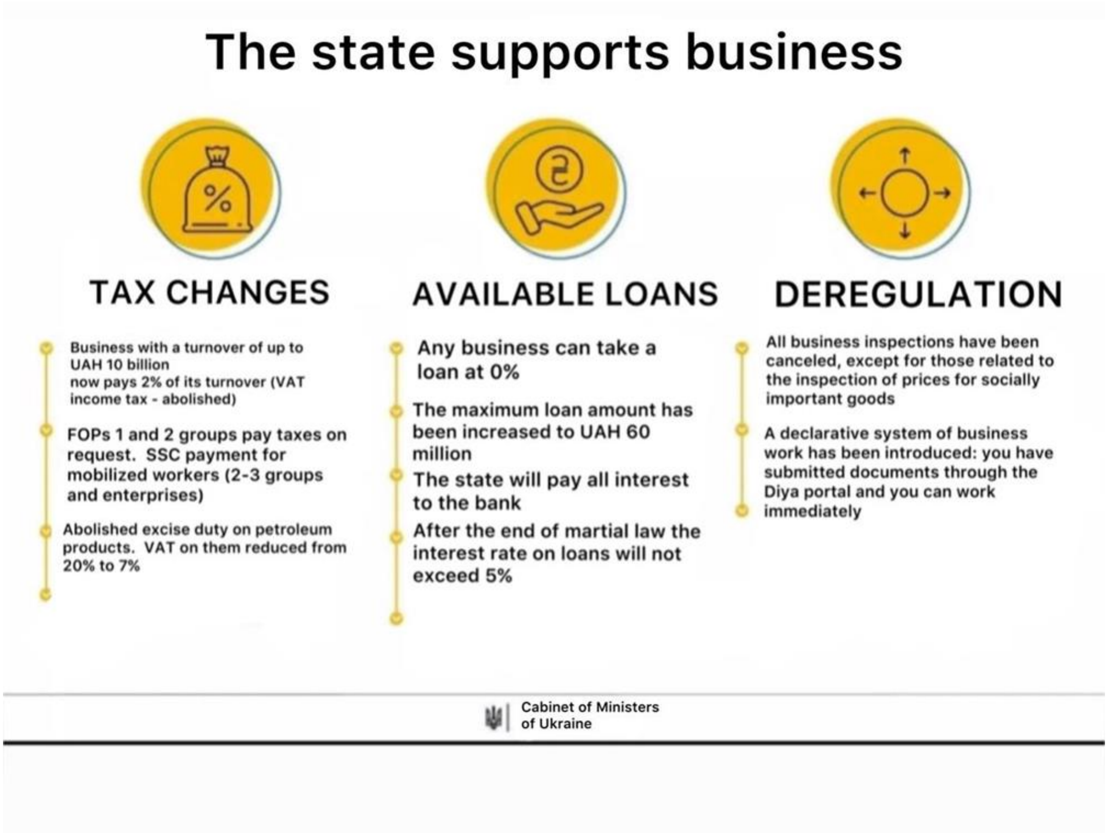
THE ECONOMY DURING THE WAR

Economic resilience is crucial in wartime situations such as the current one. Countries in the midst of a conflict underperform both in terms of output and consumption. Decrease labor and total factor productivity fewer GDP per capita, presumably as a result of the destruction of existing physical and human capital, a lack of investment in new physical and human capital, and lower benefits from both internal and external trade [2]. The industry has been primarily affected by the shutdown of businesses in the war zones. The black metal industry was the most affected. The blockade of Ukrainian seaports has reduced key export positions, including wheat, oil and iron ore. A total of two-thirds of Ukraine's annual merchandise exports are threatened by logistics. Furthermore, production component supply lanes – textiles, fittings, microchips, barriers, production line components, and so on – have been disrupted as a result of logistics cancellations or counterparty positions that do not want to incur risks [1]. This phenomenon isn't widespread, but it is noticeable. The net result is that Ukrainians are losing employment and income. People are currently receiving welfare, but this resource is dwindling. Consequently, the internal consumption necessary for the normal functioning of the economy will also decrease. Add to this the already mentioned decline in exports due to the naval blockade and you get a sharp drop in cumulative consumption. It is impossible to give an exact estimate of this decline now, but it will obviously amount to at least a third of the pre-war level. This decline will translate into a corresponding drop in the country's GDP. On the one hand, war can boost GDP per capita by lowering unemployment and diverting individuals away from nonmarket activities such as family formation to wartime manufacturing [3]. War, on the other hand, can lower GDP per capita by reducing labor and total factor productivity by destroying existing physical and human capital and reducing investment in new physical and human capital, even if it fails to account for the destruction of physical and human capital or the loss of nonmarket activity. [3] War can lower GDP per capita by limiting profits from domestic and international trade. In this case, using a war economy method template is recommended [2]. It calls for coordinated actions/bolstering in the following areas: stability in the macroeconomic environment; keeping purchasing power/internal demand in tact; preserving manufacturing/industry. Above all, external assistance should be used sparingly. In a time of war, the Western world's economic resources can be critical in supporting Ukraine's economy. In this case, it's a good idea to use a template of military economic measures. It entails simultaneous actions/efforts in the following areas: macroeconomic stability, buying power/domestic demand support, and production/industry preservation. First and foremost, you must intelligently employ external assistance. In the midst of the conflict, the Western world's economic resources may provide decisive assistance to Ukraine's economy.

Battles are won by the army, and the war is won by the economy.

Business must function during times of war. Supporting the operations of Ukrainian businesses is a critical job in ensuring our country's economic capacity to face the difficulties of conflict. Even in these extraordinarily tough times,the state is taking reasonable efforts to assist businesses who are experiencing diffic ulties [1].



The fight against an external aggressor is always a fight for the country's political and economic independence. The major problem facing Ukraine currently is to accelerate economic activities. Focus on supporting manufacturing and relocating it to relatively secure areas. Attracting the greatest number of able-bodied persons to work is a critical undertaking. The most effective, according to the experience of nations that have survived military wars, is work based on the public-private partnership approach, which allows businesses to participate in specific initiatives to stabilize the economy and reconstruct infrastructure. Priority is given to businesses that can provide the defensive capabilities required for key infrastructure and food security operations, as well as small-scale production [1]. Small enterprises are more adaptable, respond faster to changing situations, evacuate more quickly, and duplicate supply lines. In times of war, business must work alongside the government to defeat the adversary, and the government provides all of the essential resources.

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ECONOMIC DEVELOPMENT OF UKRAINE DURING COVID-19

In 2020, the development of the Ukrainian economy was shaken by the Covid-19 pandemic. The Ukrainian government has taken unprecedented measures to protect the lives and health of citizens, including closing the state border, abolishing domestic and foreign air and rail services, restricting domestic movement, closure of public and educational institutions at all levels and businesses. Appropriate quarantine measures have become a threat to the stable economic development of the country.

To assess the level of economic development of Ukraine in a pandemic, it is necessary to analyze the dynamics of real GDP, which reflects the value of all goods and services produced by the economy for a certain period (quarter or year). Table 1 analyzes the dynamics of Ukraine's real GDP in 2019-2021.

Table 1

Dynamics of real GDP of Ukraine in 2019–2021 (UAH million)

Year/ quarter	2019	2020	2021	Difference 2019/2020		Difference 2020/2021	
				UAH million	%	UAH million	
I quarter	766150	821210	887884	+55060	+7,18	+66674	+8,11
II quarter	875733	842935	987871	-32798	-3,75	+144936	+17,19
III quarter	1050095	1095567	1243962	+45472	+4,33	+148395	+13,54

IV quarter	983750	1058744	1243865	+74994	+7,62	+185121	+17,48
For the year	3675728	3818456	4363582	+142728	+3,88	+545126	+14,27

Source: calculated and systematized by the author for [2]

In April-June 2020, Ukraine's real GDP decreased by 3.75% compared to the second quarter of 2019. During 2020, real GDP fell by 3.36% in the fourth quarter compared to the third quarter. In general, in 2020 real GDP grew by 3.88% compared to 2019, in 2021 by 14.27% compared to 2020.

In the conditions of the pandemic, the sphere of services suffered significant losses, namely passenger transportation, the activity of food establishments, hotels and restaurants. These are mostly small and medium-sized businesses, which have been subject to a number of prohibitions and quarantine restrictions. Industries focused on the domestic market and those that were able to quickly adapt their activities to new conditions using digital technologies in the conditions of distancing suffered significantly less losses. Examples are pharmaceutical manufacturing (up 3% in 2020) and chemical manufacturing (5.1% respectively), food industry (down only 0.8%), IT sector, finance and healthcare [1].

In general, quarantine restrictions have become a threat to the sustainable development of the business environment and the livelihoods of the household sector. Growing uncertainty about the consequences of the pandemic for the economy has forced the Ukrainian government to implement measures to support the population and business.

In particular, to support business, the government imposed a moratorium on tax audits, fines and penalties for late payment of certain taxes. At the time of quarantine, land tax and rent for state and communal land were not accrued. Entrepreneurs who could not use the leased property during the quarantine period were exempted from paying the rent. To support insured persons and business entities, the state provided a one-time financial assistance in the amount of UAH 8000 to employees and entrepreneurs who lost part of their earnings due to the introduction of quarantine restrictions. To maintain the solvency of economic entities, the program "Affordable loans at 5-7-9%" was launched, which consisted in the fact that the entrepreneur can apply to the bank and get a loan at market interest rates, but part of the bank's interest rate will be reimbursed by the state [4].

To support the poor, the government provided a one-time cash benefit of UAH 1000 to pensioners (whose pension payment is less than UAH 5000) and citizens who receive state social assistance due to disability and age instead of pension. For pensioners over 80 years of age in 2020 there was a supplement to pensions in the amount of UAH 500, from October 1, 2021 for pensioners aged 75 to 80 years in the amount of UAH 400. At the time of quarantine, there were no penalties for consumer loans. Similarly, for the duration of the quarantine and for 30 days after its abolition, it was prohibited to impose a fine or penalty for late payment of utilities. Citizens who lost their jobs and became unemployed because of quarantine the order of getting subsidies was simplified. Medical workers who were directly involved in the fight against coronavirus infection were assigned a surcharge of 300% to the statutory benefits [3].

Thus, based on the results of the study, it can be concluded that due to the Covid-19 epidemic, the growth of Ukraine's real GDP has slowed down significantly. As a result of quarantine restrictions, Ukrainian businesses have reduced business activity and part of the population has lost a stable income. To save the economy, the government implemented support measures, primarily for small and micro businesses, and helped the most vulnerable. The content and scope of support measures were based on the financial capabilities of the state.

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IMPACTS OF THE WAR IN UKRAINE ON E-COMMERCE

Military operations on the territory of Ukraine, initiated by the Russian Federation, from the very first days began to influence the world economy as a whole. Both governments and politicians of the leading countries make a huge contribution to the reduction of Russia's aggression by adopting various sanctions. Therefore, we are witnessing that dramatic changes are occurring to trade and e-commerce transforming the vector of their development [6], [7], [8].

The war significantly impacted e-commerce in many ways. It is known that e-commerce (electronic commerce) is the activity of electronically buying or selling products on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Demand for e-commerce has grown tenfold during the COVID-2019 pandemic, making it quite easy for the global community to adjust in real-time but the war still caused long-term consequences, primarily in the supply chains. This is due to such factors as the closure of airspace over Ukraine, as well as the side-impact of sanctions on the Russian Federation [2].

A very important factor was also the world support for Ukraine. Hundreds of companies around the world began, even at a loss to themselves, to terminate contracts with enterprises in the Russian Federation. For example, Amazon, which previously had no ties with Ukraine, came out in support and announced humanitarian assistance. The eBay company acted in a similar way, which exited the Russian market, suspended its activities in Ukraine, but announced financial protection for the affected sellers. According to Signified Ecommerce Pulse, the demand for goods of Ukrainian origin or with Ukrainian symbols increased by 338%. This is due to the desire of the world community to support Ukrainians by providing proceeds from the sale of these goods to various volunteer fundraising centers [4].

Touching upon the topic of financial support, payment systems play a significant role in e-commerce. Paypal is a prime example [5]. This is an American multinational financial technology company operating an online payments system in the majority of countries that support online money transfers, and serves as an electronic alternative to traditional paper methods such as checks and money orders. In addition to suspending all activities in Russia, in mid-March, the company also provided an opportunity for Ukrainians not only to send money but also to receive it. The PayPal Giving Fund was also created, which provides its work without any deductions and commissions [2], [3].

In the current situation, the experts recommend to grasp every opportunity. In this regard, the Ministry and the Digital Transformation Committee of Ukraine, together with the blockchain community, also decided to help and announced the creation of an NFT-museum, which will record all wartime events. A non-fungible token (NFT) is a non-interchangeable unit of data stored on a blockchain, a form of digital ledger, that can be sold and traded. In addition to preserving memory, this museum will also help to sanctify the community with truthful information and help raise funds: The cost of each NFT is 0.15 ETH. All collected funds for the first sale of the NFT-token go to the ETH wallet for the Ministry and the Digital Transformation Committee of Ukraine, except for the amount of the network commission. The subsequent resale of each token assumes that 90% of the funds will go to the owner-seller of the NFT, and 10% will go back to the wallet of the Ministry and the Digital Transformation Committee of Ukraine [1].

The above implies that though the forecasted consequences of the Russia's military aggression for the e-commerce might seem pessimistic, it is still the least effected business with strong ability to survive.

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PROBLEMS OF UKRAINE'S PARTICIPATION IN THE SYSTEM OF WORLD AND NATIONAL CAPITAL MARKET

The capital market is one of the most important mechanisms to ensure the competitiveness of the national economy as the distribution of financial resources in this market is carried out on a competitive basis, which allows investment to flow directly into the most attractive parts of the economy, thus contributing to economic growth.

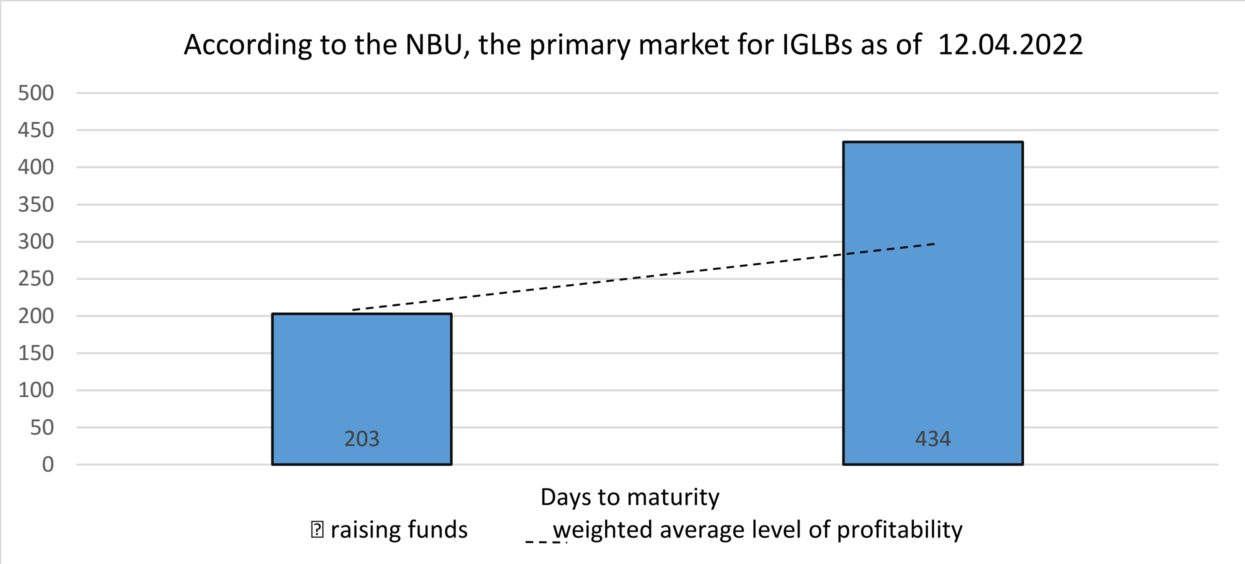
According to the development of the capital market, Ukraine ranks 120th among 125 countries. In Ukraine, the financial sector accounts for about 7% of GDP, which corresponds to the European average. Compared to the markets of developed countries, the domestic financial market has some disadvantages that need to be overcome, namely:

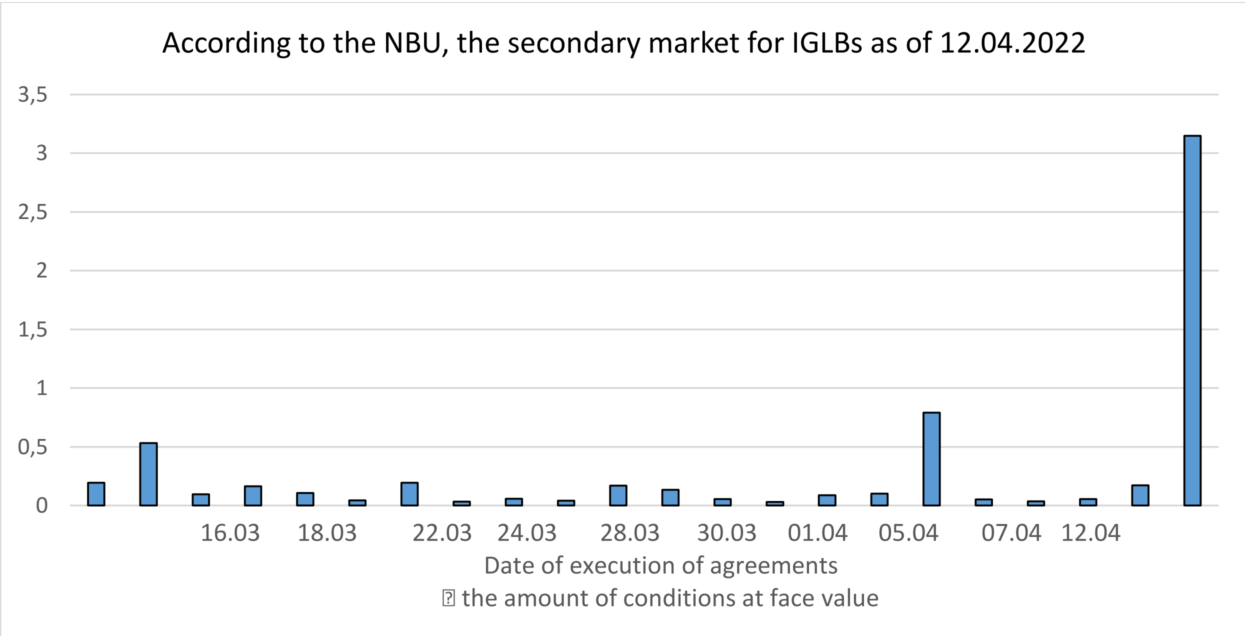
1. Ineffective investment policy (long process of "eating away" fixed assets and unwillingness of many businesses to work in the legal sector).
2. Imperfection of the legal and regulatory framework for the investment sphere.
3. Low efficiency of management.
4. Corruption.
5. Lack of developed investment market infrastructure.
6. Lack of a system for protecting the deposits of individuals in CII.
7. High level of public distrust in the financial and credit system caused by financial decline during the years of Ukraine's independence.
8. Lack of sufficient modern high-yield financial instruments.
9. The rights of foreign investors are insufficiently protected [2].

In 2020, the coronavirus pandemic was predicted to cause a major recession that would be more fierce than the 2008-2009 financial crisis. However, in early 2021, it became clear that the epidemic did not harm the capital market, but rather increased the number of investors.

According to a survey conducted by the Ukrainian Institute of CFA Society Ukraine, Ukrainian finance and investment experts in 2020 did not experience a decline in consumer confidence compared to 2019 (41% of respondents). At the same time, 64% of respondents believe that trust in financiers depends on the welfare of the country, and during the economic crisis, the level of trust decreased. However, it was the corona crisis that did not affect trust, according to 55% of respondents [1].

Demand for investment in Ukraine today is growing, special attention should be paid to the investment of retail investors in IGLBs [3]:





Prospects for the development of financial investment in Ukraine in 2021 can be obtained through a more developed financial infrastructure, so in our country there is investment in the creation of a central depository, clearing and exchange systems.

In order to make Ukraine a more attractive country for financial investment and in the world capital market system, the following measures should be taken:

1. Introduce and improve new financial instruments in the stock market.
2. Protect the rights and interests of investors through relevant regulations.
3. Ensure the reliability of data for investors and openness of information to financial market participants.
4. Concentrate securities trading on the organized market and ensure its transparency.
5. Create a favorable investment climate.

6. Ensure high-quality state regulation of the investment sphere.

In conclusion it should be noted that the prospects for the development of financial investment in Ukraine will achieve the greatest development by solving the following three tasks: ensuring the stability of the financial investment market; information transparency of the investment market; introduction of a mechanism to protect the interests of investors.

Therefore, if the domestic financial investment market wants to serve as an instrument of investment capital flow, it must have the basic characteristics of the market, to become larger, more liquid and massive. This will make the investment management of investment entities an important part of their investment activities, as investing in financial assets is an effective tool for any entity to reorganize its assets.

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ECONOMIC SITUATION OF UKRAINE DURING THE WAR

Economic development is not just about money and the general welfare of citizens. Of course, a qualitative improvement in living standards is the ultimate goal of change, but the path to achieving this goal is complex and the methods are not so obvious. The main tasks of the government to achieve economic development are to create a favorable environment for development and business in Ukraine; to ensure deep reform of the energy sector by creating conditions for Ukraine's energy independence; to get rid of unprofitable state enterprises, ensure effective management of strategically important assets, make transport services in Ukraine qualitative and affordable, and modern infrastructure integrated into international transport networks. All this will open up new opportunities for the citizens of Ukraine and ultimately have a positive impact on the quality of life of every citizen of the country [3].

The World Bank has calculated how Ukraine's economy would collapse during the war. Much of Ukraine's workforce has been forced to flee or fight. Businesses have closed, roads, factories and other infrastructure have been destroyed, and the World Bank says many years of progress have been wiped out. The World Bank notes that the war has made economic activity in large parts of Ukraine impossible, and has disrupted agricultural crops and harvesting. The relevant ministry said that Ukraine's economy shrank by 16 per cent in the first quarter of this year alone. The sectors most affected are those where distance working is not possible, including aviation, shipping and services, where businesses work directly with consumers. The finance minister pointed out that 30-50% of the country's economy is not working because of the war. The Ministry of Economy predicts that Ukraine's overall annual GDP drop could reach 40% [2].

Among Ukrainians who worked before the war, 53% are unemployed today. Only 2% have found a new job. According to the survey, only 18% of citizens have not changed their economic situation as a result of the war. As for savings, 40% of those surveyed believe that their savings will only last a month [1].

The conclusion is that the Russian invasion is dealing a severe blow to Ukraine's economy and causing huge damage to its infrastructure. Ukraine urgently needs huge financial support as it struggles to maintain its economy. Sociologists tell us that the COVID-19 pandemic has taught Ukrainians to save money and the percentage of those who have increased their material security has risen during the crisis [1; 2].

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INFLATION COMPONENT IN THE ACTIVITIES OF BANKS

In modern conditions, inflation has become a constant factor in economic life and is one of the most acute problems of modern economic development in many countries. The experience of developed countries shows that moderate and relatively stable inflation, which can be predicted and taken into account, does not create major problems in the economy. It can even stimulate a revival of production and employment. However, despite the possible supposedly "positive" role of inflation, getting out of control of its uncontrolled growth contributes to the development of negative socio-economic consequences: consolidation of stagnation, reduced economic activity, rising unemployment and more. Recent studies show that inflation of more than 10-20% per year slows down rather than accelerates economic growth. In almost all countries that have had a centrally planned economy in the past, positive economic growth has only recently been regained after inflation has stabilized at relatively low levels.

Therefore, a necessary condition for maintaining sustainable and balanced economic development is to ensure low and stable inflation rates [2, p. 46-47].

The problem of inflation regulation occupies a leading place in the theory and practice of implementing the strategy of domestic monetary policy, as inflation and its social consequences play a significant role in assessing the country's economy. Of particular note are issues related to the study of the inflation component in the activities of banks. The urgency of this issue is exacerbated by the fact that with the transition to the monetary regime of inflation targeting, the problem area of research remains to determine the structural components of the indicator that will form the basis of this regime. The essence of the main indicators and criteria for assessing the inflation potential, as well as the root causes of the formation of the inflation component in the activities of banks under the influence of monetary factors remain insufficiently studied. This situation is manifested in the use of inefficient, economically unjustified methods and tools of anti-inflationary policy. The problem of finding approaches to assessing the impact of monetary factors on the inflation component in the activities of banks is relevant for both economics and government regulators, including regulators of the banking system.

Thus, the development of theory, substantiation of methods and instruments of monetary policy, development of methodological approaches to the formation of a system for assessing the impact of monetary factors on the inflation component in banks, as well as leveling its negative impact on the development and stability of banks - important tasks of determining promising areas of monetary policy, an effective system of anti-inflationary regulation and the practice of control over the money supply [3, p. 76-77].

Thus, according to the National Bank of Ukraine in 2021, consumer inflation was 10%. Inflation will slow to 7.7% this year, but its return to the National Bank's 5% target is expected by the end of 2023. Inflation will be fueled by sustained domestic consumer demand. Instead, the gradual slowdown in inflation will be facilitated by the strengthening of the NBU's monetary policy. Already in January, the NBU raised the discount rate to 10% and announced further plans to strengthen monetary policy. Thus, in the first half of 2022 there will be a transition to tough monetary conditions. According to the current forecast of the NBU, the cycle of reducing the discount rate will begin no earlier than the end of 2022.

In general, global inflation is the result of a sharp recovery in demand (given the large-scale fiscal and monetary stimulus) and its reorientation to certain groups of goods and services against the background of slow recovery of supply due to disruptions in production and supply chains. As a result, energy resources, raw materials and certain production components became more expensive [1, p. 1].

The purpose of the state anti-inflation policy is to establish control over inflation and achieve acceptable growth rates for the national economy.

The central bank manages the monetary system with the help of the central bank's staff and performs the functions assigned to it by law. Representing the interests of the state, the central bank is also relatively independent of another state body - the government. The functions of the central bank to maintain the stability of the national unit are a key task of the central bank of each country and a major component of economic transformation and macroeconomic development.

According to Art. 99 of the Constitution of Ukraine ensuring the stability of the currency is the main function of the central bank of the state - the National Bank of Ukraine [4, p. 86].

Performing its main function, the National Bank in the implementation of monetary policy focuses on keeping inflation at a relatively low level.

Thus, the system of assessing the impact of monetary factors on the inflation component in the activities of banks is a stable and purposeful set of interrelated actions to identify the nature, intensity and extent of this impact using an integrated approach.

So, we can conclude that the main measures to curb the effects of inflation in all types of banking operations should be carried out at the macroeconomic level in terms of implementing the basic principles of monetary policy in areas such as control over issuance, regulation of active banking through economic methods of influence, control over the state of banks' own funds, improving the system of guaranteeing deposits and obligations to creditors.

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THE IMPACT OF FINANCIAL INVESTMENTS ON THE ECONOMIC DEVELOPMENT OF THE COUNTRY

Investment policy is one of the most important components of economic policy and security of the state. Due to the expansion of investment, the economic situation in the country is changing, stimulating its economic development, which affects the state of individual sectors, industries, as well as the country's place in the world.

Investments affect the deepest foundations of economic activity, determine the process of economic growth in general. In modern conditions, they are the most important means of ensuring the conditions for overcoming the economic crisis, structural changes in the national economy, increasing technical progress, improving the quality of economic activity at the micro and macro levels. [5, art. 65].

According to scientists, it is due to investment, infusion into the national economy, it is possible to increase production. Thus, the development of the national economy and investment activities are in dialectical unity.

The relevance of this topic is explained by the fact that in the development of the economy of any state plays an important role investment policy and attract foreign capital, which in turn contribute to greater efficiency of the national economy.

My task is to analyze exactly how investments affect the country's economy, identify the main areas of investment, and describe the main factors influencing investment on Ukraine's economy.

The economic crisis caused by the Crown Virus epidemic, which became the main reason for the reduction of investment in the national economy by foreign investors, dealt a significant blow to Ukraine's position in the international ranking. But it should be noted that there are other factors that have worsened the investment climate in Ukraine, such as:

- unstable political situation and lack of public consensus on increasing the quality and depth of reforms;
- narrow domestic market, low effective demand of enterprises and the population;
- low profitability of most enterprises in all spheres of economic activity.
- imperfect corporate and investment legislation, unsatisfactory protection of the rights of small shareholders;

- excessive tax pressure on the legal economy while "shadowing" almost half of national production;
- distorted money circulation, payment crisis, dominance of low-liquidity monetary surrogates;
- high level of corruption and organized crime;
- low business culture and unwillingness to implement modern business technologies;

Increasing the volume of foreign investment for many years is the main direction of Ukraine's economy. Characterizing the current state of investment in Ukraine, we first pay attention to the indicators that characterize it. The most important indicators are: the volume of foreign direct investment and the use of capital investment over a period of time.

As of 2021, the largest volumes of foreign direct investment were directed to enterprises and organizations (75%), and they were made in the form of capital investment. However, it should be noted that this is not a surprise, as foreign investors find more attractive activities with a higher level of profitability. [1, art. 118].

According to scientists, it is due to investment, infusion into the national economy, it is possible to increase production [2, art. 248]. But this is not the only area of their influence, no less important is that:

- Foreign direct investment indicates a "long-term interest" of a foreign investor in the activities of the enterprise, which involves owning at least 10% of the share capital.
- Investments can promote the development of the enterprise by providing access to foreign capital and, consequently, overcoming the problem of low levels of domestic savings.
- Foreign investors can bring with them management know-how, technology and networks of suppliers and buyers, and thus increase the productivity and profitability of enterprises.

As we can see, the promotion of investment in the country will contribute to economic growth, increase the welfare of the population, which, in turn, is directly related to ensuring the optimal ratio between accumulation and consumption. Thus, economic openness benefits both Ukraine and its people.

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KÜNSTLICHE INTELLIGENZ IST DIE ZUKUNFT DES BANKWESENS

FinTechs, Einschränkungen durch Legacy-Systeme und konventionelle Geschäftsmodelle: Traditionelle Banken müssen sich neuen Herausforderungen stellen. Der Einsatz von KI-Technologien schafft Abhilfe. Machine Learning, Deep Learning oder Algorithmen für die Weiterverarbeitung von Big Data bringen Vorteile für die Finanzbranche. So verbessern beispielsweise intelligente digitale Assistenten den Service, Datenmodelle automatisieren Kreditentscheidungen und Betrug lässt sich durch Muster-, Gesichts- und Spracherkennung aufdecken.

Künstliche Intelligenz eröffnet Banken vielfältige neue Möglichkeiten. Die Finanzbranche landet, was den Reifegrad von Künstlicher Intelligenz angeht, auf dem Relegationsplatz. Datenschutz oder Jobverlust sind drängende Themen. Die vielen Vorteile der Technologie lassen sich allerdings vom Front bis zum Back Office beobachten und weisen den Weg in die Zukunft.

Banken legen derzeit den Grundstein für die Digitalisierung und erwarten, dass neue Technologien wie IoT, biometrische Authentifizierung oder Blockchain die Branche innerhalb der nächsten fünf Jahre erheblich geprägt werden. Zu diesem Ergebnis kommt VMware in einer aktuellen Studie [1]. 78 Prozent der Befragten sind der Ansicht, dass auf künstlicher Intelligenz beruhendes, sprachbasiertes Banking das Privatkundengeschäft verändern wird. Technologien werden die Transformation der Banken massiv vorantreiben. Für Finanzinstitute stellt sich aus diesem Grund nicht mehr die Frage, ob sie in Technologien investieren, sondern wie schnell sie investieren können.

Über die Hälfte (56 Prozent) der Befragten aus dem Finanzsektor setzt KI bereits seit einem bis drei Jahren ein. Ganz generell investieren Unternehmen aus der Finanzbranche laut Studie überdurchschnittlich viel (14,6 Millionen US-Dollar im Vergleich zu 6,7 Millionen in den anderen Branchen) in die Technologien. Schneidet das Marktsegment allerdings am drittschlechtesten aller befragten Sektoren ab; wird die Entwicklung vor allem wegen der Zurückhaltung der Banken aufgrund von Themen wie Datenschutz oder Informationssicherheit gebremst.

Mehr als die Hälfte der Banken erwarten, dass in den kommenden fünf Jahren folgende Technologien im täglichen Bankgeschäft eingesetzt werden: mobile Applikationen, APIs/Open Banking, Künstliche Intelligenz (KI), Augmented Reality, biometrische Authentifizierung und Blockchain. 78 Prozent der Befragten sind der Ansicht, dass auf künstlicher Intelligenz beruhendes, sprachbasiertes Banking das Privatkundengeschäft transformieren wird; etwa ein Drittel geht davon aus, dass dies ebenfalls für das Geschäftskundengeschäft gelten wird. 67 Prozent der Banken setzen derzeit die Blockchain-Technologie ein.

Die Integration der neuen Technologien in die bestehenden Plattformen und das Upgrade von herkömmlichen Systemen zählen zu den größten Herausforderungen aller Banken. 46 Prozent der Befragten gaben an, dass die veraltete Infrastruktur die Markteinführung neuer Produkte behindert. Ein weiterer wichtiger Faktor ist die Sorge vor dem Jobverlust: Einer von vier Befragten in der Finanzbranche geht davon aus, dass durch die Automatisierung und KI viele Positionen bald überflüssig werden. Viele eintönige Arbeiten werden durch KI-gesteuerte Maschinen übernommen und befreien Arbeitskräfte von zeitfressenden Aufgaben. Mitarbeiter erhalten so mehr Zeit, ihre Kreativität auszuleben und neue Ideen zu entwickeln und können intensiver auf Wünsche ihrer Kunden eingehen. Angestellte sind in der Lage, bessere Produkte und Leistungen zu entwickeln, neue Modelle für die Kreditwürdigkeit festzulegen, sowie Risiken zu managen. Kurz: Menschliche Fähigkeiten werden durch neue Technologien ausgeweitet und sogar verbessert – wie die Geschichte in früheren technischen Revolutionen gezeigt hat. Der Erfolg bei der Einführung von KI-Technologien hängt daher auch maßgeblich davon ab, dass Mitarbeiter die Technologie als Chance sehen, mit den immer weiterwachsenden Anforderungen durch Kunden, die Konkurrenz und Regulatoren, zurecht zu kommen.

Doch KI verbessert gleichzeitig auch das Kundenerlebnis. Einige Beispiele: Technologien sind deutlich erfolgreicher und akkurater bei der Gesichtserkennung als Menschen. Intelligente Software versendet Antworten auf Kunden-E-Mails schneller und effizienter als ein menschlicher Mitarbeiter. KI verbessert den Kundenkontakt durch Agilität, Präzision und Kundennähe.

In vielen Banken werden die unterschiedlichen Technologien bereits erfolgreich genutzt. So setzt die australische Westpac auf visuelle Erkennung [2, c.3]. Die Kunden der Bank können beispielsweise neue Karten über ihre Smartphone-Kameras aktivieren. Santander wiederum führte vor kurzem als erste Bank in Großbritannien die Möglichkeit für Zahlungen via Sprachaktivierung ein [3]. First Direct und Barclays andererseits nutzen schon seit einiger Zeit Stimmerkennung, um ihre Telefon-Banking-Kunden zu authentifizieren.

Aber auch im persönlichen Kundenkontakt wird KI bereits eingesetzt. In Japan arbeiten bereits zwei Banken erfolgreich mit Robotern: „Pepper“ unterhält Kunden der Mizuho Bank mit Spielen und einem Multimedia-Angebot und gibt Produktinformationen auf Nachfrage [4]. „Nao“, der andere Roboter, begrüßt Kunden in den Filialen der Mitsubishi UFJ und erkundigt sich nach deren Wünschen. Mitarbeiter der Banken können sich so auf den Kundenservice konzentrieren.

Allerdings geht es bei der Einführung von KI im Bankwesen nicht nur um das Front Office. Auch für die Middle- und Back Offices bringt die Technologie Vorteile. Im Kreditrisikomanagement beispielsweise setzen Banken mittlerweile intelligente Algorithmen ein, die von Machine Learning und Prescriptive Analytics erstellt wurden. Sie helfen den Finanzinstituten zum Beispiel dabei, Tilgungshistorien zu interpretieren. Der Aidyia Hedgefonds basiert rein auf KI und alle Handelsgeschäfte laufen ohne menschliche Unterstützung ab [5].

Zum Schluss soll hervorgehoben werden, dass Künstliche Intelligenz nicht mehr aufzuhalten ist. In weniger als einem Jahrzehnt wird die Generation Z neben den Millennials die wichtigsten Kunden der Banken stellen. Sie wachsen mit den neuesten Technologien auf, arbeiten mit mehreren Bildschirmen gleichzeitig, kommunizieren mit Emojis und freuen sich über die Einfachheit der Interaktion mittels natürlicher Sprache. Doch es benötigt mehr, als nur menschliches Können, um die Bedürfnisse dieser Kunden verstehen und bearbeiten zu können. Um diese Herausforderung zu bewältigen, müssen Mensch und Maschine in Symbiose zusammenarbeiten. Schließlich warten in Zukunft noch ganz andere Aufgaben auf Banker: Produkte voraussehen, Kundentrends erkennen und vielleicht sogar digitale Währungsportfolios managen.

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STATE REGULATION OF THE MARKETING SERVICES MARKET

The state regulation of banking services has an impact on the activities of banks of the authorized state bodies that regulate the basics of banks, provide opportunities for their operation and implement direct regulation in this area.

The state regulation of banks is carried out on two levels:

1) General regulation which is carried out by the Verkhovna Rada of Ukraine in the form of laws and resolutions;
2) Special regulation which is provided by the National Bank of Ukraine (NBU). The form of regulation in this case are regulations and individual acts of the NBU [1, p. 127].

Uninterrupted and reliable functioning of the banking system, which would ensure sustainable development of the market and the economy as a whole is the goal of the state regulation of banks in the financial services market. The state regulation of banks is carried out by the NBU in two forms:

- administrative
- indicative.

Administrative regulation provides for registration of banks and licensing of their activities, sets requirements and restrictions on their activities, applies sanctions of an administrative or financial nature, supervises the activities of banks and provides recommendations on their activities.

Indicative regulation provides determination of reserve requirements for banks, establishment of mandatory economic standards for contributions to reserves to cover risks from active banking operations, refinancing of banks, determines interest rate policy, manages international reserves, including foreign exchange interventions and regulation of correspondent relations, regulates transactions with securities on the open market and regulates the import and export of capital.

According to the Law of Ukraine "On the National Bank of Ukraine", banking regulation is one of the functions of the National Bank, which is to create a system of rules which determine the general principles of banking; regulate the activities of banks; regulate the procedure for banking supervision; determine liability for violations of banking legislation; form a system of control and active orderly actions by the NBU over the observance by banks and other financial institutions of the legislation of Ukraine and the established standards [2].

The main purpose of banking regulation and supervision is security and financial stability of banking system, protection of the interests of depositors and creditors.

The main tasks of banking regulation and supervision are:

- ensuring the stability and reliability of banking system for the purpose of the country’s economic growth;
- protecting the interests of depositors who place their funds in banks from inefficient bank management and fraud;
- ensuring openness (transparency) of the policy and activities of banking sector in general and each bank in particular;
- creating a competitive environment in banking sector, which contributes to lower interest rates on deposits, expansion of banking services, introduction of new banking technologies;
- supporting the necessary level of standardization and professionalism in banking sector, ensuring the efficient operation of banks and the introduction of technological innovations in the interests of consumers of banking services;
- maintaining sustainable rates of economic growth and supporting the economic policy of the Cabinet of Ministers of Ukraine [2].

According to the Constitution of Ukraine, the main function of the NBU is to ensure stability of the Ukrainian currency. In performing its main function, the NBU should proceed from the priority of achieving and maintaining price stability in the country. To date, the NBU has done a lot to develop the banking services market in Ukraine more intensively, but there are still enough problems of regulatory, institutional, information-analytical and personnel nature that must be resolved.

Therefore, national regulators should focus their efforts on providing the banking system with effective methodological tools for banking supervision, as well as further improve the banking regulation system in Ukraine, taking into account international standards and the requirements of the Basel Committee, namely, to continue adaptation of domestic legislation in the field of banking regulation and supervision to the standards and requirements of the international financial market; to increase the banks’ transparency; to ensure cybersecurity and security of the database with information on banking secrecy; to improve the regulation of banks’ liquidation procedure, the mechanism of compensation of losses from persons related to the bank, which caused damage to the bank and creditors of the bank; to expand and improve the mechanism of the state participation in the withdrawal of banks from the financial services market, etc.

Thus, the NBU has the right to carry out other operations necessary to ensure the performance of its functions, as well as to set the fee for the services provided by it in accordance with the law. The NBU is obliged to take measures to prevent the formation of negative expectations in society regarding inflation, exchange rates and the state of the banking system, promptly respond to false information about the situation in the monetary, credit and currency segments of the financial services market services, which can negatively affect the interests of its customers and weaken the level of public confidence in the banking system of Ukraine.

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THE FINANCIAL FRONT OF THE WAR: HOW IT AFFECTS ON ECONOMY OF UKRAINE

War requires significant expenditures of resources, human capital, finances, and so on. During hostilities, the economy of any country is strained and needs to be restructured. It is sometimes called the transition to "military rails". Usually this phrase means the mobilization of all state capabilities to provide maximum resources (material and human) to counter the enemy. Economic war is an important component of victory.

Offensive actions are considered to weaken, destabilize or destroy the enemy's economy: trade embargoes, boycotts, tariff discrimination, freezing of reserve funds, stopping investments or other losses of capital flows. Defensive concerns the ability of the state to counteract similar actions of the enemy. These may include the redistribution of domestic resources in favor of military or other institutions, fiscal policy, social spending, medical financing, changes in the education system, and so on. That is, it is about how the government regulates the economy to maintain its potential in conditions of hostilities.

Attempts to regulate the economy during the war accompanied all military conflicts. With the increase in the number of areas and geography of resource extraction, its role has grown unprecedentedly.

Two world wars can be considered classic examples of "economic rails". Economic depletion, supply chain logistics, financial resources and energy reserves have become the main factors in the victory of some and the defeat of others. Offensive operations in various theaters of war were aimed at disrupting the supply of critical resources.

Among the features of the "military rails" of world wars are the following:

• increase in domestic loans to the population;

• focusing the industry on the production of military and dual-use products;

• mobilization of the population into the army and for production;

• preservation and protection of supply chains [2].

The Russian armed aggression against Ukraine has been going on since 2014 - direct and indirect use of armed force by the Russian Federation against the sovereignty and territorial integrity of Ukraine. Modern politicians believe that these events are the cause of the decline in economic development in the country, which led to the annexation of Crimea and the armed conflict in the east of our country. It is clear that these events have significantly affected the dynamic development, but, in my opinion, most politicians still speculate on this topic, because the main problems in Ukraine are due to inconsistent and ill-considered economic reforms. It will be recalled that Ukraine's economy is the 50th largest in the world in terms of GDP at purchasing power parity - 353 billion dollars. From 2000 to 2008, the country's GDP grew steadily to 74.2%. In 2009, during the financial crisis, the growth rate slowed down, and since 2013 the country's GDP begins to fall and in 2016 reached 59.9% [3].

A full-scale Russian-Ukrainian war has been going on since February 24, 2022. With titanic efforts and the cost of the deaths of Ukrainian soldiers and thousands of civilians, our state has managed to stop the advance of the enemy, giving an unexpectedly strong rebuff to many foreigners "second planet of the planet." In addition to victories on the battlefield, Ukraine is also successful on the economic front.

Of course, destroyed Ukrainian cities and large industrial enterprises, blown up bridges and almost complete lack of production in parts of the country deal a severe blow to the Ukrainian economy. However, despite this, Ukraine has a solid financial backing and an understanding that the aggressor will eventually pay for his atrocities.

At the same time, the situation is different for Russia. Foreign companies are fleeing the Russian market masse, access to international capital markets has been lost, as has the opportunity to support the occupier's economy after the war-induced economic crisis. As a result, war-torn Ukraine has become a more attractive destination for investment than the Russian Federation, which is rich in oil and gas [4].

The US and the EU had previously adopted a cautious approach to sanctioning Russia. Trade ties between Russia and the EU made European policymakers reluctant to impose stringent measures on Russia. This restraint has disappeared to some extent [5].

Starting in November 2021, Ukrainian assets traded on Western stock markets have been in a panic. US intelligence on Russia's preparations for an attack on Ukraine, which was published in the American media, led to a sharp increase in the income of Ukrainian Eurobonds.

In fact, foreign capital markets were closed to Ukraine at the stage of only talks about the war, which could not be said about Russia. Although investors understood that the start of the war against Ukraine would mean the application of tough sanctions against the aggressor, they were confident in the stability of the Russian economy.

It seems that no one in the world could have imagined that Ukrainians would be able to effectively resist Russia's army, which until recently was called "the second most powerful on the planet." This belief directly affected the assessment of the assets of the two countries and the mood of investors.

However, with the beginning of the war, the situation turned upside down. First in the military, and later in the economic sense. Russia's once-reliable economy, whose opportunities only increased in the wake of the energy crisis, has suddenly become more risks for investment than Ukraine's.

The war only deepened the energy crisis: oil and gas prices, which account for the lion's share of Russian exports, began to rise sharply, bringing even more revenue to the aggressor's budget.

As of March 14, the nominal value of Ukrainian long-term Eurobonds maturing in 2032 was higher than the Russian bonds planned to be redeemed in 2029. Thus, Ukrainian bonds can be purchased for 29.43% of face value, while Russian - for 21.34%.

The value of Eurobonds shows the long-term assessment of the Ukrainian and Russian economies by investors. In the eyes of the world, our country's ability to repay its debts over the next 10 years is much higher than that of the "mighty" Russian economy. In other words, in this war, investors are betting on Ukraine [4].

Economic recovery should be based on the development of special programs to "revive" the country's economic activities, directing all efforts to restore industry and agriculture. Recovery of the economy after the armed conflict also requires the development of measures necessary for the revival and further development of the economy of a particular region, return of the population and ensure decent living conditions, address various social problems, restore infrastructure and its integration with other regions, develop a mechanism to ensure recovery sources [1].

Now, a month and a half of war against Ukraine cost Russia its key economic advantages and political influence in European countries. A month and a half were enough to turn from the desired direction for investment into a source of toxic assets, from which rational investors are trying to withdraw their funds as soon as possible.

Each new day of the war brings the Russian economy closer to collapse, and thus reduces the fighting capacity of its army, forcing the Putin regime to turn for help to the only friendly country - China. The aggressor is already showing weakness - especially on the economic front. And it is only a matter of time before this weakness proves fatal on the real battlefield [4].

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THE SIGNIFICANCE OF INTERNAL AUDIT IN CORPORATE GOVERNANCE

In our fast-moving world, a significant role is given to the economy and individual enterprises. Every day the pace of their development increases, globalization and trade contribute to this. All these factors have a positive effect on the functioning of businesses and companies, they have greater profits and economic benefits. At the same time, the risks and problems faced by managers are increasing. That is why internal audit is designed to help to resolve issues within the company.

On the one hand, the company must increase investment in internal governance management, and establish institutions such as meeting of shareholders, board of directors, managerial level and board of supervisors, and the corporate governance structure is gradually standardized. On the other hand, the company’s strengthening of internal audit may not only improve the company’s operating conditions, but also timely discover problems within the company and effectively control them [3].

According to the Definition of Internal Auditing in The IIAs International Professional Practices Framework (IPPF) [1], internal auditing is an independent, objective assurance and consulting activity designed to add value and improve an organization's operations.

Internal auditing is not mandatory for all companies, it is only as an additional function and a management tool. However, most successful and large companies resort to a separate internal audit department or outsource this function for broad and effective corporate governance. Thus, internal audit is usually a feature of large corporations.

The task of internal auditors is to provide a confident answer and plausible solutions to the following questions in the evaluation process:

- Is internal control effective?
- Is the financial and key management information in the reports reliable?
- Are the systems working effectively?

Another important task of internal audit is to detect fraud in the company. First, fraud leads to huge financial losses, which can amount to millions of dollars, as a result of which the corporation may lose profits. Second, fraud affects a company's public image and reputation. In many companies, the board of directors relies solely on internal auditors to resolve fraud and trusts them and their experience.

During the year, internal auditors solve the tasks set by management at the beginning of the year. They achieve this goal by conducting various types of audits. For example, auditors may focus on financial control, identifying gaps in the financial statements and activities of the enterprise as a whole, or operational control or control of information technology. The board of directors can determine only one in-depth audit for a specific year or conduct testing in all these areas.

Final responsibility for the organization of corporate governance in the company is on the board of directors.

However, the audit committee is the right hand of the board commissioners as an intermediary to oversee the performance of the entity's management. The audit committee is responsible for the overall implementation of the internal audit. The audit committee has a different role compared to other committees. The audit committee must set up an internal audit function that is independent "eyes and ears" in an entity, which provides an assessment of internal control and other matters with the aim of increasing audit committee effectiveness and financial reporting quality [2].

Internal audit and corporate governance have a common purpose. Enterprises are profit-seeking organizations, and the effectiveness of corporate governance is related to the degree of coordination of the rights of various rights holders. Corporate governance is to achieve a good balance between this relationship, thus providing a guarantee for the continued growth of the company's economic interests [3].

Therefore, internal audit is able to maintain a balance between shareholders and senior management of the company, ensure the proper implementation of trust responsibilities, promote the proper disclosure of financial accounting information, protect the legitimate interests of stakeholders, assist management and scientific decision-making, internal audit and corporate governance are complementary and inseparable.

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BLOCKCHAIN IN DER FINANZBRANCHE

Die Blockchain-Technologie wurde 2009 als technologische Basis der Kryptowährung Bitcoin erstmals implementiert. Ihr wird das Potential nachgesagt, eine disruptive Technologie zu sein, die zu nachhaltigen Veränderungen in vielen Bereichen des Wirtschaftslebens führen kann.

Mit Blockchain können Zwischenhändler aus vielen komplexen Aufgaben entfernt werden. Es kann zum Feind der Bürokratie erklärt werden. Diese Aufgaben umfassen das Senden von Geld ins Ausland oder den Kauf eines Hauses. Das Ergebnis ist nicht nur billiger, sondern auch schneller. Deshalb nutzen die meisten wichtigen Branchen diesen transparenten technologischen Rahmen [1, S. 25].

Eine Blockchain stellt eine Art Kassenbuch dar, das es ermöglicht, Informationen zu erfassen und zu verfolgen, seien es Informationen über Finanztransaktionen wie in Kryptowährungsanwendungen oder Informationen über anderes von Wert. Ein Verständnis der wesentlichen Merkmale dieses Kassenbuchs ist notwendig, um das Potential der Blockchain-Technologie verstehen zu können. Sie sollen daher im Folgenden detaillierter beleuchtet werden.

Erstens organisiert die Blockchain Informationen in Form einer stetig wachsenden Liste von zeitgestempelten Datensätzen, zu der wir Daten hinzufügen, nicht aber frühere Daten darin ändern oder löschen können. Auf den ersten Blick erscheint diese Art der Organisation und Speicherung von Daten umständlich und speicherintensiv, fördert aber, wie wir sehen werden, die Transparenz und die Betrugssicherheit.

Zweitens ist eine Blockchain ein dezentrales System. Im Gegensatz zu einem klassischen Kassenbuch, das Daten auf einem einzigen System speichert und das von einer zentralen Instanz gepflegt wird, sind die Informationen bei einer Blockchain auf eine große Anzahl von Netzwerkteilnehmern, sogenannte Knoten, verteilt. Diese Knoten – man stelle sich diese als Computer vor – vertrauen sich nicht vollständig. Gleichwohl gelingt es durch einen klugen Mechanismus, dass das Kassenbuch über diese Knoten repliziert wird. Im Ergebnis gibt es auf einer Vielzahl von Computern weltweit identische Kopien der gesamten Transaktionshistorie. Es erscheint intuitiv, dass diese dezentrale Art der Datenorganisation dazu beiträgt, Angriffe zu verhindern und Vertrauen in die Daten zu schaffen [2, S. 128].

Rund ein Drittel aller weltweiten Vermögenswerte zählt heute zu den illiquiden Vermögenswerten, den sogenannten non-bankable Assets (nBAs). Dazu gehören beispielsweise Kunstwerke, exklusive Immobilien, Wertgegenstände oder Oldtimersammlungen. Der Umgang mit nBAs ist für Banken oft herausfordernder als der mit traditionellen, liquiden Vermögenswerten wie Aktien und Schuldverschreibungen. Das liegt zum einen daran, dass die Geldanlage für Investoren häufig mit hohen Eintrittsbarrieren verbunden ist. Zum anderen sind Preisgestaltung, Risikoberechnung und Renditeprognose bei alternativen Vermögenswerten oft komplexer. Kunstwerke beispielsweise werden nur selten gehandelt, sind sehr heterogen und schlecht vergleichbar.

Dank Blockchain-Technologie ist es möglich, nBAs in Form von tokenisierten Vermögenswerten anzubieten. Dadurch sinken Eintrittsbarrieren wie etwa Mindestinvestitionen, und es entstehen liquide Märkte für diese Assets. Die Technologie erlaubt es Finanzinstituten also, nBAs für eine breitere Investorenschaft zu öffnen. Durch tokenisierte Vermögenswerte können Finanzinstitute die Demokratisierung der Vermögensverwaltung vorantreiben und auch alternative Anlageklassen einem breiteren Publikum zugänglich machen. Mit der Tokenisierung werden Kunden in der Lage sein, Bruchteile einer Oldtimersammlung, einer Luxusvilla oder eines Picasso-Gemäldes wie traditionelle Aktien über die Blockchain zu handeln. Das dürfte sowohl eine steigende Nachfrage nach nBAs als auch nach neuen Beratungsdienstleistungen zur Folge haben. So erschließen sich Finanzinstitute neue Einnahmequellen, weiten ihr Portfolio aus und adressieren neue Kundensegmente [3, S. 3].

Zwei zentrale Probleme der gängigen öffentlichen Blockchain-Implementierungen, sind der hohe Ressourcenverbrauch und die geringe Skalierbarkeit. Der hohe Ressourcenverbrauch hat mit den im System gesetzten Anreizen und dem Proof-of-Work Konsensmechanismus zu tun. Durch die Vergütung für jeden neu geminten Block kommt es zu einem Gleichgewicht, bei dem die Miner so lange Anreize haben, neue Rechenleistung in Betrieb zu nehmen, bis die Grenzkosten dem Grenzerlös entsprechen.

Das zweite Problem, die geringe Skalierbarkeit, hängt mit der im Protokoll festgelegten maximalen Blockgröße und der Zeit zwischen zwei Blöcken zusammen. Bei Bitcoin entsteht im Durchschnitt alle 10 Minuten ein neuer Block, der eine maximale Größe von einem Megabyte hat. Dies führt dazu, dass rund 7 Transaktionen pro Sekunde durchgeführt werden können. Wenn man das mit den Erfordernissen von typischen Zahlungssystemen wie z.B. Visa vergleicht, liegen diese um mehrere Größenordnungen darüber.

Es gibt verschiedene Ansätze, dieses Problem zu lösen. So kann zum einen die Zeit zwischen zwei Blöcken herabgesetzt oder das Größenlimit pro Block erhöht werden. Beide Möglichkeiten haben allerdings zur Folge, dass die Größe und damit das Speichererfordernis der auf jedem einzelnen

Knoten redundant vorgehaltenen Blockchain noch stärker wächst. Andere Ausgestaltungsarten von Distributed-Ledger-Technologien (DLT) führen nicht zu so hohem Ressourcenverbrauch und sind skalierbarer. Ein Beispiel hierfür ist die Kryptowährung IOTA, die auf eine Kettenstruktur wie sie der BlockchainTechnologie zugrunde liegt, verzichtet. Bei dieser Kryptowährung muss jeder, der eine Transaktion ausführen möchte, andere Transaktionen bestätigen. Diese sind in einem gerichteten azyklischen Graphen abgelegt und die Kernidee ist, dass sie um so sicherer sind, je höher der Anteil der Transaktionen ist, die später auf ihnen aufbauen. Der zugrundeliegende Konsensmechanismus ist aber deutlich komplexer und ein Konsens im noch kleinen Netzwerk aktuell nicht ohne zentralen Koordinator zu erreichen. [2, S. 145].

Zum Schluss muss noch einmal hervorgehoben werden, dass sich die Blockchain-Technologie im Kontext der Kryptowährungen schon durchgesetzt hat, während digitale Assets, gerade auch die Tokenisierung von nBAs, noch relativ am Anfang stehen. Banken und Vermögensverwalter sollten sich jetzt mit den Möglichkeiten auseinandersetzen, die Kryptowährungen und digitale Assets eröffnen, um mit steigendem Kundeninteresse in der Lage zu sein, die wachsende Nachfrage zu bedienen. Ist ein Institut nicht vorbereitet, könnten bei neuen wie auch bei bestehenden Kunden daraus Wettbewerbsnachteile entstehen. Es ist wahrscheinlich, dass die Blockchain-Technologie und ihre Anwendungen die Zukunft des Bankgeschäfts mitprägen werden. Auch neue Stablecoins – vielleicht sogar ein digitaler Euro – dürften diese Entwicklung vorantreiben.

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THE IMPACT OF THE WAR ON TRADE AND DEVELOPMENT OF UKRAINE

Russia invaded Ukraine on February 24, 2022. Internationally considered an act of aggression, the invasion has triggered Europe's largest refugee crisis since World War II, with more than four million Ukrainians leaving the country and a quarter of the population displace [1].

In Ukraine, in addition to the human toll, the economic damage is already substantial. Sea ports and airports are closed and have been damaged, and many roads and bridges have been damaged or destroyed. While it is very difficult to assess financing needs precisely at this stage, it is already clear that Ukraine will face significant recovery and reconstruction costs [3].

Beyond the suffering and humanitarian crisis from Russia's invasion of Ukraine, the entire global economy will feel the effects of slower growth and faster inflation.

Impacts will flow through three main channels. One, higher prices for commodities like food and energy will push up inflation further, in turn eroding the value of incomes and weighing on demand. Two, neighboring economies in particular will grapple with disrupted trade, supply chains, and remittances as well as an historic surge in refugee flows. And three, reduced business confidence and higher investor uncertainty will weigh on asset prices, tightening financial conditions and potentially spurring capital outflows from emerging markets.

Beyond global spillovers, countries with direct trade, tourism, and financial exposures will feel additional pressures. Economies reliant on oil imports will see wider fiscal and trade deficits and more inflation pressure, though some exporters such as those in the Middle East and Africa may benefit from higher prices [6].

Ukraine was a major exporter of wheat and sunflower oil before the war, and this year's planting season is being disrupted by fighting. Farmers also face difficulty accessing machinery and other essential products that would typically arrive through Black Sea ports.

As of late March, roughly 3 million people had lost their jobs, and preliminary estimates suggested that the economy may have already lost approximately $565 billion [2].

The Ukrainian economy could shrink by more than a third this year if the war with Russia continues. The country is already facing a downturn of 10% due to the invasion, which has hit major cities, destroyed airports and precipitated a refugee crisis. The head of Ukraine's central bank Kyrylo

Shevchenko said Russian assets frozen in foreign countries, as a result of sanctions, should be used to help rebuild the country [5].

In the longer term, the war may fundamentally alter the global economic and geopolitical order should energy trade shift, supply chains reconfigure, payment networks fragment, and countries rethink reserve currency holdings [4].

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UKRAINIAN WARTIME AGRICULTURAL PRODUCTS: GLOBAL DISTRIBUTION

Ukraine has always been the world-wide known agricultural donor platform for other countries and, basically, an important source for global supplies of major agricultural commodities in the past 25 years [4]. After February 24, 2022 the lives of the Ukrainians turned upside down. The Ukrainian agricultural donating harvest basin for Europe has been put on hold. The Russian invasion affected exports from Ukraine. The Ukrainian seaports stopped their operation and functioning, which led to the agricultural crops price increase by 15% [2]. Therefore, we may claim in this research that the main barriers, which prevent Ukrainian agricultural products distribution are financing and transportation factors.

Global food prices are already growing, owing to increased demand, Covid-19 related port disruptions, and massively increased shipping costs. If to consider previous years, in 2021, the price of wheat and barley rose 31%. Rapeseed and sunflower oil prices are skyrocketing and reach more than 60% [1]. These pioneering conditions hamper current situation in the wartime agricultural market of Ukraine. If to compare the changes in economic data during the invasion month (February 2022) and previous one (January 2022), we may refer to Figure 1, which shows the world price of agricultural products increase in the latter month compared to the former one [2]. Thus, Russian-Ukrainian war caused a great impact on the price growth in the niche of economic distribution, which relates to the agricultural products.

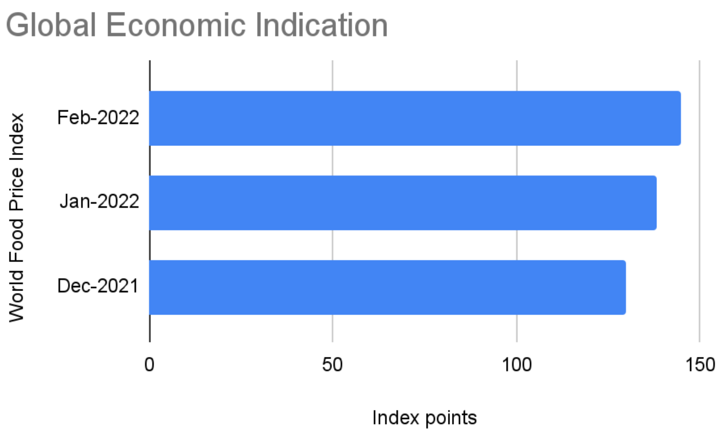

Figure 1. GEI of World Food Price Index

According to Lang and McKee (2022), the food distribution systems are disrupted by damaged infrastructure and shortage of transport in the country [1]. In other, words Ukrainian food distribution system is endangered. The prospect of food insecurity crisis, in particular, in the context of climate change and increased input costs (fertilisers and fuels) could put next years' agricultural supply under stress, especially for countries importing a large share of their commodities from the two countries at war [3]. We can distinguish two possible solutions to this problem. First of all, it is relevant to improve and foster financing, which stimulates and serves this area. Secondly, transportation as the main mediator is also worth considering, at the same time, requiring multifaceted regulations.

Supposedly, all these issues will lead to higher input and output prices, and the global community will not be able to pay for goods and services at a high price. This will result in fewer purchases of the Ukrainian agricultural products by global consumers and reduce the supply of goods and services, thereby leading to a fall in the economic output.

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<u>SECTION 2</u>
INFORMATION TECHNOLOGIES

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DEVELOPMENT OF THE IT INDUSTRY AND TRENDS IN 2022

The IT industry is developing at an incredible pace. Moreover, the COVID-19 pandemic and lockdowns have only contributed to this - the way many people work has changed significantly - remote work and Zoom meetings have become the norm in many areas, often erasing the border between work and home. Many businesses (not only IT, but also from other areas) are forced to switch to remote work. It is important for them to retain the elements of control and project management. This prompted them to more actively apply IT technologies in a broad sense. Many people, regardless of age, gender and status, have rethought their careers and decided to change by leaning into IT.

An economic recovery with high expectations of a prosperous digital market will continue to drive investment in technology. "2022 is the year the future returns to CIOs," said John-David Lovelock, distinguished vice president of research at Gartner. "Now they can move beyond the critical short-term projects of the past two years and focus on the long term. At the same time, skills gaps, payroll inflation and a war for talent will force CIOs to rely more on consulting services and managed services firms to drive their digital strategies."

The demand for IT products has grown. Companies are beginning to actively recruit professionals: large companies poach developers from smaller ones. Specialists began to receive more offers, respectively, to increase their own value. Salaries in the industry are on the rise. Not all companies can afford it. The situation reaches a critical point: people run away, there is no one to work.

Under such conditions, large companies will draw the maximum of human resources from small and medium-sized ones, and large business will become even larger, difficult times will come for small companies, someone will leave the market due to the inability to compete.

Gaining demand for well-established teams or candidates from other countries where developers are cheaper. Sometimes it will be cheaper to spend money on relocation or a good contract for remote work and pay the average market salary. Law firms that provide a turnkey relocation service with minimal involvement of the employer in bureaucratic nuances are becoming popular.

Outbreak coronavirus COVID-19 not only undermines the global economy, but also opens up new business opportunities for developers of information and communication technologies. In particular, the virus epidemic is pushing governments to update their activities, moving towards smart and cutting-edge technologies.

International research and consulting companies engaged in the study of the global market information technologies and telecommunications, predict the main trends in IT development in 2022, which are expected to take place in various segments of the technology industry, namely:

1. **Accelerated transition to the cloud and updated "clouds".** About 80% of enterprises will start moving to the cloud infrastructure twice as fast as it was before the pandemic. The most important task will be to protect and optimize cloud resources with a focus on business results. Cloud computing will expand beyond all major technology areas such as big data, artificial intelligence and Internet of Things. But since there are not so many qualified specialists in this direction, it is possible that it will not be possible to get the desired results immediately and not for everyone.
2. **Artificial intelligence**. IDC expects that by the end of 2022, a quarter of companies from the Forbes Global 2000 list will buy at least one AI startup.
3. **Development of the Internet of Things.** According to Forrester, chip shortages will hamper overall market growth Internet of Things by 10-15%. The chip shortage issue will not be resolved until mid-2023, and IoT devices will suffer even more. Since many "smart" products based on IoT, such as household appliances and cars are not available to everyone or are too expensive, the demand for "less smart" equivalents will increase.
4. **Digital approach to customers and operations**: By 2024, digitized companies will deliver responsive customer experiences and sustainable operating models by shifting 70% of all technology and service spending to as-a-service and results-based models. These investments will be required to support a variety of customer acquisition scenarios and data-driven operations.
5. **Monitoring the efficient and correct use of data**. This will become a priority for leaders in the digital space and will result in higher data costs.
6. **Ecology**. Eco-events are becoming an integral part of the IT industry. Therefore, one of the trends in the development of information technology in 2022 will be the reduction of energy costs and the reuse of IT equipment.
7. **Combination of office and remote work**. With the spread of remote and hybrid work models, traditional office-based organizations are turning into distributed enterprises consisting of geographically dispersed employees. Measures aimed at this and the automation of a number of processes will fail due to lack of funds to form teams with the necessary skills. Crowdsourcing and retraining will be the solution. Gartner predicts that by 2023, 75% of organizations using this model of work will see revenue growth25% faster than competitors.

8. **Digital money**. The less ordinary cash is used, the fewer transactions take place without intermediaries. Meanwhile, digital currency technology could shake the global financial system.

9. **Hyper-personalized the medicine** are genetic interventions designed for a single patient. New classes of drugs can be adapted to human genes, and such drugs will give hope to people with very rare and previously incurable diseases caused by various DNA mutations. Unfortunately, it is not yet clear who will be able to finance such research and development.

10. **Climate change.** Getting detailed satellite data allows researchers to study natural systems, and increased computing power means they can create more accurate simulations and run many more virtual experiments. Recently, researchers have confirmed the role of climate change in the development of extreme weather events and are ready to talk about the risks that humanity may face with global warming now.

11. **Autonomous systems.** According to Groombridge, autonomous systems that can dynamically change their own algorithms without updating the external software, will become commonplace in robots, drones, production machines and smart spaces.

The flash of COVID-19 has led to five major changes in the global economy: smarter governance, decentralized urban clusters, accelerated digital transformation in the healthcare system, accelerated adoption of contactless services, and faster implementation of economic policies. Implementation of opportunities related to medical online services, which stimulates the acceleration of digital transformation of systems healthcare, new opportunities are being created for companies and services that offer employees remote work, approaches are changing and in education(remotely and online courses). Opportunities for business development are received by technology developers for stores where there is little or no staff, as well as online food delivery services, and so on.

Digital technologies have become a constant and dynamic element of our world, and the ICT industry itself will be one of the most transformative in the next few years. CIOs must build tight-knit teams across procurement, development, and operations. These teams will need to fit as-a-service and end-to-end technology delivery models, while IT vendors will be tasked with helping companies share, use, manage and add value to data. According to the researchers, businesses need to prioritize investment in digital tools to expand physical assets. As a result, by 2024 more than half of all investments in IT solutions will be associated with digital transformation.

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CONSTRUCTION 3D PRINTING

The largest building in the world using 3D printing technology, listed in the Guinness Book of Records, is the work of the Irkutsk company Apis Cor. This is Dubai's 640 m² municipality, which is the first two-story 3D-printed structure 9.5 m high. How much progress has come?! It is curious that 3D printing has also reached private housing construction. The 3D printing method itself has been around since the early 1980s, but has recently gained momentum. It is used to make a wide variety of products, from dental implants to aircraft parts. The principle itself is the same everywhere - a three-dimensional object is created from many layers. The digital model is divided into layers by a special program - a slicer, and the printer prints these layers, gradually composing a three-dimensional object from them.

This is how it works with 3D printed houses. The paste-like mixture based on concrete exits through the nozzle and is fixed. Another layer is applied on top of it, then another, and so on. By changing the shape (and sometimes the composition of each layer), it is possible to create objects that would be difficult or impossible to build using traditional methods. And more importantly, unlike the usual construction processes, waste is practically reduced to zero.

3D printing at home is significantly faster than traditional building technologies. In most cases, the process takes only a few days. So, for example, it took only 24 hours to erect the walls of the first printed residential cottage of 38 m². The rest of the work (installation of the roof and windows, interior and exterior decoration) took about three more weeks. A 3D printed house requires significantly fewer workers than conventional construction sites, as printing equipment plays the role of the main workforce. Compare, traditional construction is multi-stage, it includes a team of 5-10 people on average, who are in continuous working movement: they unload, transport, prepare materials, etc. With a 3D printer, it only takes a few people to control the process.

The D-printer makes it possible to create complex shapes without additional effort. For example, he can build intricately curved walls as easily as straight ones. Thanks to this, it becomes easier to implement flexible forms and original architectural ideas, as well as to optimize the interior space. 3D printers produce less waste, as only the required amount of material is used - there are no scraps, etc. In addition, the initial mixtures based on concrete are shapeless, which means that any leftovers can be used on the next object.

“By building a fully 3D printed house, we are setting the tone for the future of affordable housing and control over the shape of your own home,” said Yasin Torunoglu, housing and area development advisor for the Municipality of Eindhoven.

April Stringfield and her 13-year-old son received the keys to the first 3D-printed house as part of a charity program to support low-income families, according to CNN.

The three-bedroom, two-bathroom structure is based on a quick-setting concrete frame. According to the developers, the material has long-term advantages - it retains temperature well and is resistant to damage. Printers have reduced construction costs by 15%.

A computer based on Raspberry Pi is responsible for monitoring home systems. The developed algorithms not only monitor safety, but also control light, water and heating sensors, reducing utility costs. In the future, the house is planned to be equipped with solar panels.

Interestingly, a compact 3D printer has also been installed in one of the rooms, which will allow April to reprint the necessary details - from door handles to switches.

The technology of printing houses on a 3D printer is actively developing in France, the USA and other countries. It is expected that this will help solve the problem of providing citizens with affordable and decent housing.

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NEURAL NETWORKS: EXPLANATION IN SIMPLE AND CLEAR LANGUAGE

Smartphone's facial recognition is just one of the several applications of neural networks. This net is a computer implementation of the man brain. Neural networks form the base of deep learning, a subfield of machine learning where the algorithms are inspired by the structure of the human brain. Neural networks take in data, train themselves to recognize the patterns in this data and then predict the outputs for a new set of similar data. To understand how this is done let look at a simplified example of a neural network. Neural networks are made up of multiple layers of neurons. These neurons are the core processing units of the network. These neurons are divided into the input layer which receives the input, the output layer that predicts our final output and, in between, the hidden layers which perform most of the computations required by our network. In image recognition, for example, each pixel is fed as input to each neuron of the first layer. Neurons of one layer are connected to neurons of the next layer through channel, each of these channels is assigned a numerical value known as weight. The inputs are multiplied by the corresponding weights and their sum is sent as input to the neurons in the hidden layer. Each of these neurons is associated with a numerical value called the bias, which is then added to the input sum. This value is then passed through a threshold function called the activation function and the result of the activation function determines if the particular neuron will get activated or not. An activated neuron transmits data to the neurons of the next layer. In this manner the data is propagated through the network to the output layer. In the output layer the neuron with the highest value fires and determines the output. The values of the last layer can be treated as probabilities to determine what does the neural network sees. But it is not magic and neural networks need to be trained. During this training process along with the input we "feed" the expected output. The predicted output is compared against the actual output and based on this information the weights are adjusted all the way back to the input layer. This cycle of forward and back propagation is iteratively performed with multiple inputs and this process continues until the weights are assigned such, that the network can predict the shapes correctly in most of the cases. This training of neural networks may take hours or even months to train based on the number of training data, inputs, layers and individual neurons. But time is a reasonable trade-off when compared to neural networks effectiveness and scope. Facial recognition, image recognition, self-driving cars, automatic translation, forecasting and even music composition are all prime examples of neural networks at work. Deep learning and neural networks are still taking baby steps but the growth in this field has been foreseen by the big companies such as Google, Amazon and Nvidia. They have invested in libraries, predictive models and intuitive GPUs that support the implementation of neural networks. The question dividing the visionaries is to what extend neural networks can replicate the human brain, but only time will tell.

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AI AND SOCIETY IN THE FUTURE

Artificial intelligence is an intelligent machine that can function properly in its environment, learn from it and its experience, and can predict future outcomes of situations.

My favorite research area is the Internet of Things for a couple of reasons.

It is real and is going to be implemented in human lives shortly. Some elements of it are already in place, like WIFI-controlled lamps, cameras, fridges, and vacuums. Its presence in the real world makes it a great field for investments.

It solves problems, and that is what products usually do. People create products to solve different problems, and then they sell solutions. IoT (Internet of Things) can give people solutions and that is why I like it.

It is now that IoT is only present in small things like coffee machines etc., but in the future new buildings and cars will be integrated with this technology. Just imagine a house that heats itself as it gets information about an upcoming storm or your driveway that melts down the snow in the morning for you to drive out safely to get yourself to work or your kids to school.

Robotics is another area where AI is going to be used. It is hard to gather data to make robots interact with the outside world by themselves without breaking or harming someone, and that requires a lot of time. I would like to give an example coming from Tesla Motors, in particular their cars. They have powerful computer chips built-in that can control a car on the road in real-time. They will follow all regulations and even adapt to other cars on the road. At the same time, those cars work as gatherers of data that will help Tesla’s workers improve their computers that control their cars. We cannot call it machine learning because they cannot apply learned information right away, but it is a good start.

As I have already said, transportation already has AI systems and the most popular one in the upcoming years will be self-driving cars. Self-driving cars will be able to drive better than most humans, with a limited speed. This will allow carmakers to eliminate one of the biggest causes of accidental death and injury in the world - car crashes.

Teaching robots is another area that might be growing by 2030, as more and more people choose virtual schools over taking in-person classes. Even my cousin decided to go to the virtual school and she liked it more. With more learning, human-like AIs teachers may be replaced by robots shortly, by always-ready-to-answer AI teachers.

Remove the perceived and actual impediments to research on the fairness, security, privacy, and social impacts of AI systems. Safety while working with AI is going to be much needed because no one worked with such advanced technologies before and it is important to know how it can be used in the hands of others who may not share your views.

Increase public and private funding for interdisciplinary studies of the societal impacts of AI. As social medias changed our societies and WEB 2.0 overall, we have to know how AI can shape our world and what it can do to different fields of our world.

How has public sentiment towards AI evolved, and how should we
Inform and educate the public?

To summarize the answer given to this question in the passage, the position of governments, media and ordinary people has switched to the better side. People now see AI as some sort of tool, not a robot willing to kill all of humanity or take over the world and enslave everyone. To come to the better understanding what is AI for everyone, companies working on them should contact with media and clear up the information so there is no confusion between AI and other technologies.

And the last but not the least. What are the most promising opportunities of AI?

I want to say that decision-making. I myself use AI for decision making daily to keep track of trends and other processes. Just imagine what analytical abelites of AI can bring into the world of medicine or space. This can save many lives and create a better future for all of us.

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THE ROLE OF INFORMATION TECHNOLOGIES IN BUSINESS

The digital transformation is the process of formation of global informatization in economic processes and the growing share of the IT sector in the economy of many leading countries. The need for information services in society is growing due to the rapid development of new IT and digital information technology and informatization of society as a whole. All these factors have led and influenced the emergence of a completely new sector of the information economy, which is important in today's world. Global information change identifies new requirements and directions for the development of both national and regional economies. Transformational development forms the basic theoretical methods in order to provide informational and technological ways of business process transformation. The transformational changes in the economy are led by the latest factors, among which the leading place is occupied by the IT sphere, the use and implementation of information systems and technological processes. These factors have already affected all spheres of human life, including the socio-economic development of certain regions, business and economic activity.

Technology is becoming more and more necessary for business today. The latest technologies open up different ways of doing business, which today require the support of innovative factors. Information technology in business is driving the growth of trade and commerce. As a result of the introduction of IT in the business concept, we get a new and better approach to how to do business. This has led to a more efficient, fast and convenient way to conduct business transactions. Some innovative technologies in business include accounting systems, management information systems, point of sale systems and other simpler or more complex tools. Thanks to new technologies, the business has gained more coverage in the global market compared to previous years. The most successful example is the Internet, which is currently a common marketing tool to attract more consumers who use the goods and services offered by various companies in the market.

Today, customers are buying computers and services more carefully, monitoring their costs more carefully, and analyzing the return on their IT investment more carefully than before. Companies use external consultants to negotiate. Business companies require that the price be directly proportional to the performance achieved, and they want to pay only after reaching pre-agreed performance levels or target costs. IT service providers face more complex negotiations because customers are careful to buy only those services that have a real impact on their business. Among the investment priorities, we will not find bundled application software - and if so, these are not large packages that need to be reinvested in their implementation and each subsequent update to adapt them to the needs of the organization. Narrow and less ambitious modules can be deployed quickly and have a faster return on investment. Such software, as well as software designed to adapt to vertical market segments, will better fit previously optimized business processes and little or no change in these processes. Customers are also changing the way they invest in IT. Many have developed more sophisticated management processes to evaluate proposals. The quality, reliability and performance of applications are assessed solely from the point of view of the business center, depending on how these programs meet the requirements of customers or end users and how they can contribute to achieving key performance goals of the company. Business processes are evaluated, optimized and managed according to indicators that meet the requirements of the business industry. In general, the deciding factor is, for example, whether the level of service provided by the relevant service level agreements has been reached, and whether the productivity and availability of programs affect sales. By evaluating each component from the same business perspective, we can optimize the performance and results of IT-based business processes and continually determine how and where we can increase efficiency and reduce costs. At the same time, in companies that have redesigned the existing information infrastructure for optimized business processes, the cultural gap between employees responsible for the company's core business and IT staff is narrowing.

Information technology has become the main technology of business. The information system has revolutionized business. The communication barrier has widened significantly, and the system has come a long way. Technology is a tool for more effective business management, but it will not solve the problem if it is not directly related to the business and management goals. There is an urgent need for information technology in lagging areas where access to the least knowledge can have far-reaching and long-term consequences. Efficiency of management information system, proximity of customers and suppliers, better decision-making and new products and services. Use databases and data tools to track trends and make business decisions.

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THE DRIVING FORCE OF INFORMATION TECHNOLOGY

The XXI century is a period of rapid growth of the importance of science in the life of society. Its role will grow in proportion to their ability to solve specific life problems.

The world of digital technologies, which includes humanity, is not only a new logical stage in the development of technology, but the transition of existing political, legal and socio-political systems to a new dimension of reality, increasing the quantity and quality of services, and intensifying Ukraine's accession to European space [1]. Digital technologies are already rapidly gaining ground for advances in all spheres of society, and digitalization is becoming a trend of modern development. At the same time, it will require more and more in-depth work on the development of new effective ways of legal regulation of various information and communication relations, as well as effective organizational and legal support for the informatization of the state [1].

The high level of digitalization of all spheres of human life and its involvement not only in consumption but also in the production of information, contribute to the formation of a special type of personality that exists in a specific environment - the information and communication sphere [2]. In a broad sense, the infosphere is a set of constantly updated knowledge, ideas, ideas that are realized in both the real and virtual world. With the development of digital technologies in the structure of the infosphere, technological innovations are added, the level of saturation of new information in society increases, methods of managing social processes, influencing the thoughts and behavioral characteristics of individuals are improved.

Modern people are surrounded by a network of aggressive sources of information, those to which they are exposed not only voluntarily. It is impossible to abstract from them in the digital society, as a result of which the new infosphere infrastructure is gradually transforming the picture of the world. In the process of interacting with the new environment, humanity creates an information model of the world. The concept of the infosphere covers a wide range of interactions that occur in society. The saturation of the information field of various modern societies is uneven [2]. Information surrounded man at all stages of its development - from primitive societies to digital civilization, and the interaction in the information field in each period was different, depending on the variables of this process [2]. The constant conditions that ensure the existence of the information sphere of society can be considered: information as any new knowledge, consumers of information and those who create it, disseminate it, means of transmitting information.

Of course, each epoch creates its own methods and means of communication and use of knowledge. This also applies to information. The desire to pass on to the next generation of knowledge, supplemented, verified, multiplied, stimulated the emergence of technologies for storage, processing and transmission of information [3]. The first information technologies were developed at the pre-verbal stage of society [3]. The most reliable technology for storing encoded knowledge has been the use of nature-resistant media, such as drawings on cave walls (interesting and picturesque messages from the past, some of which are up to 40,000 years old) fascinate modern people with their conciseness [3]. However, by ensuring reliable transmission over time, they made it virtually impossible to transmit information over distances, so stone and clay tablets, parchment, and then paper appeared - books.

At the same time, modern technologies allow to implement the reverse process. In network structures of communication, information recorded in electronic (digital) form acquires, so to speak, a virtual form, which we simply do not see without a computer, but it allows, first, to instantly transfer it from one point to another and deliver to the consumer; secondly, to restrict access to it in moments of its virtual state; thirdly, to preserve its individual shell, avoiding mixing with other streams of information [3]. Areas are formed that require special monitoring and correction. So, there is a need for a new area of positive legal regulation of relations between different actors, including the solution of information security.

With the introduction of new technical means in everyday life, the aggressiveness of information intrusions by information providers into the individual information space of the user in the form of direct advertising, spam, etc. is constantly growing, forcing them to increase their technical capabilities to counter unauthorized intrusions through authorization, installation of filters and antispam system on mail servers [2].

Accordingly, we realize that in the absence of legal norms and laws, there is always the possibility of various information and communication dangers, which in itself has become an axiom of management.

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WHY WE NEED TO USE BLOCKCHAIN IN DIFFERENT SPHERES OF LIFE

The security of our private information has always been important to everyone, but nowadays more and more people are falling victim to cybercriminals and losing access to their data, money and other valuables. That's why this part of our lives needs more security, and blockchain technology can be a good solution to this problem. A blockchain is a collection of blocks that stores data in hash functions with accurate timestamps so that the data cannot be altered or tampered with. Therefore, data manipulation is overly impractical for cybercriminals. Moreover, all authorized users have equal access to this data in real time, and it is the key to blockchain security. It is impossible to delete or replace part of the information unnoticed, as the system is updated automatically in response to any changes, sending the relevant data to everyone who has access to the information. Even when someone is hacked total database is secure because all other users have the same database with updated changes.

Blockchain technology uses several means of protection, the most important of which are proof of work and proof of ownership. It follows that transaction participants cannot deceive each other, and the data is transparent because there is a single database.

The first decentralized blockchain was developed by a man (or group of people) known as Satoshi Nakamoto in 2008. The following year, Nakamoto used the blockchain as a public ledger for all transactions on the network for cryptocurrencies such as bitcoin. Today, blockchain technology can be integrated into various fields, not only for cryptocurrencies.

Charity. In many countries where citizens receive assistance, corruption is highly developed and much-needed material assistance may simply not reach who need it. Thanks to the blockchain, we can track all transfers and be sure of the reliability of information, as the blockchain is transparent and protected from external interference, that’s why all information can be verified.

Logistics. Blockchain allows companies to keep documents transparent and reduce paperwork. It also promotes transparency and traceability, as well as making supply chains safer, as the origin and authenticity of products are known, proven and disseminated.

The medicine. In medicine, this technology allows you to trace the origin of data and save them in their original form. In Estonia, all medical record keeping has been moved to the blockchain to secure about a million medical records across the country. Data updates and access are registered on the blockchain, so all changes in medical information are transparent. The UAE Ministry of Health has created a blockchain-based donor organ management system that captures the consent of donors and allows traceability. In India, a pilot project has been launched to track medicines on the blockchain.

Food Safety. With blockchain, manufacturers and retailers can avoid problems with rotten food products and beverages that are dangerous for human life. This technology can allow suppliers to track the entire supply chain and identify any contamination cases. It can ensure the quality of food products.

Voting. Blockchain can be used to create a modern voting system. The prospect of using this technology is to eliminate election fraud and increase voter turnout, as was tested in the November 2018 midterm elections in West Virginia. Besides, it ensures the transparency of the election process with nearly instant results.

Like all technologies, blockchain has some advantages and disadvantages. The advantages of using blockchain technology include:

- decentralization of database that ensures network transparency, versatility and ease of use of such databases;
- low costs for users – eliminating the need for an intermediary reduces user costs;
- high level of protection - blockchain technology prevents fraud, minimizes system errors and ensures a high level of security against external interference and attacks.

The disadvantages of using blockchain technology include:

- high cost of use – despite significant savings in use, the use of this technology has its high cost, as it requires high computing power and storage space for data;
- lack of highly qualified specialists - unfortunately, the demand for qualified specialists in the field of blockchain far exceeds their supply in the market. And this is not only the situation in Ukraine, the world's financial giants are also experiencing a significant shortage of skilled labor;
- private keys – after their loss, it becomes almost impossible to recover these keys, which creates problems, mainly, for all those holders of cryptographic values.

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WHAT IS THE METAVERSE, AND WHY DOES IT MATTER?

At the end of October 2021, the word "meta" briefly became the most popular in social media feeds and in news releases. "Facebook is changing its name to Meta" was a high-profile headline, which was heard everywhere. This study analyzes the first steps towards the metaverse.

Meta comes from the Greek prefix and preposition "meta", which means "after" or "beyond" [2]. Author Neal Stephenson coined the term "metaverse" in his science-fiction novel "Snow Crash" in 1992, where the protagonist is a hacker who trades viruses. The author describes a new cool virtual reality-based Internet with avatars and virtual concerts [4]. Subsequently, the word "metaverse" was heard mainly in conversations of people from Silicon Valley, and recently Mark Zuckerberg renamed Facebook to Meta. In fact, the metaverse is just the next stage in the development of the Internet. As in the 90's there was the first generation of the Internet, when access to it was only in special places, such as Internet cafés. Then Web 2.0 came, that means you can get Internet access anywhere. Now the metaverse is like the third-generation Internet, in which we not only have access to it, we are inside of it. People exist in the metaverse in the form of avatars and mostly do what they would do in ordinary life, but virtually: communicate, socialize and make new friends, attend events, shop for real and virtual products, meet and collaborate with remote colleagues, create scenes, games, get a job.

According to the Cambridge Dictionary, the word "avatar" is defined as a character or creature that you create to represent yourself in a computer game, on the internet, etc. [1]. There are several companies that create 3D avatars for the metaverse. One of them is Ready Player Me. On their site you can make an avatar out of a selfie or pick from a selection of pre-made avatars. You can use your avatar in over 2000 supported apps and games.

Today many companies are taking successful steps towards the development of the metaverse. The first is Meta, formerly known as Facebook. Mark Zuckerberg, Meta founder and CEO, said: "I'm encouraged by the progress we made this past year in a number of important growth areas like Reels, commerce, and virtual reality, and we'll continue investing in these and other key priorities in 2022 as we work towards building the metaverse" [3]. Reality Labs division, which includes augmented and virtual reality related consumer hardware, software and content, lost more than $10 billion in 2021 as it built the business. The spending dragged down Meta's quarterly profits, which fell 8 percent, to $10.3 billion, in the three months ending in December from a year earlier, even as revenue rose 20 percent, to $33.7 billion, over the same period [3]. Meta Quest (Meta’s subsidiary, formerly known as Oculus) is a manufacturer of virtual reality headsets. In September 2021, the company announced a partnership with Ray-Ban and introduced the first-generation smart glasses, Ray-Ban Stories [6]. In fact, these are ordinary glasses with a camera, which allow you to shoot first-person video and are not suitable for the metaverse. But users’ habits are formed with the help of such glasses.

Also, the show Alter Ego prepares viewers for a new stage. This is an American show with real people and a jury (Grimes, Will.i.am and Alanis Morissette) that have to choose people who sing well. During the performance, the participants perform a song backstage, and their holographic images they wish appears on the stage. Accordingly, it opens the way for many people with disabilities or complexes, because they are given the chance to exhibit their musical talents and become a star. There is a big screen on the stage, where spectators in the hall can see avatars. But in the TV version there are real avatars on the stage. So far, it's not the metaverse, but this way people are getting used to the fact that there will be avatars around in shows, games, etc. soon.

The next big company, which is one step closer to the metaverse, is Microsoft. Mesh for Microsoft Teams will be introduced in 2022. This feature combines the capabilities of Microsoft Mesh’s mixed reality, allowing people from around the world to join together, have virtual meetings, send chats, collaborate on shared documents, and more [7]. Also, the company, in addition to more familiar VR-helmets, is engaged in the manufacture of mixed reality glasses, which is more convenient to use.

Epic Games, which develops computer games, is also among the top three companies in the metaverse. In particular, their game Fortnite already shows the premieres of movie trailers, concerts, players can buy clothes there and most importantly, people started joining the game just for spending time with their real-life friends. So far, this is exactly the game structure. But Tim Sweeney, CEO and founder of Epic Games, tweeted that “Fortnite is a game, but ask me that question again in 12 months” [9]. Therefore, we can assume that in the future this company will become one of the leading companies in the metaverse. These companies are creating virtual reality (VR), which exists in the digital space. Users see virtual reality either on the screen or wearing a VR helmet. There is also augmented reality (AR), when various virtual things appear in real life. For example, Niantic develops many AR games. One of their most famous games is Pokémon Go, where you can use mobile devices to find virtual creatures that appear on the screen if they are in the same real place as the player. From the beginning, Niantic has had all the makings of a metaverse company. But the company prefers augmented reality over virtual reality. Currently, the company passes on its work to developers free of charge, except when developers want to use its multiplayer features [5].

We have listed large companies that are developing something for the metaverse, but there are still quite a few small organizations. For example, the Decentraland Foundation has developed the

Decentraland software, where users can buy and sell digital real estate. Recently, for the first time in the history of the metaverse, land was bought on a mortgage. “Mortgages and financing availability will expedite the development and adoption of the metaverse,” CEO of TerraZero Technologies, Dan Reitzik noted [8]. Another virtual world that already exists is Cryptovoxels. Here, users can buy land, create their own shops, art galleries, open various entertainment venues and attend events.

In March 21, 2022, a Moscow court found Meta guilty of “extremist activity”, but the ruling will not affect its WhatsApp messenger service. Facebook, Instagram are already banned in Russia. “The move came after Reuters reported last week that Meta was temporarily allowing some posts on Facebook and Instagram calling for the death of Russian President Vladimir Putin or Belarusian President Alexander Lukashenko” [10].

Conclusion. The metaverse does not exist yet and it will not fully enter into our lives soon. But it will definitely be, as evidenced by the enormous work and investment made by influential companies. We hope that with such gradual steps, society’s encounter with the new era of the Internet will be less traumatic and calmer.

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THE CURRENT STATE, NEEDS AND PROSPECTS OF IT SECTOR IN UKRAINE

War is a nightmare for many people all around the world. Everybody heard about horrific events of WWII. Most of us thought that such a cruel time was behind and we were safe, at least in Europe. But the reality is different. People are dying, towns are being bombed and the economy is going down. The goal of this thesis is to measure amount of the disaster concerning Ukrainian IT market, distinguish threats and abilities of national development and give the answer to the question: "What are the prospects of Ukrainian software development".

Firstly, let me put a few words about the state of our IT market before the events of 24th February. In 2020 Ukrainian software export reached record amount of over 5 billion dollars, which is 20% higher than year before. 60% of our software production were consisted of outsource, another 40% were product development. Both were targeting customers abroad (aiming foreign market is typical for post-Soviet computer technologies sphere, because of small client base inside the countries). The US was a leader among the clients. The EU, the UK and Scandinavian partners provided less orders, nevertheless they played an important role in the national IT market. Also, Ukraine is in top 30 countries in the startup ecosystem development [1]. Our country is a home for many startups like:

- Grammarly – app helping to write formal letters. Due to its AI, Grammarly accurately picks words, which suit the context of writing and make it more readable;
- GitLab – opensource platform for software development. GitLab is rival of world-known GitHub
- Preply – service helping to find foreign languages tutor. The app works in 15 countries around the world, has more than 15 thousand tutors and more than 100 thousand students [2].

Besides software development, there are many top game development companies based in Ukraine. Among all of them I would highlight Frogwares – the authors of "Sherlock Holmes", and GSC Game World – creators of legendary "Cossacks" and "S.T.A.L.K.E.R".

Speaking of salaries, Ukrainian middle developer got 3000$ a month. Ukrainian programmers had even overcome their Polish colleagues by amount of salary recently. But of course, the size of the earnings in such countries like Germany or the US was still bigger.

Now, when we see general picture of our IT sphere before the war, let's get down to what has changed afterwards. Firstly, most of programmers moved from their homes in eastern, southern or central parts of Ukraine abroad or to the West. Actually, it’s easier for developers to accommodate to this, due to their relocating experience during Covid-19 pandemic.

Secondly, since national IT market is dependent from outer world orders, it’s became more complicated to sign new contracts. The foreigners find situation in Ukraine too risky for their business. They feel unsecure about the companies’ current capabilities. Despite the scare of foreigners, Ukrainian top managers respond that they are ready to take more tasks [3].

Thirdly, it’s much harder to find job right now. Number of vacancies posted weekly is one and a half times less than it was before the war. Also, some people have already lost their job, but luckily, it happens not so often [3].

The situation seems more or less stable right now. But it can become much worse in the future. Nevertheless, it’s hard to make any prediction. It’s hard to see the mood of investors and clients even in the nearest future. But still a few things are clear. Most of the world wants to help Ukraine and its business. Unfortunately, a lot of those companies feel strong lack of confidence to implement their desire into real life. Second thing is that, quite a lot depends on situation in the battlefield. Ukraine needs to win as soon as possible. I feel that tons of money will be invested in Ukraine after winning the war. Hence new working places will be created and IT will burst out, probably growth will be even bigger than before. Also, we should not forget that companies that escaped from aggressors’ country need to find new place for their offices. Ukraine seems ideal variant for that role, because of its growing popularity in the world, good level of soft and hard skills here and comparatively low salaries. But for all of this to happen the state needs to look attractive in front of investors. Company managers say that current tax legislation looks rather tricky. Ukraine has already created solution called “Diia City”. Although, it might really help, “Diia City” looks dangerous in the eyes of many investors. Government should work on the service image.

To draw a line, I would say that future of national IT market is rather gloomy, but it still has endless prospects. In the early beginning of the thesis I set a goal to answer the question: “What are the prospects of Ukrainian software development”. And if you asked me, I would say that we have a long and thorny path ahead of us, but in the end the sun shines over our heads.

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WILL ARTIFICIAL INTELLIGENCE REPLACE HUMAN EMPLOYEES?

In the recent years, people are worried that technology will force humans to become absolutely replaced by robots. Many experts think AI will bring automation to so many jobs that millions of people will find themselves unemployed, while others disagree with that statement.

At this point, it is changing the structure of the workforce by creating a knowledge-based economy and leveraging that to create better automation to improve working conditions. AI may end up replacing certain jobs such as accountants, analysts, drivers and pilots, assembly workers. However, the transition to AI-based systems will also require the economy to add jobs that alleviate that process.

Next I`m going to outline 3 point why AI can`t potentially replace humans:

1. AI isn`t able to think creatively. It is built around a database of common knowledge. It means that AI cannot think outside code. But as we all know, only thinking outside the box, we can find solutions.
2. AI doesn`t have emotional intelligence. Artificial Intelligence systems are fast and accurate. They don`t have empathy and intuition. And, it is exactly these characteristics that humans possess and which make us empathetic what directly has impact on business efficiency. Only people can look at face of each other and instantly say something what they feel. Take for example, ordinary translator whose job is to interact with people with absolute different characters. Not one robot can find an opportunity to reply to all human`s expectations and find a way to satisfy person.
3. AI provide humanity with new industries. All in all, AI creates new businesses, new jobs and absolutely new opportunities. For example, have you heard of a job role titled ‘marketing manager’ or ‘UX designer’ 15 years ago? I guess you haven`t heard. Than how we can imagine what we can expect from future. Maybe robots will be skilled to interact with people like today people do it.

The pace of job automation and impact of AI on employment will vary across different areas. Factors that determine the pace of the extent of automation include the development of technology, the cost of technology, competition with labor such as skills, along with social and regulatory acceptance. The replacement will happen earlier or later depending on a number of factors including other economic conditions.

Integrating more AI and process automation into the workplace will fragment many workflows and create many human jobs to help integrate them. Those that are replaced by artificial intelligence will be able to find another employment. Many workers will have to absolutely change their direction in career and business processes are expected to be changed. The scale of transition in the labor force will occur over many decades. In the 20th century, we saw a long-term shift toward digitalization in the agriculture industry in many countries. It didn't create a huge rate of unemployment because it coincided with the creation of new types of work.

In truth, practice shows that humans will still be needed in the workplace to reach the estimated total productivity of automated systems. People will have to work in one pace with machines, and this will alter the work sphere.

No matter what the future holds for AI, business owners need to embrace the new technology where possible and learn how to apply technology in working processes in order to stay ahead of the innovations. Businesses and employees alike need to be prepared for what is likely to be widespread and sometimes bewildering change as a result of AI adoption, and the ethical and regulatory challenges that will come with it..

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DIGITALIZATION IN UKRAINE

Dynamic changes in the external environment, competition in the context of globalization, technological transformations, strengthening information processes and new consumer demands are leading to the growth of digitalization around the world. Most developed countries have begun to pay attention to digitalization for a long time ago. Today, digitalization process in Ukraine is only developing, however at a much slower pace than in developed countries, and is mostly innovative. “Digitalization” means saturation of the physical world with electronic-digital devices, tools, systems and the establishment of electronic-communication exchange between them, which actually allows the integrated interaction of the virtual and the physical, i.e. creates cyberspace [2]. Digitalization is positioned as a new type of information and telecommunications technology, covering and changing all spheres of modern industrial and social life, although in the process of formation, already has a powerful potential that gives a chance to achieve both companies and countries leading positions in key areas of socio-economic development [1]. Also, the events of 2020-2022, caused by the COVID-19 pandemic, have significantly affected people's lives and created new challenges for government and business development. In Ukraine, the concept of «digitalization» is focused mainly on the creation of new services and their types, which is based on the collection and analysis of data from various physical objects and does not cover radical changes in the production system, approaches to design, production, marketing and operation of these physical objects, which is laid down in the concept of Industry 4.0 [3].

Digitalization is not becoming only a way to increase efficiency and achieving maximum convenience. One of the main factors of economic growth and business competitiveness is the introduction of innovations that ensure its digitalization. According to preliminary data of the State Statistics Service of Ukraine, the expenses of industrial enterprises on innovations in 2020 amounted to UAH 14406,9 million, that is 37.98% less than in 2017 (the level of these expenses was recorded, UAH 23229,5 million). And 16,8% of enterprises were engaged in innovative activities in industry, 14,9% implemented innovations (products and/or technological processes) [4]. In order to improve their state of digitalization, Ukrainian enterprises must switch to computerized technological processes that allow to automate not only technological but also financial processes [7]. Comparative data on the level of digitalization of the economy and society as a whole in different countries, which are contained, in particular, in the IMD World Digital Competitiveness. The comparative assessment of countries in this ranking is based on their ability to perceive and effectively use digital technologies as new means of transforming regulatory practices, business models and society as a whole. According to the Digital Competitiveness Ranking Ukraine took 54th place in 2021 (among 64 countries), 58th place in 2020, 60th place in 2019, 58th in 2018 [6].

The most intensive digitalization gets into organizations that are closely related to the consumer. Therefore, banking is the main one that uses the opportunities of digitalization. Banking operations can be easily and quickly performed through the Internet (Privatbank, Oschadbank, Monobank, Alfa-Bank, etc.). The opening of accounts is possible through the implementation of remote identification and verification of a client, in particular through the Bank ID system and the use of electronic signatures. Mobile banking, payment by smartphone without the use of a payment card (thanks to GooglePay and ApplePay), mobile apps of banks are widely and actively used. The other directions of banking: digital transformation of bank transfers, rethinking the banking business model (using blockchain technology to reduce fraud in the banking sector; cloud technologies in the banking sector (thanks to network access, banks have many new opportunities: cooperation with partners for the development of digital products, optimization of business processes)).

One of the most powerful examples of state digitalization in Ukraine is the program “State in Smartphone”, aimed at reducing the level of corruption and improving the transparency of the document flows in the country. “Diia” is an online service where you can get government services, download digital versions of documents, officially launched in 2020. There are 72 services available on the Diia portal, and 9 services and 15 digital documents in the application. The application on the phone allows to use the passport of a citizen of Ukraine, driver's license, student card (digital versions are officially equated to paper ones, except for foreign passports), etc. It provides the opportunity to sign documents with an electronic signature, receive social assistance at the birth of a child, apply for business registration, apply petitions, pay fines, taxes, submit declarations and so on. Since the beginning of Russia's large-scale invasion against Ukraine in February 2022, it has included a quickly way to donate money to Ukraine’s military (more than UAH 250 million has already been collected by March 2022), access to 24-hour TV coverage, and a kid’s video channel [5].

The Ministry of Digital Transformation has restructured into a clear military organization. Most companies publicly targeted by Fedorov, the Minister of Digital Transformation of Ukraine, including Apple, Google and other tech giants, have now shut down operations in Russia, restricted Russian government accounts for Facebook users, limited Russian users’ access to their products. Fedorov said that they had to do everything to have digital companies leave Russia [5]. Fedorov and his staff began recruiting a volunteer “IT Army” to hack Russian targets and accepting cryptocurrency donations to support Ukraine’s military.

Digitalization, like other processes, has its positive and negative consequences. On the one hand, digitalization allows to automate production, expand sales channels, simplify work with information, provides access to uninterrupted operation of the service with employees and partners, a high level of communication with customers; also allows people to get new skills, remote work becomes more relevant, new professions appear.

On the other hand, this process has a negative side for Ukraine. Firstly, massive robotization of production processes lead to job loss and many professions could disappear forever. If some skilled workers are replaced by robots, it might cause an increase in unemployment. Secondly, digitalization requires significant funding, including for digital skills programs for all citizens. Thirdly, digitization requires a stable, reliable, fast and readily available Internet. Among the public services currently available online are services aimed at vulnerable groups of population. People cannot use these services because of a relatively low rate of smartphone ownership. Fourthly, there are cyber-security problems. Nowadays the number of Internet frauds, hacker attacks, the danger of failure and viruses are increasing.

Thus, the process of digitization has not only positive aspects, but also has to solve the negative effects that may occur with the rise of rapid implementation of this process. But the digitization is becoming an important component of economic development, modernization and increase country's position.

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THE USE OF INFORMATION TECHNOLOGY IN ENGLISH LANGUAGE LEARNING

Technology has been used to both help and improve language learning. English is important to information technology for various reasons. IT is used in businesses and is basically the backbone of the commercial world at the moment. English is the international language of trade currently. English is the universal form of communication in science. Although many countries still publish journals in their native tongue, English is currently the best way to share one's research findings with scientists in other parts of the world. It is also imperative that students develop strong communication skills, which are vital to almost all professions in computer science. Therefore, courses such as English, technical writing, speech, and a foreign language are typically required for computer science majors.

The English language is sometimes described as the lingua franca of computing. In comparison to other sciences, where Latin and Greek are often the principal sources of vocabulary, computer science borrows more extensively from English. It is also the dominant business language and it has become almost a necessity for people to speak English if they are to enter a global workforce, research from all over the world shows that cross-border business communication is most often conducted in English and it simply has a richer technical and mathematical vocabulary than many (but not all) other languages. The languages that lack such vocabulary use English loan words to get the job done. This alone is a compelling reason to orient programming languages toward English.

It is important to mention, that most IT companies do recruitment in international way and it often leads to some groups have high variety of nationalities working at the place. Many companies have discovered early in the 21st century that they can cut their costs of production by sending their jobs overseas. The proper term for this is outsourcing, or off shoring. Some companies have also found that they can cut costs by bringing immigrants into the country on work visas. The employees will work for the company for a given period of time, and once their visa has expired, they can return home. For someone living in a country where English is not the native language, they will need to master this language if they wish to travel to the United States to find a high paying job. This means language is again important for collaboration as a prime tool of communication at the workplace. But not only working for some good company requires English. Even if you just want to access some information about products or make an order, proper language skill is needed. Also, a vast majority of information on the internet is in English and so in many ways it's necessary to be able to understand English to understand a lot of that. The majority of the most visited websites on the net were created by native English speakers as well, and so are all written in English. In addition, a lot of computer 'jargon' has come from words, or is an acronym of an English expression, and so people across the board can understand these terms if they speak English.

Now information technology has made it easy to study as well as teach in groups or in clusters. At the English lessons with online we can be united together to do the desired task. There are different programs, games and they help learn English language. A lot of people learned English just via using IT products and surfing the internet sites in English Efficient postal systems, the telephone (fixed and mobile), and various recording and playback systems based on computer technology all have a part to play in educational broadcasting in the new millennium. The Internet and its Web sites are now familiar to many students in developed countries and among educational elites elsewhere, but it remains of little significance to very many more, who lack the most basic means for subsistence. Before the Internet, it was hard for you to learn English if you didn't attend a college or university. These were the only institutions where the language was widely spoken. If you lived in a community so poor that it didn't have a college or university, your chances of ever learning English were remote. While many people still live in these circumstances today, the Internet has allowed the English language to spread around the word. Because the Internet was invented in the West, English was inherently built into it. Because Internet usage has expanded throughout the world, more people are being exposed to English.

Technology affects communication by making it easier, quicker, and more efficient. It allows you to track conversations and therefore provide better customer service. Tech also makes it easier to gather customer insights and improve the entire customer experience.

Reasons for Using Technology in English Language Teaching Jacqui Murray (2015) taxonomies the rationale for using technology in English language teaching as follows:

- Technology allows students to demonstrate independence.
- Technology differentiates the needs of students.
- Technology deepens learning by using resources that students are interested in.
- Students actively want to use technology.
- Technology gives students an equal voice.
- Technology enables students to build strong content knowledge wherever they find it.

In conclusion, we believe that this process can fully enrich student thinking and practical language skills and promote improved efficacy in overall teaching and learning. Indeed, it is evident that many routine learning issues that can be overcome through the effective incorporation of technology and appropriately trained teachers, while funding ramifications can be addressed through ministerial planning and the establishment of an infrastructure which prioritizes the interests of effective learning.

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WEB-ACCESSIBILITY OF THE E-LEARNING PLATFORMS

Nowadays the use of e-learning platforms for gaining knowledge and information is in great demand. On 24th February 2022, every Ukrainian heard the worst two words in their lives “The war started”. Russia started a full-scale invasion of Ukraine. It is unbelievably hard to wrap your head around what is happening with our country, our people and our hearts. Our Ukrainian heroes continue to defend peace and security with courage in their eyes. I have no doubt that we will rebuild everything and create new objects with love. We must continue to do our best for our freedom and victory!

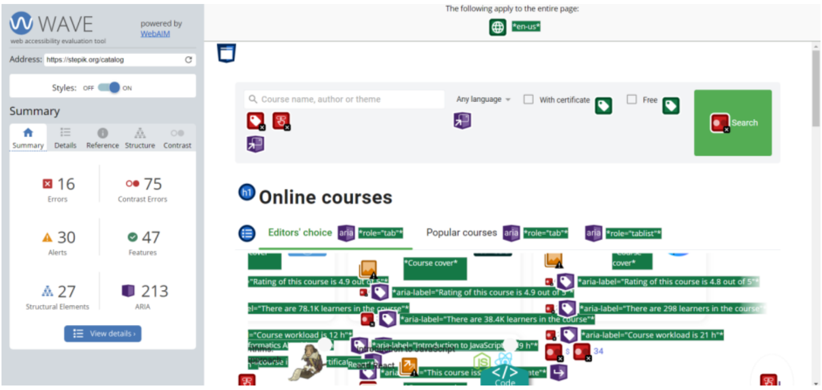
Well, one of the industries that has experienced significant changes and restrictions is education, so it was obvious that a lot of educational platforms are in the distance format. The fact is that not all user-groups can fully access the tools of learning platforms.

Web accessibility is the ability of a site to provide the needs of users with permanent, temporary or situational disabilities. This concept is gaining momentum in the acceptance of the inclusive population and tolerance towards them, so it expands the base of new implementations and innovations with User Experience Design. Certainly, supporting these needs helps people with disabilities to fully interact with the "problematic" environment.

One of the most wide-spread web accessibility laws is the Americans with Disabilities Act, which forbids discrimination against people with disabilities in all areas of public life. There are many tools that can be used to test important components of the accessibility of e-learning platforms. Let us review some of them.

- ***WAVE*** checks problems with images, headings, labels and color contrast.

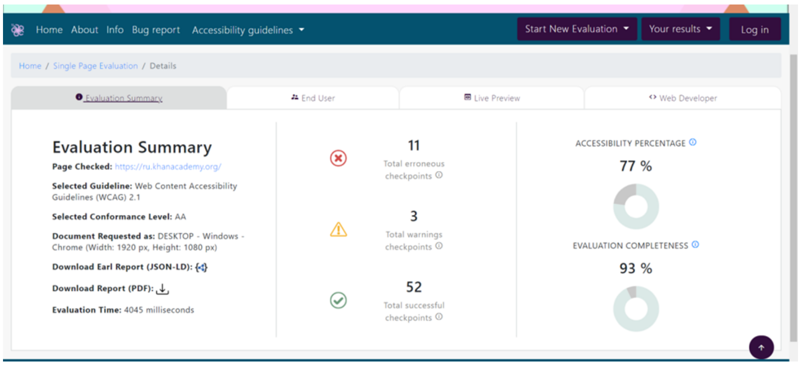
pic.1



Well, when you go to the course information page, there is a problem of contrast between the text and its background (pic.1) the size of the titles and the main text are not compatible. In this way, people with visual impairments will not be comfortable using the full educational platform.

- ***MAUVE++*** tests the HTML and CSS code through guidelines.

pic.2



The results show that the e-learning platform is 77% accessible (pic.2) for people with disabilities: appropriate image size adjustment, the ability to retrieve text from an audio file, relatively favorable colors and clarity.

- ***ADESIGNER*** inspects the accessibility issues on web pages, PDF documents, and Flash content.
- ***ADITUS BUTTON CONTRAST CHECKER*** monitors the accessibility of the buttons and links on pages.

To sum it all up, web accessibility of e-learning platforms is a key element in the developing of a fair and equal education for all. It is necessary to pay special attention to the Web Content Accessibility Guidelines when filling web pages with content.

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INFORMATION WARFARE

A war broke out in our country and many people went to the front. Some people who knew computers rather than how to fight in real life started their own war - an information war, which is just as important as fighting in the open in real life.

Information warfare is the influence on the population of another country in peacetime or wartime through the dissemination of certain information and the protection of the citizens of their own country from such influence. The main objects of confrontation in such a war are information space, resources and technologies, control systems, communications, navigation, computer networks, electronic means, etc. [1]

All big weapon conflicts of the late 20th and early 21st centuries - the wars in Iraq in 1991 and 2003, the NATO military operation against Yugoslavia in 1999, the Georgian-Russian conflict in 2008, the overthrow by rebels (with the help of NATO countries) of M. Gaddafi's regime in Libya in 2011, etc. - were accompanied by mass information attacks [2].

Yes, the news, which everyone watches, does not always tell the whole truth or can sometimes even lie, and for that we should not forget, but this is not really an information war. Now, when we have a war with another country, in addition to the fact that weapons are used, at the same time Ukrainians fall under the influence of information wars. The other country is trying to misinform us and sow panic to break us morally, but our information warriors are breaking their plans.

At this time, everyone can find some device like a phone, tablet or laptop at home, because this is the 21st century and this is the time of information technology. On the one hand, in this way many people can suffer from false information, but on the other hand, we can all join the information war, refute false information and perhaps even tell the truth to the country with which the war is going on, as even some of our students are doing.

To be less likely to become a victim of information warfare, there are some Internet resources that are valuable in our time and situation:

- ABC. Armed Conflict in Time (A Guide for Ukraine) is a guide by the Ministry of the Temporarily Occupied Territories and Some Internally Displaced Persons.
- Procedure for accreditation of journalists in the ATO zone - this page of the Security Service of Ukraine contains information on the procedure for accreditation of media representatives at the

operational headquarters for the management of the anti-terrorist operation in Donetsk and Luhansk regions.

- Ukrainian State Center of Radio Frequencies - a national commission for state regulation in the field of communications and information.
- CERT-UA - (Computer Emergency Response Team of Ukraine) – specialized structural subdivision of the State Center for Protection of Information and Telecommunication Systems of the State Special Communications. Through this page you can report incidents related to cyber threats.
- State Service for Special Communications and Information Protection of Ukraine.
- Dokaz - a resource that publishes evidence of the presence of the Russian military in eastern Ukraine, materials on the crimes of terrorists and occupiers in the Ukrainian Donbass.
- Bellingcat Ukraine Conflict Vehicle Tracking Project - This site collects and publishes data on the movement of Russian military equipment in the Donbass.
- Educational program- the authors of the site set themselves on the basis of facts and documents to debunk myths and stereotypes about Ukraine, its history and issues of its territorial integrity.
- Stopterror - the project visualizes on an interactive map the fighting in Ukraine, through the site you can report events. Also publishes information about illegal armed groups and the presence of Russian military personnel.
- National Military History Museum of Ukraine - the site published materials of photo exhibitions dedicated to the anti-terrorist operation in Donbass.
- Directions of pro-Russian propaganda in Ukraine.
- How pro-Russian bloggers work - interviews with former employees of the Russian company Internet Research, whose bloggers raise the ratings of the Russian government online for a fee.
- Information highlights of the Kremlin's new military doctrine - a review of the new military doctrine of the Russian Federation, adopted by Vladimir Putin in 2014.
- Kremlin expansion in the global information space - an overview of new vectors in the work of Russian propaganda media in the global media space [3].

Before trusting any information, it should be checked in reliable resources.

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HOW TO UNDERSTAND IF PROGRAMMING IS FOR YOU

Today, the digitalization of society and the world as a whole is developing at a very rapid pace. Apparently, there is no such area where information technologies are not used. It includes a huge number of industries, such as data analysis, hacking, but the most popular remains programming. The number of programmers in the IT field is growing every day, due to the huge demand for such specialists in the labor market. Therefore, the relevance of the work is to understand whether anyone can become a programmer and how to make sure that this area is within your power.

Programming, as defined by Wikipedia, is the process of designing, testing, writing, and maintaining computer programs. It dates back to 1943-1945, when Conrad Zuse developed the first programming language, Plancalkull. Currently, there are many programming languages, such as PHP, Pascal, Perl, Swift, Kotlin, SQL, Visual Basic, but the most widespread are Python, C, Java, JavaScript, C ++, C #.

A programmer is a specialist, who knows one or more programming languages and is engaged in software development. In order to become a leading specialist in this field, it is desirable to have the appropriate education, but this is not the only way to gain the necessary knowledge, because today there are many online resources, courses, webinars, video lessons in free access, both paid and free. Those who doubt their abilities can try free courses to learn the basics of programming on such sites as Coursera, ITVDN, EdEra. For beginning this will allow you to see the general picture of what it is like to be a programmer and what it takes. So, everyone who is interested in the field of programming has the opportunity to try themselves in this.

Beginning your career as a programmer, it will be fine to introduce with the biographies of some well-known developers to understand that in order to become a professional and succeed in the world of programming, it is not necessary to have higher education, a degree in science or a mathematical mind. All these are stereotypes. This is evidenced by Marcus Persson, a first-class game developer, known by the pseudonym Notch, who created such game as Minecraft, which is popular all over the world. Marcus considers himself 100% self-taught. He has no higher education. Persson has only completed one year of C ++ courses. There were many attempts to create a popular game, but hard work and dedication still paid off. In early spring 2012, Minecraft ranked sixth among the best-selling games. In 2011, the game received 5 awards, including Innovation Award, Best

Debut Game Award, Best Downloadable Game Award, Audience Award, Seumas McNally Grand Prize at Independent Games Festivals. In a recent interview, Marcus was asked what advice he could give to beginners, and he replied, "Don't listen to advice, just get started."

The largest concentration of software engineers and other IT professionals prevails in the valleys, the most famous in the world is Silicone. Learning the success stories of all the people who work in such valleys or other huge companies such as Microsoft, Google, LinkedIn, Apple, it becomes clear that to become a specialist in this field first of all you need a lot of desire, patience and endurance. Also important for programmers are not only knowledge of mathematics, but also the ability to adapt quickly and constantly learn something new, because technologies move ahead. Also important are the ability to objectively assess the capabilities of technologies and their use in each case. To create a world-famous game, a cool application or even such simple program as "Hello World" requires an understanding that the result will not be immediate, so perseverance will be a very important feature on the road to success.

Thus, the conclusion is that programmers are not born, but become. All that is required for programming are patience, diligence and basic knowledge of mathematics and English, which can be easily obtained even in a relatively short time, the main thing is to have the desire for work and self-improvement. A person who has these traits will definitely become a professional and surely will achieve the success in the field of programming.

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THE USE OF CYBERATTACKS FOR USEFUL PURPOSES

Many people have learned about hacker attacks just after the recent attacks on Ukrainian government websites, electricity grid and even satellite communications due to russian invasion. According to Wikipedia, a cyberattack is "any offensive maneuver that targets computer information systems, computer networks, infrastructures, or personal computer devices" [4]. Also, cyberattack is defined as "an illegal attempt to harm someone's computer system or the information on it, using the internet" [3]. According to Cambridge Advanced Learner's Dictionary, hacking is "the activity of using a computer to access information stored on another computer system without permission, or to spread a computer virus" [5]. A hacker attack is a number of actions, aimed at finding vulnerabilities in digital systems such as computers, phones, tablets or even entire computer systems. Since the terms "hacker attack" and "cyberattack" are close in meanings, we use both terms in the paper.

Digital crimes can be committed by hackers of different levels: from a student with a hacker-program purchased on a hacking-related forum to a big hacker group led by highly qualified specialists. With the development of technology, a large number of different types of hacker attacks are becoming more developed and improved. It is important to know the main types that are most often used by hackers, because the more popular the attack, the more diligently protection could be found.

The first and most known are ***viruses***. The bottom line is the introduction of malware into the user's computer. The consequences are different and depend on the type of virus the computer is infected with. In second place in popularity are DoS and DDoS attacks. ***DoS*** (Denial of Service) - an attack aimed at making the server not respond. This type of attack doesn't allow to get secret information, but it significantly complicates the work of service. ***DDoS*** (Distributed Denial of Service) has the same purpose as DoS, but is not run from one computer, but from several computers on the network. These types of attacks use either the occurrence of errors that lead to a denial of the service or the operation of protection, that lead to blocking the operation of the service, and as a result also to a denial of service. ***Fishing*** is a number of actions done to get a person to share his private information, such as a password or credit card number. The victim receives an email or text message posing as a person or organization that the victim trusts. When a recipient opens this email or message, he discovers intimidating text, written in such way to overwhelm common sense and instil fear. The text requires the victim to go to the website and immediately take certain actions in order to avoid danger or any serious consequences. Unfortunately, fishing is still a popular type of hacking, as people start to worry about their data and forget how to behave in such situations [6].

But the practice of using hacker attacks for positive purposes is not new, but so far it is not such a popular thing. There are even terms for such type of attacks: ‘ethical hacking’, also named as ‘white hacking’ or ‘pen testing’ [8]. It is well known that during the creating of business, it is important to set everything up in that way, that no one could get ‘inside’. One of good ways to check the reliability of a site or server is to use ethical hacking. Its essence means that computer security specialists examine the network for weaknesses using hacker methods.

In order to practically establish the knowledge about computer security, we conducted a survey through at different departments of State University of Trade and Economics. The survey was held in form of a questionnaire proposed to students during the second semester of the academic year 2021-2022. 252 students from the first to the second year of study participated in the anonymous questionnaire. The responders were asked about their knowledge of types of cyberattacks and how it is possible to protect against them. The results of the questionnaire are presented and discussed below.

20.6% of respondents consider themselves protected while on the Internet; 37.3% think they are not protected; 42.1% of respondents admitted that it is difficult to answer the questions whether consider themselves protected on the Internet from hacker attacks.

Most of students answered in the affirmative that there is an antivirus system installed on their computer (85.9%) and 14.1% admitted their computer has not anti-virus software installed.

27% of respondents know how to protect a computer from attacks; 67.9% of respondents don’t know exactly how the protection system works and how to protect computer from attacks, but they are interested in; 5.2% of respondents do not consider it necessary to know.

The biggest part of respondents answered that they have heard about computer viruses (95.6%): fishing is known by 66.3% of students; 31.7 % of respondents have heard about DDoS; 12.3% of respondents know about SQL-injection attack; of respondents know about Sniffer.

90.1% of respondents do not know what penetration testing is and only 9.9 % of responders answered in the affirmative. At the same time, 93.3% of them are ready to order a hacking simulation test if necessary and 6.7% of respondents are not ready. Unfortunately, only 31% of responders are ready to conduct a cybersecurity check on an ongoing basis; 40.1% of responders believe that it will be enough to do it only once a quarter; 19% of responders feel confident that they can conduct a cybersecurity check once a year; 8.3% of responders believe that they can conduct a cybersecurity check in any time they want; 1.6% of responders are going to conduct a cybersecurity check after a cyber-attack on their company.

7.1% of responders think that Apple MacOS is the most secure operating system; 31.3% of responders consider that Windows is the most secure operating system and the biggest part of respondents (61.5%) believe that Linux is the less secure operating system.

Conclusion. It should be noted that users know little about hacker attacks, reliable operating systems and even less about ethical hackers. Although computer literacy skills are in demand but computer literacy is not yet at its best uses. Users should learn how to become more computer literate and why it's important nowadays. Ethical hackers deserve public trust because they are certified professionals. If modern society and businesses start using the services of trustworthy hackers, security threats will be significantly reduced.

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SECTION 3
PHILOLOGICAL SCIENCES

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HAND IN HAND OR WORLDS APART? TRANSLATION STUDIES AS A COMMUNICATION TOOL

The language of translation is very young. The terms such as "translation knowledge", "translation studies" and "translation theory" are known to describe the science of translation.

Translation studies is a scientific research related to translation in its multiple manifestations. Translation studies is a new area of research that has existed since the second half of the twentieth century and was originally formed from other areas, such as innovative styles and linguistics.

As a science, translation studies specializes in interlingual transformations, the transformation of a text in one language (the source) into a text in another language (the target). Such transformations are inevitably limited by 2 specific languages. This process is quite complex, as it combines several problems of philosophy, psychology, sociology and other sciences, as well as linguistics, which is the basis and direct dependence for translation [1].

The socio-cultural role of translation is that from the very beginning of its existence it performs one of the most important social functions – it enables interlingual and intercultural communication of people. The spread of written translations helped the transfer of knowledge and cultural achievements from one ethnic group to another, from one cultural community to another, contributed to the mutual enrichment of languages and literatures of different peoples.

Now translation studies continue to develop in various directions. First of all, there is a marked interest in non-Western theories in the West, which was initially encouraged by postcolonial studies. It has been accompanied by the development of translation studies around the world, especially in China, India, and in the Arab world. Some of the publications in this area are aimed at disseminating what appear to be key ideas through anthologies or critical introductory remarks, with the Chinese discourse on translation being particularly prominent. All this activity leads to a reassessment of the prehistory of translation studies, including the programmes of translation of oral Buddhist sacred works from Sanskrit and other languages into Chinese in the I - VIII centuries A. D. and later in the twentieth century by productive influence of a scientist and translator Yan Fu. This proliferation of translation studies has not only broadened the range of languages, historical circumstances, and translation situations that have been the subject of research, but is also beginning to reassess conceptual ideas about the very concept of translation [2].

There is also a growing interest not in translation itself as in the role of a translator. This is reflected in the interest in the ethics of the translator and his personality, as well as in the strong attraction to the sociology of translation, where the influence of the French sociologist Pierre Bourdieu is particularly significant. Thus, much effort has been put into creating a thorough history of English translation and translators (e.g., Gillespie & Hopkins, 2005 and subsequent volumes in The Oxford History of Literary Translation in English).Another area of tremendous progress in translation research is related to technical progress and new technologies [3].

Advances in technology have changed the practice of translation, which in many cases involves project managers, which uses Translation Memory systems and other computer-aided translation tools and instruments, and which is characterized by a scattering of translators throughout the global market, which treats translation as one of the elements in the "globalization - internalization - localization - translation" system (GILT).

Improvements in technology have had a great impact on translation research, with significant results for automated and machine translation (machine-translation) of various types focusing on the mechanism and cognitive research, also for eye-tracking technology that allows monitoring direction, duration and other characteristics of the subject's view and other aids to monitor the decision-making process by the translator [4].

At present, such research requires a significant investment in equipment and coordination of joint activities of interdisciplinary and international research teams. In addition, the new media has given rise to its own branches of activity and research, the most notable of which is audiovisual translation (or multimedia or screen translation), which has included not only long-established dubbing and subtitling practices but also video game localization, distribution of unofficial fansub (short for "fan subtitles", "amateur subtitles"): video with subtitles in the native language, released independently of official distributors and the like.

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THE USE OF ADVANCED TECHNOLOGIES IN THE STUDY OF FOREIGN LANGUAGES

The term "innovation" means innovation, novelty, change, introduction of something new. In terms of the learning environment, innovation means introduction of new in the design of goals, content of training, organization and management of educational and cognitive activities involving implementation new forms and methods, technologies of training, control, evaluation and tests of knowledge, skills and abilities. In the conditions of Ukraine's competitive entry into the international educational arena, it is becoming increasingly difficult to ensure a high level of education of university students, using only traditional teaching methods. Among the advanced methods in the modern educational process of learning English, much attention is paid to interactive methods based on a person-centered approach to the student, aimed at developing not only the creative potential of the student, but also the ability to think and react quickly, improving communication skills. Interactive methods are working methods, both within the group and outside it. Although the role of the teacher in interactive classes is secondary, attention should be paid to the process of preparation and distribution of roles for the audience. As a rule, working in a group, students have improved communication skills, both team spirit and the characteristics of the leader of individuals. Thus, conditions are created for individual self-expression within the group, the ability to work in a team, develops a spirit of rivalry that motivates students to expand knowledge to improve communication and verbal consolidation of their positions. This method teaches students to actively seek answers. Interactive teaching methods include presentations, heuristic conversations, role-plays, discussions, brainstorming, competitions with practical tasks and their further discussion, design of business plans, projects, creative activities, use of multimedia computer programs and involvement of English-speaking professionals. Game is the most accessible activity for students, a way of processing the impressions received from the outside world. The game clearly shows the features of thinking and imagination, emotionality, activity, developing a need for communication. An interesting game increases the student's activity level, and he can solve a more difficult task than in a regular class. But this does not mean that all classes should take place in the form of a game. Playing is just one of the methods, and it gives good results only in combination with others: listening, talking, reading and others. Debatable forms of learning - is a purposeful and orderly exchange of ideas, statements in order to "find the truth" or the formation of a certain point of view. The main conditions are the restriction of one question or topic, the opinion expressed must be substantiated. One of the most active forms of discussion is Brainstorm, which involves joint problem solving. The aim of this game is to generate ideas for an extraordinary solution to a problem. This is the list of necessary elements of "brainstorm".

1) It is necessary to express as many ideas as possible and record them.

2) Record all the ideas expressed, even at first glance, meaningless.

3) Lack of any criticism.

4) All participants have the same right to express their opinion.

Among the interesting extracurricular interactive activities, we can include tours in English and filming a video report. An important stage of the extracurricular activity is the preparation: distribution of roles among students, approval of the route list, independent search of information by students and its approval by the teacher, who acts as an expert. The main problem of attracting interactive games is that the student often does not have his own opinion, and if he has, he is afraid to express it openly, for the whole class. Continuous interactive classes significantly improve students' communication skills, as a result of which the student's internal limitations disappear. High-quality language training of students is not possible without the use of modern educational technologies. Modern technologies in education are professionally-oriented foreign language teaching, use of project methods, application of information and telecommunication technologies, work with educational computer programs, distance learning courses of foreign languages, creation of presentations.Examining the European experience of learning foreign languages in higher education, we can identify the main areas of increasing attention to learning foreign languages in higher education in Ukraine. Today, information and communication technologies and distance learning are widely used in Europe. For example, in Europe, distance learning is often played between educational institutions. And it looks like this - the institutes perform the functions of firms and in the form of a simulation on the Internet is implemented "trade in goods." With this method, students learn economics and improve their knowledge of a foreign language. Taking into account the above material, we can conclude that the use of interactive forms and methods in the implementation of a person-centered approach and teaching English can increase the number of conversational practice in the classroom, are interesting for students, help learn the material and use it in future classes, perform didactic and various developmental functions. Thus, the teacher becomes a mentor of independent educational and cognitive and creative activities of students. While there are many advantages, you should also keep in mind the disadvantages: with frequent use, the perception of interactive games becomes mechanical, loses creative interest, so it is necessary to diversify games and combine interactive teaching methods with traditional ones.

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SYNTACTIC AND LEXICAL FEATURES OF SCIENTIFIC AND TECHNICAL TEXTS AND THEIR TRANSLATION

Scientific and technical text, as a style of writing, covers all those written texts that contain information related to concepts, theories or any other topic based on scientific knowledge. That is why a special style of writing in the scientific and technical direction is used for their production, which is accessible to the target audience to whom these texts are addressed.

Most often, scientific and technical text emerges as a result of research activities, during which it is necessary to record and describe various data and related aspects. It is presented in an organized and systematic way, with the addition of conclusions, results, descriptions of processes, data and any other integral elements.

The purpose of this type of text is a concise, specific and objective transfer of information, which demonstrates the results of research that connects the scientific community and all those who share an interest in the topic chosen by an author. That is why when compiling scientific and technical texts, scientists use a certain dictionary, which contains vocabulary appropriate to the scientific and technical style.

It is also important to note that the scientific and technical style of the texts is divided into scientific and technical backgrounds, which, being extremely similar in the use of certain approved vocabulary, in turn, have some differences. The main difference between them is that the scientific text explains and describes in detail the research process that led to certain results, while the technical text is more inclined to explain other processes, especially focused on technology.

Any scientific and technical text, regardless of its content and nature, can be accurately translated into another language, even if the text requires an area of knowledge for which the language of translation does not have the appropriate nomenclature. In such cases, a translator often resorts to interpretation.

The syntactic features of scientific and technical texts have been studied and clearly defined. Awareness of these features helps scientists to write their work correctly and accurately convey the results of a research. It is also important for those who do not speak English, because foreign scholars must be able to understand the syntax of English in scientific articles to understand the main idea and the study itself, its results and significance for a particular field of science.

Methods of direct translation

Borrowing is the simplest method of translation. Borrowed from about 50 languages, lexical items make up almost 75% of the English vocabulary and include layers of vocabulary borrowed from different historical periods and under the influence of different conditions of existence and development.

Loan translation is a special kind of borrowing: we borrow a syntagm from a foreign language and literally translate the elements that make it up.

Literal translation is the transfer of sentence structure without changing the structure and significantly changing the order of words. If the Ukrainian sentence has a structure similar to the English one, and it can be used without violating grammatical rules and considerations, a literal translation is acceptable.

Methods of indirect translation

Transposition refers to a method that replaces words in one language without changing the meaning in the target language. Replacement is often required through different grammatical structures.

Modulation is a variation of a text using a phrase that has different meanings in the original language and the language of translation in order to convey the same idea.

Equivalence occurs when two texts describe the same situation using very different stylistic and structural means. Most equivalents are part of idiomatic phraseology, including clichés, proverbs, and so on.

Adaptation is used when a phenomenon of the original language does not exist in the language of translation. In this case, it must be conveyed through another situation that we consider equivalent [2, c. 5].

English and Ukrainian languages have quite different types of structures: English has more analytical features, as free grammatical morphemes help to convey grammatical relations, and Ukrainian has more inflectional features, as grammatical meanings and connections are conveyed through inflections (combined grammatical morphemes).

In English the order of the main members of the sentence is more specific. Example: "Applying the time and range biases to the predicted orbit, it is possible to match the measured values to predicted ones resulting in residuals close to 0." – "Застосовуючи зміщення часу та діапазону до прогнозованої орбіти, можна зіставити виміряні значення з прогнозованими, що приведе до залишків, близьких до 0." (missing Continuous form, the article the is not translated); "Despite numerous efforts, an accurate estimation of the heliospheric SWCX contribution has been hindered by the poorly known cross sections for producing the many X-ray lines from SWCX, limited data on heavy ion fluxes in the Solar wind, and the general spectral similarity of SWCX and thermal emission." – Незважаючи на численні зусилля, точній оцінці внеску геліосферного SWCX перешкоджали погано відомі поперечні перерізи для отримання багатьох рентгенівських ліній від SWCX, обмежені дані про потоки важких іонів у сонячному вітрі та загальна спектральна подібність SWCX і випромінювання тепла." (the article the was omitted, there is no equivalent of the form Perfect, in the original language the word contribution does not have the form of the genitive case) [4, c. 1].

The present form of the verb-predicate in the Ukrainian language corresponds in meaning to the English forms Present Indefinite, Present Continuous and sometimes Present Perfect. Example: "For a researcher this has two implications; For a researcher this is having two implications.; For a researcher this has had two implications." – All these temporal forms will have the following translation: "Для дослідника це має два наслідки." [3].

The same grammatical forms and constructions with different grammatical phenomena can be a bit difficult for beginner translators – grammatical homonyms (for example, the verb "to do" can be used as an auxiliary in negative and interrogative sentences, as a semantic verb and as a verb-representative of the previous). For example: "Swallowing alcohol-based hand sanitizer products, including those that do not contain methanol, might also lead to serious illness and outcomes, including death." – "Проковтування спиртових дезінфікуючих засобів для рук, у тому числі тих, які не містять метанолу, також може призвести до серйозних захворювань і наслідків, включаючи смерть." (in the translation the word do was omitted from the construction-negation do not, because the literal translation does not meet the norms of the Ukrainian language) [1, c. 5].

Summarizing all the above, it should be noted that the various features of scientific and technical texts and their translation directly affect the clarity and accessibility of information in its perception by the reader. That is why a translator whose goal is to translate a scientific and technical text must be able to find, recognize and correctly convey these features in order to make an adequate translation.

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STRUCTURAL AND SEMANTIC FEATURES OF LEGAL TERMS

Problems of terminology are today among the most pressing issues of translation studies and linguistics. After all, terminological units belong to the layer of vocabulary, which, on the one hand, occupies a significant place in the national vocabulary of any language, is developing rapidly, is in high demand among professionals in any field of public life and therefore attracts the attention of many philologists and, on the other hand, is able to create certain difficulties for a translator.

Terms within one terminological area are interdependent; their meaning is specified in the field in which the terminological definition is included. Accuracy is the main property of terms, because they are created to denote special concepts and special subjects, implementing the nominative-definitive function. In a specific area, the term has a certain definition, which is the main feature of its accuracy. Each term must be based on the definition of the reality it signifies, so that the terms are an accurate and at the same time concise description of the object or phenomenon. Each branch of knowledge operates with its own terms, which are the essence of the terminological system of a particular science.

Dudok R. I. suggests that new concepts of terminology development require new approaches to the study of the term, among which should be normocentric, functional, dynamic, which allow to gain knowledge about the real complex cognitive-communicative processes in the structure of the term [2].

The problem of distinguishing terms and words of common language is one of the most important problems of terminology. The term has a number of features that distinguish it from the words of general literary language. We consider the following to be its main features:

- Specificity of the term. The specificity of the term is, above all, in a clearly defined area of its use, in a clear relationship of concept and word.
- Systematic terms. The terms are clearly systematized. Due to its systemic dependence, each term has a strictly defined place in the terminological system, which depends on the place of the corresponding concept in a particular system of concepts [1].
- Unambiguous terms. The term, in contrast to the ordinary word, expresses a limited, fixed concept, i.e. it is unambiguous [4].

- Accuracy, brevity of terms. The deadline should be as short and precise as possible. It must clearly and completely present the characteristics of the subject.
- The international nature of the term. Key terms should be clear to industry professionals in different countries [2].
- Convenience and ease of creating derivative terms. Terms serve as a basis for the formation of derivatives within their system.

The legal term is correlated with the legal concept as the first element of legal knowledge and serves as its symbolic (linguistic) model, represented in sound and letter forms. The concept, its internal content, scope and structure are the logical and semantic basis for the construction of terminological meaning in the form of a definition that summarizes the most important features and relationships of the legal phenomenon. The conceptual essence determines the place and status of the legal term in the terminological system, its categorical and classification features. The term law can be characterized as general law, sectoral, intersectoral, and related to other fields of activity.

D. Melinkoff argues that English legal terminology is characterized by “a much greater variety of special areas of application compared to other terminological systems. The diversity of genres is due to the multiplicity of sources of law and the development of the Anglo-Saxon legal family, which includes, above all, the legal systems of the United States of America and the United Kingdom” [7, c.106].

A quality translation of legal texts requires knowledge of social, cultural and political characteristics of the country of origin of the text. Without a full understanding of the meaning of the document by the translator, it is possible to admit inconsistencies in the translation of legal documents. Legal translation does not tolerate ambiguities and loose interpretations: this can lead to a violation of the rights of stakeholders. The translator has a great responsibility. Errors in translation on perfectly legal grounds can lead to litigation between the customer of the translation and its executor. Most often, the translation of legal texts requires a translator of special linguistic skills to find in the language of translation equivalents to the concepts used in the original text. It is necessary to remember that the text of the legal translation will be used within the framework of another legal system, and, therefore, to use the legal formulations characteristic of it. One of the important stages of translation of documents is editing. The translation of legal documents must be verified by a lawyer.

Karaban V. I. argues that for the communicant the text of the original and the text of the translation act as equal forms of one message, they are equivalent in their functional load. Therefore, in order to achieve such adequacy, a translator must have “legal literacy”, both in a foreign and native language [5, c. 45].

One of the aspects that attracts the attention of many terminologists is the creation of new terms. Mostly, new terms are formed either by using the internal resources of the language.

With the help of internal resources, terms are formed mainly in two ways:

- removable values;
- change the structure (prefixation, suffixation, complex terms, abbreviations) [3].

The practical value of the study is due to the possibility of using its results in the development of theoretical courses in stylistics and lexicology (e.g. section “Word formation”), in the course of theory and practice of translation (e.g. section “Translation of terminological phrases”), in practical courses in English at different levels of education.

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LEXICAL CHANGES IN ENGLISH CAUSED BY THE CORONAVIRUS PANDEMIC: MAIN RESEARCH TRENDS

The global coronavirus pandemic has caused radical changes in virtually all spheres of human activities: economics, trade, medicine, art, etc. Covid-19 has also influenced the vocabulary of the English language. According to estimates by British linguist T. Thorne, the pandemic has led to the creation of more than a thousand new words.

The lexical innovations caused by the pandemic are being actively studied. Significant work is carried out by lexicographers. In the spring and summer of 2020, Oxford English Dictionary publishers released special updates to document the impact of the COVID-19 pandemic on English. These developments of lexicographers became the impetus for scientific research. In particular, Roger J. Kreuz, University of Memphis, expressed doubts about the legitimacy of referring of certain words and meanings to the coronavirus vocabulary [11], G. Price analyzed the relationship between social and linguistic change [12] and so on.

Much work is being carried out by different institutions, especially research universities. For example, the English Language Center (ELC) of Vanderbilt University has prepared the COVID-19 Language Guide, a collection of references and materials related to relevant vocabulary and phraseology [9]. The Covid-19 language hub contains a study of the impact of Covid-19 on vocabulary, provides key Covid-19 terminology, translated into major languages of the world [10]. The creation of such resources is one of the evidences that the impact of Covid-19 on English vocabulary is being actively studied.

In Ukraine, the study of lexical innovations caused by the pandemic is based on both native and foreign languages. Ukrainian researchers S. Omelchuk and T. Mandych studied the semantic and categorical potential of the COVID-19token. Their research is devoted to lexical, word-forming and syntactic features of this token [6, p. 112-131]. Researchers T. Vesna and T. Teletska reviewed lexical innovations related to the COVID-19 pandemic in the context of media discourse based on French periodicals. Their work indicates that some terms that had limited professional use were in the focus of international public awareness and flooded information platforms [3, p. 82–89].

Ukrainian scientists have also actively been researching the pandemic vocabulary in English. On the basis of Covid-19, K. Karpova and T. Chayuk studied the enrichment of modern English vocabulary through word formation. The authors of the article stated and analyzed direct nominations of coronavirus disease and medical terms related to it, nominations of mostly negative public reactions to the new threat, as well as ways of new organization of life and work in the lockdown. The material of the study identified neologisms, phrases, occasional innovations that have become relevant in connection with the pandemic of coronavirus infection COVID-19. The authors of the publication state that the language material collected by them confirmed the productivity of such word-forming models as telescopy and abbreviation [4, p. 155-176].

N. Skybytska researched the vocabulary of the pandemic in the modern English-language media space. The material of the research allowed to draw a conclusion about the preservation of the potential of telescope, affixation, truncation and abbreviation as ways of word formation. The researcher also points to the growing role of bases / word formation in the creation of dismembered nominations (phrases). N. Skybytska described new mixed abbreviation types, noted the emergence of new derivatives of them, etc. [7, p. 280–288].

Morphological neologisms of the English language, created in connection with the COVID-19 pandemic (Bondarenko O. M.) were also studied [2, p. 79–83], methods of creating neologisms to denote the COVID-19 phenomena in the English-language epidemiological discourse (Babelyuk O. A., Didukh L. I.) [1, p. 5–12], the global CORONAVIRUS phenomenon as a new concept in the English-language linguistic-cognitive picture of the world [Krasnytska K., Stepanyuk N., Dolusova N. [5, pp. 148–153] etc.

As far as we know, the pandemic vocabulary in the BBC news (on the site) [8] has not been specifically studied. The method of continuous sampling should be used to collect relevant tokens, to look into the extralingual factors of their creation, the criteria for vocabulary formation, to identify lexical-semantic groups and thematic subgroups. It is advisable to analyze the features of the pandemic vocabulary: mechanisms of creation (complex words, standard abbreviations, acronyms, etc.), to determine borrowing and proper English words, active and passive vocabulary (quantitative use and distribution, most used words), onyms and common names and more.

The pandemic leaves noticeable traces in modern language practice, so the study of the coronavirus vocabulary is relevant and important.

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OVERCOMING UNTRANSLATABILITY IN INTER-CULTURAL COMMUNICATION

Nowadays, multicultural interaction is widely accepted as one of the key ways of exchanging information. Nevertheless, our international dialogue may be negatively tormented by a mutual lack of both cultural and linguistic awareness, which ends up in the matter of untranslatability. Therefore, it is crucial to recognize the importance of various cultural factors in processing messages from an overseas language.

The study of untranslatability opens an unlimited field in translation studies along with the development of languages around the world [2, p. 34-50]. This issue was investigated by J. Culler [1, p. 444-445], E. Sapir [3, p. 92-93], and J. C. Catford [4, p. 93-98].

The aim of this work is to draw attention to the role of the cultural context in carrying out successful cross-cultural communication and to explore the prevailing methods of dealing with the issue of untranslatability in an exceedingly multinational discourse.

To begin with, we have to take into consideration that translating is not purely a process of a language transfer, but it also involves a transfer from one culture to another, then impacted by the difficulty of finding the closest equivalent [1, p. 444].

When two languages, formed by their cultures, do not share a peculiar common aspect, the lexical gap occurs [6]. The gap means there are not any equivalent words in the target language to convey the meaning of a particular lexical item from a source language. Linguists, who examine the structure and mental mechanisms of diverse languages, explain the lexical gap, using the term ‘untranslatability’.

Untranslatability is a property of a text, or any utterance, in one language, for which no equivalent text or utterance can be found in another language during the interpretation [4, p. 93-94]. Despite that, untranslatability is not absolute, as long as it does not entail the complete impossibility of translation. What is implied, is the specific translation strategies that are supposed to be implemented for overcoming the obstacle of untranslatability.

It is generally admitted that while exporting a text into another language, not all elements of that text may be transmitted effectively. Fundamentally, no text would be exactly untranslatable, but the translation of culturally incompatible texts would inescapably lead to some point of loss [5].

The methods used by translators and interpreters do not require preserving all the structural features by keeping the precise translation of all the words, expressions, or verbal forms to save the original idea. To fulfill the transfer of a message from one language to another, we need to resort to alterations provided by different approaches to the task of translating.

Our principal goal is to compare techniques utilized by experts for accomplishing accurate and digestible translation.

One of the leading methods is adaptation. Also known as “free translation”, adaptation is a translation procedure, resulting in the replacing of social or cultural reality in the source language with a corresponding reality in the target language [6]. This method aims at maintaining the comprehensibility in the target language at the sacrifice of the form of the source language, but without changing the original message.

Another widespread method is borrowing. Borrowing abolishes translation anywise and adopts a foreign word or expression from the source language in the target language as a new vocabulary. Distinctions between cultures signify that phrases and concepts existing in one language might be absent in another. For example, we have no ready-made equivalent for the English ‘model’, ‘Coca-cola’, ‘coffee’, ‘logic’, ‘motor’, ‘Brandy’, ‘Benz’, and so on [7, p.829].

Moreover, we can tackle untranslatability, using a method of compensation. This is a special technique that is used to reach the equivalence when there is no equivalent concept and suitable expression in the target language. We simply choose the words in the target language which describe the original lexical item in the most beneficial way. For instance, when translating the pronoun ‘you’ from German into English, we would opt for the words like ‘sir’ or ‘dude’ to show the subtleties of the necessary style [6].

In addition, we should definitely mention calque. Calque is a type of word-for-word translation, which means translating a phrase literally into the target language. Even though sometimes, calquing makes absolutely no sense, we attempt to convey a foreign expression’s alien concept. Using this method, we aim at preserving the cultural message of the source text. This method may look ridiculous at the beginning, but the calqued phrases will be accepted by the target language speaking people and become a common word in their daily life [7, p. 830].

Furthermore, it is impossible to omit the method of paraphrasing. The key task of this procedure is to substitute a lexical item in the source language for a totally unequal word or phrase in the target language. To illustrate this, the English idiom for death, “to kick the bucket,” is best translated into German by paraphrasing it into its own equivalent, “to bite into the grass” [6]. Not only do we dispose of a lexical gap, but we also connect a cultural gap and manage to find some similarities in various languages.

Bearing in mind all the differences in linguistics and culture, we are sure to acknowledge that there does not exist any phenomenon of ultimate untranslatability between several foreign languages. Besides, we cannot abandon the very fact that there are significant universalities and cultural similarities between languages. Supported by this, translators have numerous useful techniques at their disposal to scale back the barriers in translation and promote successful language and cultural communication.

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ENGLISH NEOLOGISMS WITH SOCIAL NETWORKS COMPONENT AND THEIR TRANSLATION INTO UKRAINIAN

Social networks and the Internet have an extremely large impact on the lexical system of the English language. Today the most popular social networks in the world are Twitter, Facebook, Linked In, Whatsapp, Instagram, Pinterest.

According to their appearance neologisms were formed. ***Neologisms*** are new words, linguistic innovations, lexical and grammatical features that appear in the language, and are evidence of its life and development, the desire to express all the richness of human knowledge, progress of civilization [5].

Therefore, ***the significance of the paper*** is due to the need to study new vocabulary as a means of reflecting the changes taking place in modern linguistic culture, as well as the study of ways to adequately convey English neologisms in the Ukrainian language.

The object of the paper is neologisms derived from the names of social networks.

The subject of the research is methods of neologisms translation derived from the names of social networks.

The aim of the paper is to analyze the peculiarities of the English neologisms translation derived from the names of social networks into Ukrainian.

There are several traditional classifications of neologisms. This is the distribution of neologisms according to the method of their formation and stylistic color. And some even rely on features that are unique to these language units [2].

On the basis of the language unit neologisms are divided into: neolexes, neophrases and neosemes. According to the degree of novelty of neoplasms are divided into absolute and relative, according to the type of denoted reality denote: new, old reality. According to the method of formation, neologisms are divided into: borrowed, word-forming and semantic [1].

Modern English has three ways of forming new words, namely: borrowings, phonological and morphological methods of forming neologisms. The last ones are the most common. They are characterized by high word-formation activity. Particular emphasis should be placed on the productivity of such a process as affixation – a way of forming new words, in which existing suffixes find new meanings. Among the types of affix word formation, suffix and prefix are the most commonly used; the suffix-prefix method is less productive due to the complexity of forming neologisms in this way, as neologisms on the Internet are characterized by a characteristic simplified version of the formation of verbal structures [4].

The emergence of new vocabulary in modern English is an active process of replenishment of its vocabulary. And since neologisms cover almost all spheres of life, it is necessary to understand how it is necessary to translate these lexical units into Ukrainian.

As a result of the analysis of theoretical and factual material we have identified the following methods of translating English neologisms:

1. transcoding:

- transcription;

  «That night he wrote a ***dweep****, which he was ashamed in the morning.»[3]*

  «Тієї ночі він написав ***двіп****, за який йому було соромно на ранок.»*

- transliteration;

  «The person had ***hoplophobia*** *and passed out at the mere sight of a gun.»[3]*

  «У людини булла ***гоплофобія*** *і вона втратила свідомість від одного лише погляду на пістолет.»*

- adaptive transcoding;

  «His followers and tweet count proves he's a ***twitterologist****.» [7]*

  «Його підписники та кількість твітів доводять, що він ***твіттеролог****.»*

- mixed transcoding;

  «Harmony was angry at Geoff after he used a ***twatterism****.» [7]*

  «Гармоні розлютився на Джеффа після того, як той використав ***твотеризм»***.

2. loan translation;

   «Have you seen the new eppisode of The Bachelor?

   Gosh, yes, it was so ***cringy****...» [7]*

   «Ти бачила новий епізод Холостяка?

   Боже, так, це було так ***кринжово****...»*

3. descriptive translation.

   «Man I've just bought a car, how ***twitterific*** *is that!» [6]*

   «Чувак, я тільки що купив машину, ***треба терміново це затвітити****!»*

There are also additional types of neologism transfer for better translation:

1. a direct borrowing technique;

   «You have my full ***sp*** *in this campaign.»[6]*

   «Ти маєш мою повну ***sp*** *в цій кампанії.»*

2. an analogue substitution technique.

«He constantly thought about learning and lessons, and his opinion was always contrary to social norms. A real ***nerd****!»[7]*

«Він постійно думав про навчання та уроки, а його думка завжди супротивила соціальним нормам. Реально ***неприємний тип****!»*

As a result, it was found that the most common ways of translating English neologisms derived from social networks into Ukrainian are: transliteration (28%), translation by direct inclusion (19%) and descriptive translation (31%).But the main criteria that must be taken into account by the translator when searching for compliance with the English neologism in the Ukrainian language are brevity and unambiguous interpretation. The option offered by the translator must be clear to the recipient.

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METAPHORICAL CONCEPTUALIZATION OF ENGLISH FOOD IDIOMS

Food products, national cuisine presented in the idioms brightly depict the peculiarities of the English culture overall. Figurative nature of idioms reflects cultural codes that, in their turn, create linguistic picture of the world. Stylistic coloring and imagery are the main properties of idioms. Imagery that is manifested in speech through metaphors makes the expression more colorful and emotional.

The object of our work are the metaphorical images created by English food idioms. The aim of our work is to analyze metaphorical images presented in English food idioms through reviewing and identification of universal and specific features of the world conceptualization by peoples.

Physical appearance

This cluster is represented by the idioms, which often ironically characterize the way people look like. These idioms can have negative connotations. For instance, "beef to the heels" [4], an idiom which means chubby or fat, especially in the legs. Usually said of women, it emphasizes stoutness as a physical defect.

The lexeme butter reflects the perception of a person's appearance in the idiom "as fat as butter" [1]. A comparison with such fatty product makes us to conclude that the person has a stout figure.

The idiom "a pudding face" [4] also implicates dismissive attitude to the person's appearance.

Thus, negative semantics of these idioms demonstrates the negative attitude to the obesity on the part of the English linguistic culture.

Personal characteristics

Some personality traits that define human actions and perception of the world are broadly reflected through the idioms with food component.

"Bad apple" (or "rotten apple") [5] is a negative person who might infect those around him with his bad influence.

The idiom an "apple polisher" [5] is used metaphorically to refer to a flatterer who praises others for certain benefits. This refers to the former practice of bringing a shiny apple as a gift to a teacher – and indeed it was first used in educational contexts.

The meaning of some idioms is realized through the application of a metaphor that maps a property of food items onto a specific personality feature. It is the case of "lemon" (silly person) or "peach" (lovely person). Thus, sourness and little value are mapped onto lack of intelligence "a lemon"), and sweetness, in its turn, onto charm ("a peach").

The idiom "a cumin seed" is used to refer to a person who is very stingy. It associates with a state in which cumin seeds are usually in (dry and hard) in order to describe a person's behavior when it comes to money.

Emotional state of a person

Fun is usually associated with holidays, feasts and meals. The idiom "cakes and ale" [2], first used by W. Shakespeare, reflects the state of fun, enjoyment of delicious food. However, in the semantics of some idioms, fun and festivities may have another connotation. For example, "life is not beer and skittles" [2]. The lexemes beer and skittles (a game like bowling) convey the image of fun and pleasure. But these also reminds us that life can't be pleasurable all the time and we should take things seriously.

Overall, person's emotional state is not always associated with positive emotions. For example, "eat the bread of affliction" [3]. Food component of the idiom expressed by the lexeme bread indicates an opposition of concepts. Bread is considered to be a source of food and energy, so it has a positive connotation. However, it is associated with pain and grief in this context. Consequently, food products convey many life aspects of English linguistic culture.

"Eat one's heart out" [4] means to feel bitter anguish, grief, worry, jealousy, or another strong negative emotion, that makes a person suffering. The lexeme eat is the key component in this idiom. The connotation of this lexeme is not only "to consume food". In a metaphorical sense the emotional state of a person and his feelings are closely related to the heart, which means a person "eats his own heart out", being exposed to suffering more and more.

Social standing

This cluster is rather extensive and is represented by the idioms that reflect successful human activity, the state of prosperity, semantics of abundance, difficulty, financial difficulty and poverty.

To convey the state of prosperity metaphorically, the construction "have one's cake baked" [4] is commonly used. In English the pattern "have something done" assumes that the action was performed for someone by another person. As a rule, this pattern reflects the service provision and the ability to fund it. The idiom "have one's bread buttered on both sides" [1] has similar connotation. This example means that a person is in a state of easy prosperity and receives benefits from all possible spheres.

Food idioms can symbolize also the profits of financial companies. For instance, "to cut the melon" [4]. Traditionally, the lexeme melon refers to a fruit, but it has acquired the meaning of an abundant profit. Melons are large and fleshy. By analogy with this fruit, the profit may be large so that there is a need to declare an abnormally high dividend to shareholders.

Metaphorical transfer in the idioms conveys absence of any deficiency, for example, “a land flowing with milk and honey” [1]. The lexemes milk and honey symbolize prosperity and well-being.

To the person who, sadly, lost all his possessions and wealth the idiom “take the bread out of smb’s mouth” [2] may be applied. The lexemes “out of smb’s mouth” and “bread” are the key components of this idiom. Bread does not only represent food and nutrition, but it is also a guarantee of existence. A person deprived of bread is forced to starve, just as a person deprived of his livelihood will be left with nothing.

“Be below the breadline” [5] said of one who is impoverished. Originally, the “breadline” was a line of people awaiting the distribution of food from a charity.

The image of the ‘dish’ is also reflected in the food idioms: “humble pie” [1]. The lexeme humble focuses on deprivation, poverty and lack of material goods.

So, in the process of analyses, we came to the conclusion that discussed English food idioms with metaphorical images designate various aspects of linguistic picture of the world.

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INTERNATIONAL AGREEMENTS TRANSLATION (ON THE MATERIAL OF THE EU-UKRAINE ASSOCIATION AGREEMENT)

The translation of official documents requires the comprehensive reproduction of information communicated by an official document and the unconditional compliance with the language norm adopted in the language of translation into official texts. The addressee of the translation must receive the translation in the usual language form.

International agreements are a complex, multi-sectoral system that covers almost all types of cooperation between states. It should be emphasized that in the system of international relations, treaties perform a number of important legal functions, primarily the regulation of international relations and the formation of their legal basis. They also contribute to the stability of international law and order, the maintenance of peace and security, and the development of international cooperation on the basis of equality. In addition, international treaties are an important means of ensuring the national interests of the state and protecting fundamental human rights and freedoms.

We should take into account not only the traditions of Ukrainian diplomatic correspondence, but also the cultural peculiarities of the country of residence. Even the absence of theanswer is informative - it is the answer of a certain nature. Etiquette formulas that are in the text, their place in the composition of the letter, the accuracy of spelling names, design features, paper, where the printed text, envelope in some cases are more important than the message, formulated verbally.

Diplomatic texts are distinguished by the presence of words and combinations of general literary language, which in certain meanings are used as terms stylistically related only to the language of diplomatic documents: protocol (a set of generally accepted rules of international communication).

The style of diplomatic documents is closer to journalistic (especially international documents). Time gave them a special socio-political sound. The diplomatic background is also characterized by expressive and emotional words: "We appreciate the close and mutually beneficial relationship of our strategic partnership."

The expressive-emotional component of meaning is necessarily combined with positive connotations of diplomatic vocabulary. These are the words that contain a component of a high degree of assessment of what is happening and the future and a high degree of satisfaction of the addressee.

The syntax of diplomatic documents is complex. It is dominated by long sentences, complicated by the involved turns; complex sentences with different types of adjuncts (mostly defining and explanatory), a wide list of homogeneous parts, often emphasized graphically by paragraph division of the structure.

The vocabulary of international treaties is characterized by insignificance and limited possibilities of word combination, the use of neologisms is not typical, there is no use of slang words, dialectisms. A characteristic stylistic feature of international treaties is accuracy and unambiguity, which means that synonyms are used very rarely.

Examples of special vocabulary that function in the texts of international treaties: to enter into force, instruments of ratification, the High Contracting Parties, to remain in force, a Party to the Treaty, the deposit of the instrument of accession, under the Charter, to reaffirm commitment, subscribing states, aspirants.

In the language of international documents there is a significant number of words that are used in the meaning inherent only in the texts of international treaties. Some of them acquire a new meaning, not fixed by lexicographical sources.

Another characteristic feature of the treaties is that they don`t contain assimilated Latin phrases. In English-language texts of documents they are reproduced in Latin letters, mostly the same way of writing is preserved in Ukrainian-language texts, although sometimes they are transmitted in Ukrainian letters, respectively: persona grata (persona grata), persona non grata (persona non grata), status quo (status quo), modus vivendi (modus vivendi), etc.

International treaties are of great grammatical interest too. The main function of any contract is to determine the mutual rights and obligations of the parties. It is necessary to remember that in translation of documents it is necessary to keep not only the semantic party, but also if possible to select the structures which are closest or coincide with structures in the original text both from the point of view of big syntax, and from the point of view of grammatical constructions.

Grammatical constructions also play a very important role. These are such constructions as obligatory inversion of the subject and predicate, adverbial inflection, passive form (often with the pronoun it as a subject), expression of the subject by the noun – the subject of the passive construction. Some researchers often focus on adjectives, infinitives and gerundial inflections.

Among the grammatical features of the translation of contracts are ways of expressing duty. The most typical way of expressing an obligation for the language of contracts is the use of the modal verb **to be to**, which in the Ukrainian text corresponds to the modal verb **"should"** or a semantic verb in the present tense.

«A foreign natural person whose name is **to be registered** in the Commercial Register as a person authorized to act on behalf of the entrepreneur (company) is required to submit a temporary residence permit for the Slovak Republic». Іноземній фізичній особі, ім'я якої підлягає реєстрації в Комерційному реєстрі як особа, уповноважена діяти від імені підприємця (компанії) необхідно подати дозвіл на тимчасове проживання у Словацькій Республіці.

The clarity of the protocol document is also facilitated by the various unions and union words, which create a logical sequence of presentation, especially when used at the beginning of the paragraph: **then, moreover, nevertheless**, etc.

«**Moreover**, the following may be considered to be compatible with the proper functioning of this Agreement». – Крім того, наступне може вважатися сумісним із належним функціонуванням цієї Угоди.

Among the possible forms of expressing the obligation in English were the phrases **to be subject to, to be obliged to** and the verb **to undertake**, which express in the text of the contract the meaning of the obligation.

«A single act is sufficient for a State party **to be obliged** to undertake these measures». – Достатньо хоча б одного протиправного акта, щоб держава-учасник зобов'язана була прийняти вказані заходи.

Overall, it seems logical to conclude that in translation contracts and agreements from English or into English, it is necessary to take into account a clear condition in the rendering of the meaning of the source and also know the specifics of special phrases and stable terminology of contract translation.

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LINGUAL MEANS OF REPRODUCING NON-VERBAL COMMUNICATION IN DAN BROWN`S WORK

Communication is a special type of human activity, which lies in information exchange, during which communicators use not only words but also non-verbal means of communication. Nowadays, awareness of the importance of non-verbal communication determines the interest of linguists in the study of non-verbal means.

Non-verbal means of communication are elements of communicative code that have a non-verbal nature and together with the means of language code provide the creation, transmission and perception of messages [1, p. 59].

According to Pease, only 7% of information is transmitted with the help of words, while with the help of sound means (tone of voice, intonation, etc.) – 38%, and with the help of facial expressions, gestures, posture – 55% [3, p. 13].

The functions of non-verbal means are not only duplicating, reinforcing or replacing verbal communication but also confirming or refuting of information, supplementing the content of the statement, emphasizing particularly important aspects of communication, controlling and regulating this process [4, p.41].

In fiction, non-verbal means, reproduced by linguistic means, are important because they contribute to the development of readers' imagination.

The material of our study was the work of the famous American writer Dan Brown "The Da Vinci Code".

Dan Brown's work reproduces the following non-verbal means of communication:

1. prosodic means, which denote vocal activity (timbre, intonation, key, volume, etc.), which allows the reader to form an idea of the hero: his personality, inner state, attitude to others. ***«Mr. Langdon? I need to speak with you." The man's English was accented <u>– a sharp, authoritative bark</u>» [2, p. 8] /«Mais, monsieur," the concierge pressed, <u>lowering his voice to an urgent whisper.</u> "Your guest is an important man»*** [2, p. 6]

2. extralinguistic means (laughter, pauses, coughing, diction, crying, sighing), which are aimed at expressing positive/negative emotions, approval/disapproval, despair, indifference, reproach,

embarrassment, fear. ***«He turned to the audience with <u>an embarrassed sigh.</u> "And if I find which one of you provided that article, I'll have the consulate deport you»*** [2, p. 7]

3. kinetic means (body hands, gestures, facial expressions, eye contact), which enhance the literature work, acting as an indicator of feelings and emotions of the characters (approval, denial, surprise). ***«The students in the crowd <u>nodded enthusiastically</u>.»***[2, p. 6] / ***«<u>The man arched his eyebrows.</u> "Your French is better than you admit, Monsieur Langdon»*** [2, p. 16] **/** ***<u>«Langdon shook his head</u>. "Actually, nobody still knows about my manuscript…»*** [2, p. 20]

4. appearance, which is an important means of expression, because the reader can imagine in detail the heroes of the work. ***«The past year had taken a heavy toll on him, but he didn't appreciate seeing proof in the mirror. His usually sharp blue eyes looked hazy and drawn tonight. A dark stubble was shrouding his strong jaw and dimpled chin. Around his temples, the gray highlights were advancing, making their way deeper into his thicket of coarse black hair. Although his female colleagues insisted the gray only accentuated his bookish appeal, Langdon knew better»*** [2, p. 6]

So, exploring the non-verbal means of communication in the work of Dan Brown, we divided them into four groups: prosodic, extralinguistic, kinetic means and appearance. In combination with verbal means, they create a general picture of the literature work, which contributes to the understanding of the idea that the author tried to convey to the reader.

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INTERACTIVE TOOLS OF INCREASING STUDENTS' MOTIVATION IN THE ENGLISH LANGUAGE LEARNING

Nowadays, more and more teachers are thinking of different ways to increase students' motivation as this can lead to more effective learning process. Despite the invitation of many methods and techniques which should motivate students to learn, this issue is not solved yet.

Thus, the problem of studying motivation potential of learning activities attracts attention of many foreign and domestic methodologists and researchers such as E. Ilyin, V. Chirkov, R. C. Gardner, O. Pometun, D. M. Christophel and J. Gorham, R. M. Ryan and E. L. Deci, etc. Thus, R. C. Gardner found a link between language learners with positive attitudes towards the target culture and those who do not have such attitudes, and O. Pometun in his work "Modern lesson. Interactive learning technologies "describes the basics of theory and methods of learning based on a combination of personality-oriented competence and activity approaches using a significant amount of practical material [5]. It should also be mentioned that results of the study of M. Bernaus, A. Wilson, and R. C. Gardner revealed an obvious interdependence between motivational teaching practice and the language learning motivation of the classes [7].

This report aims to identify learning tools that help increase students' motivation to learning ESL.

To start with, let's find out the definition of the word 'motivation'. Motivation is a dynamic process of physiological and psychological plan, controlling human behavior, which determines its organization, activity and stability; a person's ability to actively meet their needs [4]. Motivation, both intrinsic and extrinsic, are key factors in the success of learners at all stages of their education. The researchers note that all learners are motivated differently and motivating them for learning takes time and a lot of effort [9].

The motive of learning is an internal motivating force that ensures the movement of the individual to active cognitive activity. From a psychological point of view, motives are the internal drivers of educational activity. The success and effectiveness of learning largely depends on the level of formation of motives [2].

Therefore, to increase students' motivation to learning, the teacher needs to apply different tools in order to form the effective motives in students' minds. So, in order to increase students' attention, it is better to use visual and technical teaching aids or software. However, what are the main factors that affect todays' students' desire to learn? The researchers consider the following factors: the content of the material, cooperation, freedom of choice, applying different teaching methods and tools, discard templates, gamificate teaching.

The next step in the process of motivation development means is computer technologies. Due to the wide spread of computer technology, all people always use their gadgets. Therefore, teachers are advised to use them as well to enhance the cognitive activity of their pupils instead of combating them. The use of information technology in lessons contributes not only to the development of learners' individual abilities, the activation of their cognitive activity, but also the formation of information culture [1]. However, not every school or university in our country is provided with appropriate technologies to apply on the lessons. Therefore, we are going to consider only those interactive tasks that can be used both online and offline.

Interactive learning as a means of increasing learners' motivation requires constant and active interaction of all participants in the learning process. It includes co-learning, mutual learning (collective, group, collaborative learning), where both the learners and the teacher are equal subjects of the educational process, they clearly understand what they are doing, reflect on what they know, and are able to act. The organization of interactive learning involves simulation of various life situations, joint problem solving based on the analysis of circumstances and the situation, the use of role-playing games [6].

The following types of interactive task can be applied on the lessons when learning English language: unfinished sentences, the method of "press", "Take a position", teaching - learning. To be brief, we are going to examine two of them:

1. Press method. This exercise is used to resolve conflicting opinions about a particular issue. It involves a clear expression of opinion and its argumentation. It has the following structure and stages (learners should be informed first): (1). Position: I think that ... (express your opinion, explain what your point of view is). (2). Rational: ... because ... (give the reason for this opinion, i.e., what is the evidence in support of your position). (3). Example: ... for example ... (provide facts that demonstrate your evidence). (4. Conclusions: So (therefore), I think ... (summarize your opinion, make a conclusion about what needs to be done; that is, it is a call to accept your position). When presenting their opinions, students must adhere to the given structure [3]. This method helps learners quickly formulate their thoughts and express them clearly.

2. "Loan position". Instruction: Preparatory stage. Place posters on different walls in the class. One poster says "Agree (for / yes)", the other - "Disagree (against / no)", the third - "Not determined (other)". Get the learners acquainted with the rules of the exercise: the teacher names the topic, the

students stick their stickers at the appropriate poster, depending on their opinion on the issue under discussion; justifying opinion stage: learners express their points of view.

After the teacher has listened to different points of view, he can ask if anybody wants to change their position, i.e., to move to another poster. If there are such students, they must justify the reasons for their transition.

To sum up, the use of interactive tasks in the process of learning English language enhances learners' curiosity and independent study of the new material. The teacher's behaviour and beliefs can have a direct influence on learners' motivation. By applying interactive exercises to English language lessons, the teachers can create comfortable learning conditions in which each learner feels his/her success and intellectual ability. These tasks help to teach learners to express their thoughts accurately and clearly, to argue their position on a particular issue, which will help them later in everyday life.

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SLANG-WÖRTER IN DER NETZSPRACHE DER DEUTSCHEN JUGENTLICHEN

Die Forschung und Analyse der modernen Sprache befinden sich ständig im lebendigen Verkehr. Das Interesse an verschiedenen nicht normativen Formen der Sprache war immer sehr groß. Die Jugendsprache ist auch einem ständigen Wandel unterworfen. Die Sprache, die junge Leute verwenden, hängt von zahlreichen Faktoren ab: Zeit des Aufwachsens, sozialer Stand, Umfeld, Erziehung, aber auch Neigungen und Interessen der Jugendlichen spielen eine wichtige Rolle. Während einiger Jahrzehnte ist das Interesse an den Jugendslang zum aktuellen Forschungsobjekt der einheimischen und ausländischen Gelehrten geworden. Jugendsprache wird in verschiedenen Typen von Diskursen verwendet, besonders im Internet - Diskurs.

Die Variante der Sprache wird oft als ein Objekt der Soziolinguistischen Forschungen betrachtet. Die genauen Varianten der Sprache wurden von H. Löffler erklärt. Er teilt die in 6 Großbereiche ein. Das sind: Funktiolekte, Medialekte, Soziolekte, Sexolekte, Alterssprache und Dialekte [5].

Soziolekt ist eine sprachliche Variante, festgesetzt von der sozialen Klasse oder sozialen Schicht und ist charakteristisch für bestimmten sozialen Gruppierungen und sprachlichen Situationen. Die besonderen Gruppen von Soziolekten bestehen aus dem Slang, Jargon und Argo [1, c. 45–50].

Slangbezeichnet oft die Jugendsprache, als ob sie eine Geheimsprache wäre. Eine soziale Gruppe z.B. Jugendliche, begrenzt ihre Sprache und will nicht, dass sie von anderen sozialen Gruppen gesprochen wird. Jargonist sehr ähnlich zum Slang, nur ist es eigentlich keine Geheimsprache. Argotist eine soziale Varietät, die von bestimmten Berufsgruppen benutzt wird [3].

Unter den deutschen Sprachwissenschaftlern gibt es keine Einmütigkeit in der Frage der Abgrenzung dieser sprachlichen Erscheinungen, sie haben sehr viel Ähnliches untereinander.

Aus einer ganzen Reihe von deutschen Soziolekten tritt sich der Jugendslang (Jugendsprache) merklich heraus [2].

Über die Bedeutung der «Jugendsprache» lässt sich zusammenfassen, dass Jugendsprache eine Sprache ist, die von der Gruppe der Jugendlichen gesprochen und geschrieben wird als Abgrenzung und Selbstdefinition in der Gesellschaft [5].

Es stellt sich die Frage, warum es überhaupt eine Jugendsprache gibt. Die Jugendlichen sprechen die Jugendsprache, weil die Standardsprache immer komplizierter wird und selbst von den

Erwachsenen weder beherrscht noch ernst genommen wird. Die Aspekte, warum sich die Jugendlichen sprachlich abgrenzen, können in sechs Hauptgründe eingeteilt werden:

1. Der Protestaspekt. Die Jugendsprache ist für die Jugendlichen ein Protestmittel gegen die ältere Sprache als welche sich die Jugendsprache versteht und spiegelt somit eine deutliche Abgrenzungs- und Protesthaltung gegenüber den herrschenden Normen wider;

2. Der Abgrenzungsaspekt. Erwachsene, die versuchen, mit den Jugendlichen in ihrer so genannten Jugendsprache zu kommunizieren, damit sie von den Jugendlichen akzeptiert werden, werden oft abgelehnt. Die Jugendlichen sind der Ansicht, dass ihre Sprache nur von Personen ihres Alters benutzt werden sollte;

3. Der Aspekt der Credibility. Entscheidend für die heutigen Jugendlichen ist, dass die Sprache authentisch klingt und zur jeweiligen Person bzw. zu deren Einstellung passt;

4. Der Spiel- und Innovationsaspekt. Die Jugendlichen „spielen" gerne mit ihrer Sprache und erfinden ganz neue eigenartige Wörter, die manchmal im Vergleich zur Ursprungsform andere Bedeutungen erwerben oder aus anderen Sprachen gegriffen werden können;

5. Der affektiv-emotionale Aspekt. Die Jugendlichen drücken ihre Emotion durch die Sprache aus. Da sich die Jugendlichen während der Pubertät mit zahlreichen Konflikten auseinandersetzen, die sie nicht sofort lösen können, legen sie ihre angestauten Affekte und Emotionen in die Sprache;

6. Der kommunikativ-ökonomische Aspekt. Die Sprache der Jugendlichen ist viel kommunikativer und ökonomischer als die Standardsprache, weil sie weniger oder andere Regeln im Vergleich zur Standardsprache benutzt. Dies betrifft insbesondere die Grammatik [3].

Laut den neusten Angaben der Studien wurde eindeutig festgestellt, dass Slang von der deutschsprachigen Jugend im Internet-Diskurs aktiv verwendet wird.

Es ist bemerkenswert, dass viele Bedeutungsverschiebungen, Wortneuschöpfungen und Entlehnungen vorhanden sind und welche Funktionen die Jugendsprache in den Videoblogs, hier im Bereich der sozialen Medien erfüllt, und welche von diesen Funktionen besonders dominant sind.

Die erforschten Materialien umfassen 7 populärste deutschsprachige Videoblogs verschiedener Thematik: Inscope21, Kelly Misses, LionTV, MelinaSophi, Rezo, Sarazar. Die Popularität wurde nach der Anzahl der Abonnenten auf dem Kanal bestimmt. Soziale Medien haben eine nicht unwesentliche Auswirkung auf die Sprache – insbesondere die der jungen Generation. Globalisierung und Interkulturalität sind hierfür ebenso wichtig. Es wird dabei von Ethnolekten gesprochen.

Laut der Analyse der Videoblogs lassen sich die Funktionen des Jugendslangs in fünf Gruppen gliedern, und zwar:

1) die Ausdrucksfunktion (44 Falle),

2) Nominativfunktion in Zusammenhang mit Kommunikativfunktion (31 Fall),

3) die Funktion der Einsparung der Zeit (12 Fälle),

4) die kognitive Funktion (6 Fälle),

5) die Identifizierungsfunktion (5 Fälle).

Außer der eigenen Sprache stehen den Jugendlichen auch andere spezifische Mittel zur Verfügung, um sich selbst darzustellen. Dazu gehören Verhaltensmuster, Kleidung und Gestik. Jede Abweichung von der Gesellschaft gilt dabei als Abgrenzung von der Erwachsenenwelt, sowie von anderen Gruppen und trägt zur Solidarität in der eigenen Gruppe bei. In diesem Zusammenhang kann die Sprachprofilierung eines Jugendlichen innerhalb einer Gruppe als charakteristisches Merkmal der Jugendphase angesehen werden.

Zusammenfassend muss hervorgehoben werden, dass der Slang eine in jeder beliebigen Sprache existierende Erscheinung ist. Man kann feststellen, dass bei solch einer Popularität viele Slang-Wörter zurzeit keine terminologische Genauigkeit haben. Die deutsche Sprache ist also nicht nur mithilfe der Bücher, Filme und Lieder zu lernen, sondern auch mit Videofolgen auf YouTube – Kanal durch unmittelbare Interaktion mit Muttersprachen. Diese Methode der Einprägung einer Fremdsprache wird den Erlernenden als eine der gültigsten und effektivsten empfohlen.

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TRANSLATION FEATURES OF PROFESSIONAL TERMS

Significant changes in the education system have taken place in recent years. Innovations that occur at all levels of education, have enriched science and practice with new concepts, increased the need to streamline its terminology, systematization of conceptual and terminological systems. Changes in terminology are closely related to social practice, social change, vocabulary of related sciences. The concepts and terms of scientific information, computer-assisted learning and multimedia have become widely used.

Systematization of educational vocabulary, streamlining its terminology are also important for the entry of the Ukrainian educational system into the international educational space, user access to domestic and foreign sources of information, cooperation and collaboration of scientists.

Terminological vocabulary is represented in each scientific field. The terms of each branch of science form their own system, which is united by conceptual connections of professional knowledge.

The field of education is no exception. The problem of unification of terminology in the educational sphere of English and Ukrainian is currently one of the highest priorities. Having analyzed the works of famous linguists (Alekseeva L. M., Baranov O. M., Golovin B. M., Danilenko V. P., Komarova Z. I., Leichik V. M., Reformatsky A. A.), we note that *"term"* is a word or phrase that has a definition and means a special concept or subject of a certain field of knowledge or human activity.

We have studied the ways of translating of professional terminological vocabulary. Academic terms are usually transliterated (reproduction of the letter structure of a foreign word in the language of translation), as well as transcoded (reproduction of the sound form of the word). The source of transcoding is usually Greek, Latin or English units, depending on which root underlies the original term. For example: *integration – інтеграція, program – програма, criterion – критерій, accreditation – акредитація, document – документ, format – формат,* etc. [1].

Methods of translation found by Komisarov V. M. help to achieve the necessary compliance and overcome the difficulties that arise when we translate terms without equivalents in other languages. According to the proposed classification, all terminological vocabulary can be divided into five subgroups [2].

1. *Borrowings*. Such words reproduce in the language of translation the form of a foreign word or are transliterated, for example: *brand-management – бренд-менеджмент; public relations – паблік рілейшнз; marketing – маркетинг; copywriting – копірайтінг; coaching – коучинг*. The emergence of such interspersed terms in the Ukrainian terminology system is explained by the emergence of new realities and new disciplines in the system of Ukrainian higher education. Creating such correspondences is achieved through the use of transliteration and often transcription. As we can observe from the above examples, many terms are firmly entrenched in the Ukrainian language, so there are no problems with their translation.

2. *Word-for-word translation*. These units reproduce the morpheme of the word or components of a stable phrase, for example: *institutional economics – інституційна економіка, Leadership – виховання керівника; літер. лідерство*. The names of these disciplines, which entered the Ukrainian terminology system by tracing, have now acquired the status of ready-made correspondence.

3. *Analogues.* To create equivalent identities in Ukrainianlanguage for such terms it is necessary to find such lexical units, the semantics of which are as close as possible to the meaning of the corresponding terms in English. Examples of such correspondences-analogues: *public administration – державне муніципальне управління, preparation of course papers and thesis – робота з літературою та оформлення рукописів, further mathematics – вища математика* etc.

4. *Lexical substitutions*. Such terms are often created by semantic transformations of the meaning of words, and context plays a leading role in the translation process. Thus, when translating the word *"facilities"*, which has different meanings, from the Ukrainian language, such translation options as *читальний зал*, *книгосховище (говорячи про бібліотеку), стадіон, ковзанка, басейн (якщо йдеться про спортивну інфраструктуру університету), аудиторії, кабінети, лекційні зали (якщо контекст має на увазі матеріально-технічну базу та оснащення університету)»* will be used.

5. *Descriptions*. Komisarov noted that "in case of impossibility to correspond to the above methods for the translation of an equivalent word**,** description is used that reveals the meaning of an equivalent word with the help of an expanded phrase" [2, p. 59].

Examples of terms in this group are *BTL – technologies (від англ. below-the-line – під межею) – комплекс маркетингових комунікацій, які відрізняються від прямої реклами, Literature and performance – навчальна дисципліна, що об'єднує літературу та театральне мистецтво*, *кураторська діяльність у сфері культури, інтерклуб, філософські проблеми конкретно наукових дисциплін.* The lack of precise definitions in both languages necessitates the use of tracing or transcription, as well as additional explanations, usually in the notes.

So, we figured out that the "term" is a word or phrase that has a definition and means a special concept or subject of a certain field of knowledge or human activity. As for peculiarities of the translation of professional terms in the field of higher education, we came to the conclusion that the main methods of their translation are transliteration or transcoding, borrowings, word-for-word translation, selection of a functional analogue, lexical substitutions and descriptive translation.

Thus, the objective to streamline the professional terms, their systematization during translation and unification in use would help achieve maximum effect in the field of international cooperation of higher education, which is a necessary condition for successful mutually beneficial activities of the Ukrainian higher education system and other Bologna countries.

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A TURNING POINT IN THE TEACHING OF THE 21ST CENTURY. TRANSITION TO A NEW STAGE

Lifelong learning is indispensable in the modern world because every educated person must have a considerable body of knowledge. Therefore, it is not surprising that in universities or other educational institutions you can meet students, including not only young people but also people of mature age. And it is very important to constantly update this baggage of knowledge, improve their skills, otherwise it will be difficult to catch up with life. And to fall behind it means to be uncompetitive in the labor market, to lose the opportunity to get the desired job, and to be successful. Distance learning will help to solve these and many other problems.

However, society in the 21st century is divided into several parts or parties in the so-called confrontation. Now we will not analyze the whole world, we will just draw your attention to the situation that we can observe in Ukraine. So, one of these parties is a native of the 20th century and can be called a conservative. They support old teaching methods without the use of alternative methods. Among their representatives are people of different organizations and working categories. Covering the field of education and science, conservatives can be found both among students and their parents, as well as among representatives of ministries and teachers themselves.

But in contrast, there is another part of society that believes that educational technology can be a powerful tool, but it must be accompanied by new, modern teaching methods. In turn, these methods can be borrowed from foreign colleagues, gaining experience in them or invent their own alternative ways of learning. Especially now in the 21st century, when we do not know what will happen tomorrow, we need to be prepared for any turn of events.

The future lies in blended learning, which is very easy to switch to different modes: increase or decrease offline or online components, choose different organizational models and strategies according to opportunities, needs, and challenges. Both sides of the educational process need both emotional support and the provision of the Internet and technology. Good internet is a must-have.

Another important point is the education and training of teachers, which should be carried out according to needs. This applies to situations in which, for example, teachers of quite mature age are not very confident at using the latest technologies and devices. It was very difficult for them to adapt to the new way of working at the beginning of forced quarantine. More than one year of distance learning has passed, except for the pandemic, we have faced a full-scale war on the territory of Ukraine. It has become much more difficult to regulate the education of all students in this situation. Distance learning gave some students the opportunity to continue receiving knowledge from abroad. In the example of our university, we personally see the results of both parties (representatives/teachers and students), in our work programs with many features.

Distance learning is a new educational experience that has appeared in Ukraine recently, but has already managed to gain its place in the pedagogical environment. The need for this method of teaching is due to various factors, including the need for interactive interaction between students and teachers in the learning process, giving students the opportunity to work independently to master the research material. And, of course, this way of learning gives the opportunity to learn to those who for some reason can not do it in public institutions. Computerization of the population of our country, which began in 1997, allowed distance education to be implemented in the field of pedagogical practice.

It is necessary to understand all the advantages and disadvantages of different approaches to learning:

• **Opportunity to study anywhere**. Students can study without leaving home or office, anywhere in the world. All you need to start learning is a computer with Internet access. The absence of the need to visit the school or university every day is a definite plus for people with disabilities, for people living in hard-to-reach areas or during emergencies when crowding in schools or universities is dangerous.

• **In-service training.** It is not necessary to take a vacation at the main place of work to study, because nowadays many students become independent and start working. You can also study remotely in several courses or in several educational institutions at the same time.

• Opportunity to learn at your own pace. You don't have to study at the same pace as other students. The student can always return to the study of more complex issues, watch video lectures several times, reread correspondence with the teacher. The main thing is to successfully pass the intermediate and final certifications. In most cases, the effectiveness of learning depends on the student, because 70% of the work is self-study.

• **Availability of training materials**. Access to all necessary literature is opened to the student after registration in the distance learning system, or he receives study materials by e-mail. The problem of lack or absence of textbooks, manuals or manuals disappears.

• **Mobility**. Communication with teachers, tutors is carried out in different ways: both on-line and off-line. Consulting a teacher by e-mail is sometimes more efficient and quicker than scheduling a face-to-face meeting.

• **Individual approach.** In traditional teaching, it is difficult for a teacher to pay the necessary amount of attention to all students in the group, to adjust to the pace of work of each. The use of remote technologies is suitable for organizing an individual approach.

However, distance learning is not without a number of disadvantages:

•**Strong motivation is needed**. The student-distance learner practically masters all the educational material independently. This requires sufficient willpower, responsibility and self-control. Most likely, no one will encourage or encourage him to study. Not everyone is able to maintain the right pace of learning without outside control.

•**Lack of practical skills.** It is quite problematic to organize distance learning in the areas of training and specialties, which provide a large number of practical classes. Even the most modern computer simulators will not replace future managers of "live" practice.

•**Distance education is not suitable for the development of sociability.** In distance learning, personal contact of students with each other and with teachers is minimal, or even absent. Therefore, this form of training is not suitable for the development of sociability, confidence, teamwork skills.

•**The problem of student identification.** So far, the most effective way to track whether a student is taking exams or tests on their own is through video surveillance, which is not always possible. Therefore, students have to personally come to the university or its branch for the final certification.

Summarizing the above, we can only guess how distance learning will affect our future and the future of our state. But this is the only way out of the critical situation we are in now. This is definitely a turning point for education and science, there is no going back. But this is only for the better, we are changing our thinking, finding alternative solutions, and most importantly, we are developing our skills and transforming the education system, as European countries are doing. Both the teachers and students gain better experience by using digital resources and study apps. It enhances the learning experience and ensures fast communication.

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WAS IST WISSENSCHAFT UND WAS IST WISSENSCHAFTLICHES ARBEITEN?

Diese Frage wird immer wieder gestellt, was unter dem Begriff „Wissenschaft“ eigentlich verstanden werden soll und wodurch wissenschaftliche Arbeit von anderen Arbeitsformen unterschieden wird. Die Wissenschaft strebt Forschung und Lehre an, wobei sie anerkannte und gültige Methoden benutzt und Resultate veröffentlicht einbezieht. Sie ist in gewissem Sinne voraussetzungslos und ergebnisoffen. Die Rolle des Wissenschaftlers in der Gesellschaft besteht darin, neue Erkenntnisse zu entwickeln und öffentlich zu verbreiten [4].

Es klingt jedoch wunderbar ernst und ist beim Studium natürlich auch absolut unverzichtbar. Aber: Was konkret bedeutet es, wissenschaftlich zu arbeiten? Und wie funktioniert das alles? Eine wissenschaftliche Arbeit ist die systematische, kritische und logische Auseinandersetzung mit einem bestimmten Themengebiet. Wissenschaftliches Arbeiten beginnt oft mit einer eigenen Alltagsbeobachtung oder eigenen Gedanken zu einem ausgewählten Thema. Wissenschaftliches Arbeiten beschreibt auf weiche Art und Weise im universitären, wissenschaftlichen Kontext gearbeitet wird. Und damit schaffen wir uns, durch Verallgemeinerung, schon ein Problem, das dringend gelöst werden soll. Oder gibt es trotzdem weder Wissenschaft noch Wissenschaftler?

Auf den ersten Blick scheint es klar zu sein, was Wissenschaft bedeutet und welche Definition sich hinter dem Begriff versteckt. Doch wenn man sich mit der Definition auseinandersetzt, stellen wir schnell fest, dass es viele verschiedene Auffassungen zu der Definition des Begriffes gibt. Dabei bleibt der Begriff Wissenschaft nicht umstritten, aber die Definition des Begriffes unterscheidet sich, je nach dem erkenntnis- und wissenschaftstheoretischen Standpunkt.

Auf dem Gebiet der Gemeinsamkeiten, die die Einzeldisziplinen im Bereich der Wissenschaft seit langem miteinander verbanden, herrscht keine Einigkeit. Die Rede ist von vier Grundprinzipien der modernen Wissenschaft:

1. Objektivität,
2. Intersubjektivität,
3. Rationalität,
4. Wahrheit

Dennoch wird die Forschung auf dem oben genannten Gebiet ganz munter betrieben, wobei Hektik und Aktivität zu beobachten sind. Die Publikationsflut beeindruckt und überrollt die Fachleute selbst, sodass es zunehmend schwieriger wird, Forschungsergebnisse zur Kenntnis zu nehmen oder gar sorgfältig zu prüfen. Im Gegenteil nimmt die Skepsis gegenüber den Wissenschaften immer wieder zu, weil diese kein ganzheitliches Weltbild vermitteln können. Es wäre aber gesellschaftlich fatal, auf wichtige Erkenntnisse und Forschungsergebnisse zu verzichten.

Wissenschaft verursacht einerseits Verunsicherung, denn all unser Wissen ist „Vermutungswissen", von dem später herausgestellt werden kann, dass es falsch oder fehlerhaft war. Nach allem, was wir erkennen können, kann Wissenschaft uns keine Gewissheit geben. Andererseits können wir unsere Theorien kritisch überprüfen, Fehler finden und aus eigenen und fremden Irrtümern lernen.

Um eine wissenschaftliche Arbeit nach den gültigen Standards des wissenschaftlichen Arbeitens zu konzipieren und zu verfassen, hat man im Allgemeinen vier wichtige Schritte zu unternehmen:

1. Relevante Frage zu finden und einzugrenzen;
2. Struktur und Methode für wissenschaftliches Arbeiten festzulegen;
3. Gute wissenschaftliche Quellen zu finden;
4. Die Frage sachlich und objektiv zu beantworten.

Hierbei spielen Rahmenbedingungen wie Objektivität, Sachlichkeit, gute Quellen, ein Überblick über die Forschungslage und richtiges Zitieren eine wesentliche Rolle [2].

Dass man auch forschen kann, ohne studiert zu haben, beweisen immer wieder Teilnehmer des Wettbewerbs „Jugend forscht". Neugier und Ehrlichkeit scheinen jedoch unabdingbare Voraussetzungen im Forschungsprozess zu sein:

- Art und Weise der wissenschaftlichen Beantwortung von Fragen;
- System und Methode der Lösung von Problemen.

Die Wissenschaft kann also nur ein Wissen erzeugen, das den gehobenen Ansprüchen an Plausibilität und interne Konsistenz entspricht [1].

Beim wissenschaftlichen Arbeiten geht es darum, den bisherigen Forschungsstand zu einem Thema aufzuarbeiten und herauszufinden, was bereits dazu gesagt und gedacht wurde. Dann kann man darauf eigene Theorien und Ideen aufbauend entwickeln. Natürlich muss man sich immer gut überlegen, woher man Wissen gekriegt hat. Hier handelt es sich darum, ob alle Stichpunkte gründlich und sachlich begründet und verarbeitet waren. Die Meinungen müssen gut argumentiert werden und die Schlussfolgerungen müssen immer eindeutig festgelegt werden.

Wissenschaftliches Arbeiten vermittelt wichtige Grundprinzipien (Objektivität, Intersubjektivität, Rationalität und Wahrheit), die weit über die Wissenschaft hinaus bedeutsam sind und einen gesellschaftlichen Nutzen bringen. Wissenschaftliches Arbeiten ist kein Mysterium, sondern eine Technik, die klaren Regeln folgt. Nicht zu unterschätzen ist dabei der Übungseffekt, die

Orientierungsphase, die Ordnung schaffen und das Prüfen von Formalitäten. Man sollte also die Grundregeln kennen und genug Zeit haben, um die einzuprägen – und dann steht dem Erfolg nichts mehr im Wege [3].

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DIE GLOBALEN PROBLEME DER GESELLSCHAFT

Unsere Welt scheint sich im Wandel zu befinden, denn in den verschiedensten Bereichen sehen wir uns Herausforderungen gegenüber, die vor einigen Jahrzehnten noch nicht in einer solchen quantitativen Vielfalt existiert haben. Während politisch extreme Ideologien scheinbar immer größeren Einfluss gewinnen und Menschen den Glauben an die Demokratie zu verlieren scheinen, befindet sich unsere Umwelt scheinbar immer mehr auf dem Weg in die Katastrophe. Zunehmend schwinden die endlichen Ressourcen, während gleichzeitig die Luftverschmutzung immer mehr zunimmt.

Es ist hervorzuheben, dass die wachsende Zahl der Menschen - das Bevölkerungswachstum mit der Zunahme des individuellen Verbrauchs verbunden sei. Das zentrale Problem besteht also darin, dass.die Weltbevölkerungszahlgegenwärtig jährlich um etwa 82 Millionen Menschen zunimmt [4, 27-29].

Dies entspricht der Bevölkerung in Deutschland. Und fast alle Menschen möchten morgen mehr verbrauchen, als sie es heute tun. Die Weltbevölkerungsproblematik besteht nicht nur in den absoluten Zahlen, sondern es gibt gewichtige „Unter“ - Probleme. So ist eine Entleerung von (ländlichen) Räumen festzustellen, viele Menschen wandern (Migration) in die urbanen Gebiete, da sie sich dort bessere Lebenschancen erhoffen. Es entstehen Megacitys mit vielen sozialen, ökologischen und administrativen Problemen. Es tritt ein demographischer Wandel auf, d.h. die Bevölkerungsstruktur ändert sich dahin gehend, dass die Zahl der Senioren deutlich zunimmt, und die der Kinder abnimmt.

Welternährungsproblematik ist auch relevant. Der Zugang und die Nutzung zu Wasser ist ebenfalls sehr ungleich verteilt. Menschen benötigen täglich sicheres Trinkwasser. Es wird darüberhinaus zur Reinigung (Hygiene) benötigt und ist in der Produktion von allen Lebensgütern beteiligt, z.B. zur Bewässerung in der Landwirtschaft und in der industriellen Verarbeitung.

Die intensive Nutzung der Böden (z.B. in der Landwirtschaft; als Wohnfläche usw.), des Wassers, der fossilen Energiequellen sowie anderer Rohstoffe; kurz der hohe Einsatz von Produktionsmitteln führt zu Belastungen von Luft, Wasser, Böden und damit entlang der Nahrungskette zurück auf den Menschen. Die Veränderungen in der Atmosphäre (z.B. durch CO2-Emmissionen) führen zu negativem Klimawandel (z.B. Erderwärmung) [2, 53-55].

Intensive Produktionsweisen führen zu großen Mengen an Abfall; dieser sollte zwar möglichst minimiert werden und dort beseitigt werden, wo er anfällt. Doch die Realität belegt auch hier, große globale Probleme, denn statt aufwendigen lokalen Wiederverwertungsmaßnahmen, werden „Auslagerungen“ durchgeführt; wie z.B. durch illegalen „Müll-Tourimus“ („Müll-Mafia“). Die unkontrollierten Beseitigungen sind global deutlich sichtbar, z.B. in den „Müllstrudeln“ der Ozeane.

Die Globalisierung sorgt für eine enorme marktwirtschaftliche Beschleunigung. Gleichzeitig fördert die Globalisierung aber leider auch globale Probleme. Durch die marktwirtschaftliche Steigerung und die Verlagerung der Produktion in weniger fortschrittliche Länder wird praktisch direkt die Umweltverschmutzung gesteigert.

Gravierende Umweltschäden können auch bei konventionell geführten Kriegen auftreten. In der Geschichte des Krieges war es keine Seltenheit, dass Trinkwasser verseucht wurde, landwirtschaftliche Nutzflächen als Versorgungsgrundlage der örtlichen Bevölkerung abgebrannt wurden oder der Boden durch Versalzung unfruchtbar gemacht wurde. Die USA vernichten mit Herbiziden und Brandwaffen im Vietnamkrieg die Vegetationsdecke, und der Irak setzte im zweiten Golfkrieg über 500 Erdölbohrstellen in Brand [3, 121-124]. An der Endphase des West-Ost-Konfliktes konnten beide Seiten zusammen 1,6 -millionenmal die auf Hiroshima niedergegangene Atomexplosion an Zerstörungskapazität auslösen. Auf jeden Einwohner eines NATO-Staates kamen umgerechnet 60 Tonnen Sprengstoff.

Durch einen atomar ausgetragenen Krieg würde eine verheerende radioaktive Verseuchung eintreten. Große Teile der Erdatmosphäre verglühen, die Atmosphäre ist mit Staub und Qualm längerfristig verdunkelt. Selbst ein begrenzter Atomkrieg würde einen atomaren Winter auslösen. Die Ozonschicht in der Stratosphäre wäre zerstört und könnte uns nicht mehr vor der kurzwelligen UV-B-Strahlung schützen, massenhaftes Auftreten von Hautkrebs, ein drastischer Rückgang von Pflanzenwuchs und anderes mehr wären die Folgen.Der beendete Ost-West-Konflikt nahm nur die Intensität der Aufmerksamkeit von diesen Gefahren. Die Kriegsgefahr zwischen den einstigen Blöcken wurde als gebannt wahrgenommen, doch solange nicht die letzten Atomsprengköpfe abgerüstet sind, wird diese Form einer globalen Selbstvernichtung des Menschen und der Biosphäre weiterhin potentiell möglich sein.

Eine aktuelle internationale YouGov-Umfrage zeigt nun, dass sowohl Armut, Trinkwassermangel und Hunger als auch der Klimawandel zu den Problemen gehören, die besonders häufig zu den Herausforderungen für die Weltgemeinschaft gezählt werden – hinter Terrorismus, aber vor bewaffneten Konflikten. Von den neun Themenbereichen erreicht der internationale Terrorismus mit einem „Sorgen-Anteil“ von 25,1 Prozent den höchsten Wert, vor Armut, Hunger und Trinkwassermangel (15,2 Prozent), Klimawandel (12,8 Prozent), militärischen Konflikten (10,6 Prozent) sowie wirtschaftlicher Instabilität (10,0 Prozent) [5, 42-49].

Greta Thunberggilt als Sinnbild für die junge Generation, die genug davon hat, der Welt tatenlos beim Untergang zuzusehen. Als Initiatorin der „Fridaysfor Future“-Bewegung ruft die junge Klimaschutzaktivistin aus Schweden Schüler international zum Handeln auf [1, 24- 32].

Was kann getan werden, um globale Probleme zu lösen? Werde selbst aktiv und warte nicht, bis die Politik Lösungsvorschläge durchsetzt. Wenn jeder einzelne sich an Regeln hält, hat das in der Masse eine große Wirkung. Zumindest in Sachen Umweltschutz, CO2-Emissionen und Vermeidung von Plastikmüll kannst du einiges tun. Nimm öfter das Rad und lass das Auto stehen. Nimm zum Einkaufen immer einen Korb oder Stoffbeutel mit. Kaufe loses Obst und Gemüse ein, statt das in Plastik verpackte. Achte auf die Qualität und Herkunft von Fleischprodukten und reduziere den Fleischkonsum generell auf ein Minimum. Spare Wasser und Strom. Die Möglichkeiten deinen ökologischen Fußabdruck zu verändern, sind eigentlich unbegrenzt.

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CULINARY REALIA IN THE ASPECT OF TRANSTALION

Realia are referred to as nationally specific items, their non-equivalence is accounted for by the absence of similar phenomena in the life of other nations.

Today, there are many recipes, TV shows and magazines where you can meet the culinary realities. Thus, the relevance of this study is due to the study of various culinary realia, their classification and methods of translation; also the need to study the problems that may arise during the transfer of culinary reality from the language of the original to the language of translation.

The aim of our work is to study and analyze different methods of translating culinary realia. The object of study of our work was culinary realia, but the subject is the culinary realia used in the modern English-language press.

Realia are words and phrases of the vernacular that reflect the names of objects, concepts, phenomena characteristic of the geographical environment, culture, material life or socio-historical features of the people, nation, country, tribe, and thus become carriers of national, local or historical color; such words do not have exact correspondences in other languages, and therefore cannot be translated "on a general basis" because they require a special approach.

Currently, there are different classifications of realities by temporal, local, semantic, grammatical, phonetic and other characteristics. The classification of S. Vlahov and S. Florin is considered to be the most famous and popular. Considering this classification, we can see that it is based on the subject and is divided into: geographical, ethnographic and socio-political realia [1, p. 59].

Now there is a huge number of culinary realia, which we can meet even in everyday life. There are 5 main ways to translate culinary realia from the original language into the language of translation:

1. Transcription is the reproduction of the sound of the word of the source language according to the phonetic rules of the target language. In essence, this technique is similar to borrowing a foreign word.

*In Aberdeen, **stovies** are traditionally served with oatcakes and milk. – В Абердіні традиційно подають **сто віз** з вівсяними коржами та молоком* [4].

2. Creating a new word (neologism) is the method that is considered the most used after transcription and transliteration. By creating a new word, you can sometimes achieve the effect of transmitting the color of the nation. The neologisms include calque or semi calque.

Cottage pie *is British food with savory ground beef at the bottom and creamy mashed potatoes on top. – **Дачний пиріг** – це британська страва, що складається з пікантногофаршу яловичини внизу і вершковим картопляним пюре зверху* [2].

3. Contextual translation – replacement of the dictionary equivalent of the word contextual, logically related to it. Contextual translation is similar to approximate, but in this case the translator mainly relies on context.

*There's ice cream for **pudding**. – На **десерт** буде морозиво* [3].

4. An approximate translation is used to convey the substantive content of reality, but in most cases the color is lost because the expected connotative equivalent is replaced by an image-neutral one.

Котлета по-київські *– саме та страва, котру в першу чергу куштують туристи у Києві. – **Chicken Kievis** exactly the dish that tourists in Kyiv taste in the firstly* [2].

5. Translation of realities through substitution is used in cases where it is impossible to transliterate or transcribe a culinary word.

Lancashire Hotpot *is thought to have originated in the 19th century. – Вважається, що вперше **тушонку** було приготовано у 19 столітті* [3].

These are the basic methods of translation. But the descriptive method is often used to translate culinary realia. Descriptive translation allows you to convey the meaning of any word without equivalent in the original. Typically, it is used in conjunction with transcription and is used to translate terms, unique objects.

*The reason for this dish being considered a national dish is because **chicken tikka** was devised for the British. – Причина того, що ця страва вважається національною, полягає в тому, що **куряча тікка (шматочки курки в пряному соусі)** була розроблена для британців* [5].

Also, when translating texts, we can meet many culinary realia that are in tune with the Ukrainian language, but they do not correspond to their meaning. In this regard, there is often confusion among translators of English-Ukrainian menus or translations of recipes for cookbooks (the so-called linguistic problem of "false friends of the translator").

For example, English word **Baton** [ˊbætɒn] translates like «***палиця поліцейського***», not like «***батон***». ***Bullion*** [ˊbuljən] – ***злиток золота або ж срібла***, not «***бульйон***». ***Cutlet*** ['kʌtlit] – ***плоский шматок м'яса на кісці, часто чи телятина***, not «***котлета***».

Unfortunately, when translating a text with "false friends of the translator", you should refer to dictionaries or Internet resources, because such words are not so few.

After conducting research, we came to the following conclusions. As the translation in which the culinary realities are present must be as accurate as possible and convey the national color, the method of transcription and transliteration of realities is less effective, and is only 10%. For a foreign reader, transcribed or transliterated realities will not reveal the full semantic content of the lexical unit. Speaking of the method of creating a new word (neologism), it should be noted that the reality retains its national color, but remains unclear to foreign readers. Therefore, this method was used in only 15% of our work.

If we talk about replacing reality, it is also 15% of our study, because using this method you can get rid of the national color of the text. Contextual translation accounted for 25% of our course work, as it consists not only in translating the culinary reality, but also in conveying the cultural richness of the text.

Descriptive translation is more commonly used. By describing one or another reality, it is possible to convey not only the basic meaning, but also the national color of the text. But the description should be as concise and thorough as possible. This method of translation is used in 45% of the translation of culinary realities.

This study lists and discusses in detail the methods most often used in the translation of culinary realia in invalid texts. However, due to the diversity of these language units and their individual characteristics, the methods of transferring realities into the language of translation may change and come into contact with each other.

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PECULIARITIES OF ENGLISH CHARACTERIZING NAMES TRANSLATION (BASED ON J. K. ROWLING'S HARRY POTTER SERIES)

A series of books about Harry Potter created by J. Rowling is full of a huge number of characterizing names. Semanticization of these words causes some difficulties in their understanding and, especially, in their translation.

The object is a series of works by JK Rowling "Harry Potter", including the novels "Harry Potter and the Philosopher's Stone", "Harry Potter and the Chamber of Secrets" and "Harry Potter and the Prisoner of Azkaban".

The subject of the research is the peculiarities of the translation of characterizing names in the series of books by JK Rowling "Harry Potter".

The purpose of the work is to highlight the ways of translating characterizing names in the series of books by JK Rowling "Harry Potter".

Characterizing names are proper names that denote traits that are the most typical of the characters, able to describe their appearance, indicate the place of residence of the character or their life values.

Due to its genre diversity, deep meaning and cultural content of the plot, books are in demand among both adults and children. We found that the genre of J. Rowling's novels can be attributed to fantasy and children's fairy tales.

Victor Morozov's translation was especially analyzed in our research. He used such a translation strategy when translatingthe novels, in which he balanced the elements of creativity and the functional approach to the translation of characterizing names. After all, in terms of genre, it is still an author's children's tale, so it was extremely important to take into account the age category of readers.

Translation of foreign proper names is a difficult task for a translator, as they always have national and cultural specifics. Translating proper names in a work of fiction should be approached creatively and try to create an analogue that would preserve both national and authorial specificity, if it is possible, of course.

When translating characterizing names, translators can use a variety of methods, such as transliteration, transcription, transcoding,loan translation, and contextual translation (based on the classification of methods of characterizing names translation by V. S. Slepovych).

We found that most of characterizing names are translated with the use of transliteration and transcription, as this helps to preserve the national colour of these words, as well as the charm of the fantasy genre. We can note that this group includes almost all the key names of the characters and most of the surnames.

Especially in the translation of the books "Harry Potter and the Philosopher's Stone" and "Harry Potter and the Chamber of Secrets", the most popular way to rendercharacterizing names is ***transcription***.

HarryPotter	Гаррі Поттер
Dudley	Дадлі
Dumbledore	Дамблдор
Voldemort	Волдеморт
Hagrid	Геґрід
HermioneGranger	ГерміонаГрейнджер

Loan translation is also quite common, which helps to adapt the text for the Ukrainian reader. In “Harry Potter and the Prisoner of Azkaban”, loan translation is the most commonly used method of translation.

StinkPellets	смердюляник
NearlyHeadlessNick	Майже-Безголовий-Нік
He-Who-Must-Not-Be-Named	Той-Кого-Не-Можна-Називати
TheLeakyCauldron	Дірявий Казан
Wormtail	Червохвіст

However, for the translation of zoonyms, V. Morozov preferred the selection of ***functional analogues***. Through this, he was able to adapt the text for the Ukrainian reader.

Tibbles	Мурчик
Snowy	Білосніжка
MrPaws	Лапонька
Tufty	Марсик

Harry knew he ought to feel sorry that Mrs. Figg had broken her leg, but it wasn't easy when here minded himself fit would be a whole year before he had to look at Tibbles, Snowy, Mr. Paws, and Tufty again [6, p. 16]. – Гаррі розумів, що негарно радіти з приводу зламаної ноги місіс Фіґ, але стриматися було важко, бо він збагнув, що тепер лише через рік знову побачить знімки Мурчика, Білосніжки, Лапоньки та Марсика [2, p. 26].

V. Morozov translated these nicknames by selecting a functional analogue. That is a reasonable decision because, in this way it is easier for the Ukrainian readers to perceive the story, it is more familiar and understandable to them.

There was also an occasional ***contextual translation*** of characterizing names:

Prong	Золоторіг
Padfoot	Гультяй
BigheadBoy	Стервосташколи
TomMarvoloRiddle	Том ЯрволодРедл
The Misuse of Muggle Artifacts Office.	Відділ нелегального використання маглівських речей

All translators, when translating characterizing names, use different methods of translation, like transcoding, loan translation and contextual translation, so to create a pun and describe characters in a new way. Although it is worth noting that transliteration, transcription or a combination of them are among the most frequently used procedures in conveying characterizing names.

Overall,Victor Morozov with his translation, in most cases, was able to convey the subtleties of the original language, tried not to lose the hidden ideas in the names, leave the world of fairy tales charming and mysterious to Ukrainian readers, preserving the naturalness and clarity of sound.

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PROFESSION THAT LEADS TO VICTORY – INTERPRETERS

There is a very important profession that can be compared only with saving lives. It is about being a military interpreter, which is considered to be one of the oldest and most respected professions. In ancient times, with the beginning of history and world trade and social relations development, there began the formation of a profession without which it is not possible to imagine our lives. Interpreters were in great demand and were the most respected figures at royal and imperial courts. Communication and solution of urgent military and trade issues depended on them. However, can we say that interpreters belonged to the staff? On the one hand, yes, but if you look at the question in more detail, you can find a very interesting other side. For example, if we consider this profession (modern interpreter) the service staff, then, for example, can an emperor or a president be assigned to the same category? Probably so. Because we live in the society where everyone is a part of a great universe of communication and interaction. Everyone must and does make a personal contribution to the course of history and the development of the world as a whole. Therefore, we can say that all professions should be attributed to service, as even representatives of the top government to some extent serve, represent and meet needs of people.

Nowadays, an interpreter is a person who has the most important information in the world. Can you imagine how many important contracts, dialogues and securities go everywhere in the hands of aninterpreter? If you look at international trade, namely the WTO (World Trade Organization), it is not possible to imagine its activities without translation because there are more than 7,000 languages in the world, of course less popular, but it is impossible to learn all of them perfectly, and even the study of one particular language requires a lot of time. An interpreter's work greatly simplifies this whole system, because there are people who have received education in this field and are fluent in several languages, so they will be able to ensure continuous and clear communication between representatives of different countries.

The main types of translation are currently considered: written, oral and mechanical. The work of a dubbed translator is considered to be the most difficult because he has to process a lot of information in a relatively short time and reproduce it in another language. The optimal time for an interpreter to work is 25 minutes, after which he must pass materials to his colleague. You can't stop in the middle of a sentence, word or unfinished thought. The work of dubbing interpreters must be perfectly set up and everything must work smoothly and properly.

However, it is one thing when a person dealing with synchronic translation works in special booths for interpreters, and there is another one when an interpreter works in the battlefield. In fact, it is almost one of the most relevant and responsible professions. We can say that the development of this area of translation is getting more and more popular. Due to the tense situation in the country, due to the martial law, Ukraine receives many delegations from abroad, press service can`t work without interpreting. However, a military interpreter is greatly responsible for accuracy; this person can work even in the hottest spots directly in places of fierce fighting. Military interpreters are truly dedicated to their profession and countries, these people risk their own lives for successful communication every day [2].

If we go back to history, namely to the times of World War II, we can see the relevance of this profession then and now. Military interpreters worked as part of reconnaissance and guerrilla groups. They even had to obtain maps of approximate hostilities, location of enemy equipment, translate documents, namely orders from chief commanders. They often had to deviate from their professional tasks, and even help the military in battles, rescue civilians and provide first aid. World War II revealed the true professionalism and devotion to the profession of military interpreters.

As we mentioned above, translation is enriched with military vocabulary and terminology. Even when a country receives or buys new military weapons or equipment, an interpreter contributes, which is simply in translation of operating instructions.The development of science is a continuous process, science has been and will continue to develop despite any circumstances in the world. The development of science depends on the level of society development. Now we have all the knowledge having been acquired over the years, and we now study it and improve.

However, wars do not always bring only destruction and degradation of society. After each war there is always a period of revival. This is the development of some scientific areas and the analysis of ideologies by societies.

Cadet-interpreters of Ukrainian Military Academies are currently on a business trip in Germany to provide translation support and improve international cooperation. A Combined Resolve is a training program attended by representatives of different countries and nationalities, which is held twice a year and its main goal is a military training. It is known that for the first two weeks they translate combat orders and official documents. Each of them is conditionally assigned to a specific unit. They constantly interact and communicate with each other and their foreign colleagues [3].

Finally, it can be noted that the development of military translation studies is actively growing not only in Ukraine but also abroad as it is evidenced by international conferences and trainings for highly qualified specialists in military translation.

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ROLE OF TRANSLATORS AND INTERPRETERS IN WAR ZONES

A translator is a person who conveys material communicated from one language into another one, without losing the literal meaning or peculiarities of the original message. The main difference between translating and interpreting is that translations are mostly written in the form of websites, manuals, scripts and documents, while interpreting is an oral activity when the person has to translate on the spot during meetings, conferences or interviews. Moreover, both interpreters and translators are responsible for ensuring that the information is converted correctly into the desired language. In the modern world, translators play a significant role that enable people of different ages and status to access information in various spheres: from education, medicine and media to business and international relationships. At the same time, interpreters in zones of conflict are far from being a new phenomenon too. Historical accounts and various authors have not shown much interest for this type of interpreters, but there are some new reports that provide earlier unattended information about them. Although they generally remain invisible to global audience's attention, and not much has been written about them, the importance they have is unquestionable.

When we look back at the history, we can see that humanity have been facing wars and conquests ever since the Stone Age. Wars usually were used to gain and secure territory and resources. Therefore, conflicting sides have employed people who could speak opponent's language to find more information about enemy's tactics, strategy, territorial features in order to obtain more advantages ahead of the war. Ruiz Rosendo and Perso have written the most detailed description of interpreters up to the first half of the 20th century. These two authors depict examples of the interpreters' presence dating back to Ancient Sumer and Ancient Egypt. At that time translators were used as mediators in military campaigns and trade relations. However, they had a low status and rank in society. In Ancient Greece translators were used not for trade or military purposes but for communication between different cultures and people in conquered territories. Interpreters were common during the Spanish colonization of Americas too. Christopher Columbus and Hernan Cortes hired translators for their military campaigns and expeditions. All above means that with time, translators started to play more and more significant role in European diplomatic circles. The period between the First and Second World Wars is often regarded as golden age of consecutive interpreting. During World War II interpreters worked for dictators and politicians, played a key role in intelligence activities, deciphered codes. By the end of World War II, the Nuremberg Trials are believed to have marked the start of simultaneous interpreting.

The activities of a translator in the war years can be divided into: work in the enemy's rear, activities on the front line, work in the national rear. Working in the enemy's rear, translators performed complex military assignments, usually as part of reconnaissance groups or guerrilla units. They were also immersed in military and civilian structures of the enemy. World War II showed the high professionalism of many domestic translators-spies. During 1942-1943 an operational group "Holos", led by Bereznyak, whose members due to their high-quality knowledge of German and military affairs, were able to learn and decipher the full deployment of fascist troops, weak points of the enemy, the connection of its units, etc., which allowed the Ukrainian front to launch an offensive and liberate Krakow from invaders. Hundreds of officers, civilians, scientists, prominent statesmen, etc. were rescued from enemy captivity thanks to these translators. Thanks to their risky activities, the operations of the liberation troops were successful. In order to fulfill tasks professional military translators had to undergo military training, be in a good physical condition and be able to use their skills in time.

In the rear of national troops, translators carried out equally important tasks and various activities: creating leaflets, intercepting and translating enemy information, radiograms, telephone messages, encrypted messages, negotiations, interrogation of war prisoners. Translators also had some responsibility for establishing contacts with guerrillas and informants among the civilian population in the conquered countries, participation in groups of parliamentarians, diplomats, consuls, etc. In addition, translators and interpreters make meaningful contributions in conflict zones by also working with journalists, doctors, NGOs, etc. It’s essential for professionals and aid workers to communicate with locals by using interpreters who can ensure that the message is conveyed effectively. As one American army major admitted, the interpreter is often more important than a soldier’s weapon, because with an interpreter, you can command hundreds of soldiers; with a gun, you can only defend yourself.

The next issue I would like to raise is the safety of interpreters and translators in was zones. The main point is that they are under constant threat, and so are their families. Often, they are forced to live in hiding or under disguised identities to save their lives. Insurgents kidnap them for ransom or kill them because they are considered to be traitors. Their families are targeted and sometimes tortured too. They don’t receive any special status for protection like doctors, nurses and journalists in war zones. It’s a dangerous task and requires courage, conviction and commitment. Such international associations as Red T, AIIC, FIT, IAPTI, CLI and WASLI are fighting for better laws and protection of interpreters.

In some cases, interpreters could be hired as tools for organizations working to twist the message. This could lead to intentional mistranslation or misinterpretation. That's why, on one hand, interpreters and translators should be aware that they have the right to be provided security by their contractors, whether it is the military or international media. But, on the other hand, interpreters and translators should be aware of their responsibility to follow particular standards of ethics and morality.

In conclusion, the role of interpreters and translators during war is undoubtedly important and have to be covered more than it is now. Translation is more than just changing the words from one language to another. Translation builds bridges between culture, thus skillful translators and interpreters are required to build these bridges. Translators are people who have an almost perfect understanding of both the source language and culture and the target language and culture. That is why during war conflicts between different countries interpreters are the first, on the same level as diplomats, who have to deal with the crisis successfully and peacefully. Because the "language weapon" produces fewer casualties than conventional. So, this is a suitable way for humanity to solve conflicts of any scale in 21st century and interpreters will gladly help to fulfill this task.

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HOW TO OVERCOME THE LANGUAGE BARRIER

Language barriers primarily relate to the difficulties faced by people or groups speaking different languages and dialects. It also includes misunderstandings and misinterpretations that occur due to the lack of thought and speech.

For many people learning a foreign language, the phrase "language barrier" is synonymous with an actual impasse in their linguistic progress. The fear of being misunderstood or not understanding the interlocutor yourself is so severe that it arises long before the collision with the notorious barrier.

In fact, the language barrier is a completely ordinary, one of many possible, difficulty in learning a foreign language. It is quite easy to overcome if you understand the reasons for its occurrence and start moving in the right direction.

As a matter of fact, not everyone faces the language barrier. The problem of the barrier in communication in a foreign language is a combination of psychological and linguistic factors and remains very individual. Most often, the language barrier is encountered in the process of learning the first foreign language or in the case of in appropriately teaching methods, when a person understands that learning does not give real development for communication in a new language.

Equally, the psychological factor can play a crucial role. More open-minded, emotional and gregarious people, who in principle have little constraint, are less likely than others to face a language barrier.

What do psychologists say?

Psychology often plays a major role in the emergence of a language barrier. Therefore, it will not be superfluous to use the advice of psychologists to overcome difficulties in communication.
They believe that language barriers are formed not outside, but inside us. That's why you can break them through the right self-adjustment and psychological work on yourself. If it is problematic for you to start communicating in a foreign language, psychologists advise to come up with an imaginary personality. This makes it possible to correct your image, play another person, become better in your own eyes and the eyes of others. In case when it is impossible to overcome the psychological barrier on your own, it is recommended contacting a qualified psychotherapist. Such a specialist will help not only to overcome complexes and shyness, but also to find the right motivation to learn the language and communicate in it.

What do polyglots say?

Many of them believe that in order to get over the barrier, it is necessary to integrate language learning into your life as much as possible and be truly interested in the culture of the country and people whose language you are learning.

It is worth accustoming yourself to be in touch with native speakers regularly. Thus, you will have the opportunity to get to know their culture, learn new words and expressions. Political scientists assure that it is this approach that psychologically helps to remedy the language barrier.

The salient point is to start enjoying the very process of socializing in a foreign language.

There are several reasons why the language barrier most often arises:

Fear. It can be concern about not understanding the interlocutor, fear of being ridiculous because of your accent or any other fear associated with pronunciation.

Small vocabulary. It is not enough to know grammar, all the rules of English, to be able to use time correctly and make sentences. It is also necessary to have sufficient vocabulary to calmly understand the collocutor and be able to explain yourself in any situation.

Lack of practice. To develop a skill, including the skill of communicating in a foreign language, you need to practise. If you devote only a couple of hours a month listening and training spoken English, you should not be surprised by the emergence of a language barrier.

Scientists in philology and methodology recommend the following steps to overcome the barrier.

Practice. If you want to quickly overcome the language barrier and improve your speaking skills, then you should study regularly. It is highly recommended to practise as much as possible. Having classes with a teacher 2-3 times a week can be helpful for those want to cope with difficulties. Studying independently for at least 30-40 minutes a day will accelerate the process.

Increase your vocabulary. Another important moment is to learn new words, repeat and use them as often as possible, thus your vocabulary is constantly replenishing.

Make contacts. One of the best language immersion strategies is to make friends with people that know the language. Communicate with a native speaker or other person who is also learning the language. While interacting with a native speaker, you hear how certain words are pronounced correctly, as well as get used to pure speech.

Strategize. Methodologists advise planning actions that will take its course. The most proven way is to prioritize in the main directions: what you want to learn, for what purpose you need it, what level of language you want to learn, it is necessary for your work or just to be able to hold a basic conversation.

In conclusion, practitioners and scientists state that spreading the vocabulary and constant communication with native speakers is the best way for those who want to overcome the barrier quickly. Travelling can boost your language skills greatly and get acquainted you with a new cultural surrounding. Efforts to get through the language barrier can be a challenging, but working with people of different cultures and backgrounds is what drives development, creativity, and success.

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LANGUAGE FEATURES TEXTS OF THE TAX LEGISLATION FEDERAL REPUBLIC OF GERMANY

In modern state law is defined as a complex of certain norms such as laws, regulations and rules of various types, which are established and protected by the state, regulate both human social relations and the organization and development of society [2].

For creation legislative text collegial author must consciously and professionally use lexical-semantic and syntactic language items. Collegial author must be a specialist in the legal field, must have some competence to create a legislative text, which should be based primarily on a deep understanding of the communicative, pragmatic and semantic tax texts features [1].

Legislative text is one of the most important forms of law. The culture of lawmaking implies strict adherence to the professional style and language of the law, as well as the structure of the text, but at the same time provides its simplicity, intelligibility for all segments of the population [2, p. 365]. The law is a documentary and textual manifestation of law. Each written text has its own textual specificity, corresponding to the legislative style, which uses certain words, stamps, clichés and abbreviations, is characterized by a high degree of standardization of language, lack of emotion and imagery, and individual authorial traits, it is stylistically neutral, so in the texts of tax legislation there is no expressiveness, the style of the law is smooth, calm, moderate, indifferent to the subjective experiences and emotions those who write and read it. He does not allow pomp, solemnity, pathos, rhetoric, devoid of hyperbole, metaphors, allegories. Slogans are not accepted in the texts of tax laws, they do not have archaisms, jargons, double interpretations are not allowed [2, p. 366–367]. The use of terms in the texts of tax laws is inevitable because they indicate the originality of the text. Orderly terminology is an important element certainty and consistency the text of the law, which ensures consistency and clarity presentation legislative material. The tax law text is characterized by the use of specific syntactic constructions, stable cliché formulas, impersonal and infinitive forms, neutral vocabulary used in the literal sense [4, p. 28–33], they are constructed by simple and complex sentences with the use of adjectives and adverbial inflections and are not overloaded with punctuation.

The following complex specific features (at the lexical, semantic and grammatical levels) is characteristic tax legislation, which is implemented in laws and other normative legal acts such as the presence of terms of legislation, official nomenclature designations, abbreviations; normative definiteness of terms and nomenclature names (codified legislative definitions); legislative phraseology (legal formulas, stamps, clichés); monosemanticism (at the context level); generalized-abstract presentation of legal content (relevant lexical and grammatical models, forms, constructions); standardization (lexical, grammatical, syntactic and compositional means); noun character of the text (verb and adjective nouns, singular prepositions, etc.); predominance of verbs in the form of the 3rd person singular of the present tense, infinitive in combination with a predicative adverb, adjective or verb; syntactic constructions in the form of regulatory and normative statements (declaratory, obligatory, imperative, prohibitive, evaluative-legal nature); application of the grammatical category of modality to regulate different models of legal behavior (possibility / impossibility, desirability / undesirability, necessity, obligatory action); generalization and impersonality of the statement (impersonal, indefinite-personal, generalized-personal, infinitive, adverbial, other constructions); presence of sentences with passive; predominance complex sentences over complex and unconnected ones; subjective-authorial detachment; monological nature of the presentation; stylistic homogeneity, neutrality, correctness; logical orderliness of the presentation's normative content at the level of the text; lack unnecessary and stylistically inappropriate elements [3].

Therefore, the texts of tax laws should be constructed in concise, standardized, neutral vocabulary, simple and complex sentences, so that citizens can understand the basic information provided in them, turning to legal professionals only for further clarification certain provisions.

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INTERNATIONAL ECONOMIC RELATIONS BETWEEN FRANCE AND UKRAINE

France established diplomatic relations with Ukraine upon its independence in 1992. Since then, the two countries have signed nearly 300 treaties and agreements to strengthen their relations. In 2021, total trade between France and Ukraine reached 2.1 billion euros (compared to 1.6 billion euros in 2020) [1].

At the global level, France is the 10th supplier of Ukraine. At the European level, it is the 4th supplier (after Germany, Poland and Italy). Despite this, France recorded a declining market share in 2021 (2.46% compared to 2.7% in 2020).

On the investment side, it is estimated that France is the 6th foreign and European investor in Ukraine, with 2% of the stock of FDI (Foreign Direct Investments).

The chemical and cosmetic industries represented the majority of French exports to Ukraine in 2019 (more than 1/3), ahead of agricultural machinery, the transport industry and the pharmaceutical industry. On Ukraine’s export side, two-thirds of Ukraine's exports concern agricultural and agri-food products [2]. Finally, with nearly 160 French companies employing more than 30,000 people, France is the leading international employer in Ukraine. The biggest French companies established in Ukraine are: Auchan, Decathlon, Crédit Agricole, Peugeot, L’Oréal, Citroen, Leroy Merlin and others.

For years, Ukraine has been looking towards Europe. In 2014, the "Dignity Revolution" was accompanied by a change of power in Kyiv. The situation led to the signing of an Association Agreement between Ukraine and the European Union. It entered into force on 1 September 2017. Today, the European Union is Ukraine's largest trading partner.

This economic agreement is reflected in various ways. Recently, as part of the "Team Europe" strategy announced by the European Union, in support of its partners during the pandemic, Ukraine, for example, benefited from 190 million euros in financial aid [3].

The European Union also supports the country's structural reforms. Since 2017, it has implemented macro-financial assistance programs and invested several billion euros. On February 1, 2022, the European Commission allocated €1.2 billion in aid to Ukraine.

From the very beginning of the war in Ukraine, the French government has been providing financial assistance, military defense, and humanitarian aid. In addition, France receives Ukrainian refugees, pays them monthly financial assistance, provides health insurance and free public transportations as well as helps them find shelter in local communes. The Minister of the Armed Forces of France, Florence Parly, posted on her Twitter account the quote saying: «We have delivered more than €100 million in military equipment and worked to release €1.5 billion from the EU to help Ukraine defend itself. It is its right. It is its security. As well as ours» [4]. The communiqué of the Ministry of Defense of Ukraine clarifies that France will supply more weapons, in addition to the 100 million euros that have already been delivered. Namely, these are means of protection, optoelectronic equipment, weapons, ammunition and other weapons systems in accordance with the needs voiced by the Ukrainian side.

To summarize, we could say that France and Ukraine are building strong economic and political relations at the international level. Over the past 8 years, there have been positive developments in exports and imports of goods and services between these countries. Also, on the example of current events it can be stated that France supports Ukraine's aspirations for development and is ready to help in the reconstruction of Ukraine.

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VERBRECHENSBEKÄMPFUNG – HAUPTAUFGABE DER GLOBALISIERTEN WELT

Ohne „Recht" wäre unsere Gesellschaft nicht denkbar. Rechtsnormen bestimmen unser Leben. Sie dienen dazu, das Zusammenleben in der Gemeinschaft zu regeln, dem Einzelnen bestimmte Rechtspositionen (Befugnisse und Pflichten) zuzuweisen und für den Fall des Streites Konfliktlösungsverfahren zur Verfügung zu stellen. Die wesentliche Aufgabe des Rechts ist somit die Etablierung und die Aufrechterhaltung einer Friedensordnung durch rechtliche Mechanismen. Der Stärkere versucht, den Schwächeren zu unterdrücken. Gewalttätigkeit bricht aus und so herrscht in diesem hypothetischen Naturzustand ohne Ordnungssystem ein „Krieg Aller gegen Alle". Kriminalprävention ist eine Reihe verschiedener Aktivitäten und Maßnahmen des Staates, die darauf abzielen, die sozialen Beziehungen zu verbessern, um negative Phänomene und Prozesse zu beseitigen, die zu Kriminalität führen oder dazu beitragen, sowie um Kriminalität in verschiedenen Phasen des kriminellen Verhaltens zu verhindern.

Das derzeitige Hauptproblem ist die die Unzulässigkeit von Maßnahmen zur Verbrechensverhütung und Überwindung der Kriminalität in den aktuellen Trends seiner Entwicklung und Ausdehnung seines Territoriums. Unter diesen Bedingungen sollte der Verbesserung des Systems der Kriminalprävention, der Stärkung der Bekämpfung der organisierten Kriminalität, der Gewährleistung des Schutzes der öffentlichen Ordnung und Sicherheit sowie der Ausweitung der internationalen Zusammenarbeit Vorrang eingeräumt werden [1, 1-15].

Bei der Kriminalitätsbekämpfung hilft wissenschaftliche, technische und informationstechnische Unterstützung der Strafverfolgungsbehörden Aktivitäten. Die Tätigkeiten durchführt der Staat durch die Exekutive, die Justiz und die Staatsanwaltschaft, sowie öffentliche Organisationen und Verband. Der Gegenstand der Tätigkeit im Bereich der Abwehr von Gesetzesverstößen können somit Organe, Einrichtungen, Personen, die mindestens eine der Gegenmaßnahmen durchführen, z. B. die Organisation, Koordinierung oder direkte Teilnahme an bestimmten Aufgaben.

Um Kriminalität vorzubeugen, entwickeln die Polizei und andere Stellen vielfältige Maßnahmen und Programme. Gleichwohl ist Kriminalprävention eine gesamtgesellschaftliche Aufgabe. Hierbei sind nicht nur Politik und Polizei, sondern alle staatlichen und nichtstaatlichen

Stellen, die Wirtschaft und die Medien gefragt. Nicht zuletzt sind es die Bürgerinnen und Bürger selbst, die durch verantwortungsvolles Verhalten einen wichtigen Beitrag zur Vorbeugung von Kriminalität leisten [2, 7-14].

Als nächstes möchte ich auf Programme eingehen, die dazu beitragen, Verbrechen zu stoppen. Erstes Programm „Polizei-liche Kriminal-prävention“ (ProPK) besteht in Folgendem. Um die polizeilichen Präventionsmaßnahmen besser zu bündeln und aufeinander abzustimmen, haben die Polizeien des Bundes und der Länder 1997 das Programm Polizeiliche Kriminalprävention ins Leben gerufen. Vorläufer des Programms gab es sogar schon in den 70er Jahren. Das Programm klärt bundesweit die Bevölkerung, Medien und andere mit Prävention befasste Stellen über Erscheinungsformen und Möglichkeiten der Verhinderung von Kriminalität auf.

Durch systematische Datenerhebungen und Analysen ist das ProPK in der Lage, sich auf die jeweils drängendsten Probleme zu konzentrieren. Dazu zählen derzeit unter anderem Diebstahl und Einbruch, Gewalt und Jugendkriminalität, Drogen- und Sexualdelikte, Betrug und Cyberkriminalität.

Zweites Programm wurde Deutsches Forum für Kriminalprävention (DFK) genannt. Polizeiliche Aufklärungsarbeit allein reicht nicht aus, um alle gesellschaftlichen Akteure zu erreichen, die auf dem Gebiet der Kriminalprävention tätig sein können. Deshalb wurde im Juli 2001 ein nationales Präventionsgremium gegründet. Im Deutschen Forum für Kriminalprävention kommen Vertreter staatlicher und nichtstaatlicher Stellen zusammen, um Strategien gegen Kriminalität zu entwickeln und zu fördern. Durch die Vernetzung zahlreicher Initiativen bietet das DFK ein nationales Dach für unterschiedliche kriminalpräventive Ansätze.

Drittes Programm umfasst Nationales Zentrum für Kriminalprävention (NZK). Einen weiteren wichtigen Baustein in diesem Bereich bildet das Nationale Zentrum für Kriminalprävention (NZK). Es wurde im Jahr 2015 gegründet, um einen Beitrag für eine an wissenschaftlichen Erkenntnissen orientierte Kriminalprävention zu leisten. Im NZK werden vor allem Evaluationen gefördert und ausgewertet. Zudem werden Kriterien entwickelt, wie wirksame Präventionsansätze schneller in die Praxis übertragen werden können. Aktuell fokussiert sich das NZK dabei vor allem auf verschiedene Bereiche des Extremismus. Finanziert wird das NZK mit Fördermitteln des BMI.

Im Bereich der Kriminalprävention mit der Zielgruppe Jugendliche ist es oft notwendig, auf regionale und länderspezifische Probleme einzugehen und Lösungsansätze zu finden. Daher werden österreichweit insgesamt 14 verschiedene, länderspezifische Jugendprojekte durch Präventionsbedienstete umgesetzt. Im Rahmen dieser Projekte wurden 2018 insgesamt 192.629 Personen – insbesondere Jugendliche, Eltern und Lehrpersonal – erreicht.

Das Programm wird auf mehreren Ebenen umgesetzt. Es beinhaltet vorgestaffelte Informationen für das Lehrpersonal und die Erziehungsberechtigten sowie eine sehr interaktive Arbeit mit Jugendlichen. Dies alles erfolgt – unter dem Prinzip der Nachhaltigkeit – in mehrmaligen

Workshops in den Schulklassen. Alle Präventionsprogramme haben zum Ziel, die Jugendlichen zu einem straffreien Heranwachsen zu motivieren. Sie wollen darüber hinaus ein Bewusstseins für zivilcouragiertes Verhalten schaffen und einen verantwortungsvollen Umgang mit digitalen Medien fördern. Im Rahmen von „UNDER 18“ wurden 2018 österreichweit 5.985 Präventionsmaßnahmen für Jugendliche gesetzt und insgesamt 169.414 Personen – Jugendliche, Eltern und Lehrpersonal – erreicht [3, 1-3].

LISTE DER VERWENDETEN QUELLEN:

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DEFINITION OF THE CONCEPT OF SPECIAL ISSUES "SUBJECT OF ADMINISTRATIVE LAW"

For modern Ukrainian administrative law, the definition of the subject is of a fundamental nature. Its establishment in modern real state-building is a legal step in the process of renewal of administrative institutions and objective coverage of their role in deepening the formation of the rule of law and civil society. It is crucial for the specification of the determinants of the separation of the industry in the legal system, the consolidation of relevant normative material, the systematization of public relations governing administrative law. The urgency of the subject is also due to the specifics of the interaction of different branches of law, which is based on the impact of their rules on the same social relations, which makes problematic clear, transparent and one of the types of permanent delimitation of legal regulation. That is why the issues in this regard are of great interest to representatives of the branch sciences and give rise to numerous discussions that have been going on for many years [6].

In fact, new in the subject of administrative law are the relations of administrative proceedings (administrative justice). Unlike its other components, they do not correlate with the subject of traditional Soviet administrative law. Moreover, Soviet law directly denied their existence. In this regard, the relevant article of the legal dictionary of 1953, which begins with the words: "In the USSR, administrative justice does not exist" [2, p.15-16].

Problems of the subject of administrative law in their scientific works were touched by such researchers as V. Averyanov, S. Bratus, V. Bashtannyk, Y. Bytyak, V. Bashtannyk, V. Galunko, V. Garashchuk, I. Golosnichenko, A. Kolodiy , M. Kostikov, V. Kolpakov and others. Indeed, the analysis of scientific opinions on the problems of the subject of administrative law shows the multifaceted and ambiguity of this phenomenon [4 p.57].

According to the essence of administrative law, it should be noted that it is an administrative law. In this case, the subject of management is the party of the management process, which has a controlling influence on the object of management of objects of management, while the party of the management process, which operates under the control of the subject, acquires new qualities and changes. Administrative law in the traditional sense for the post-Soviet consciousness is a branch of law that applies to public relations related to public administration, ie with the organizing influence of the executive branch on various social processes [3, p.7].

For a long time in the literature there is a need to distinguish between the subject of administrative law of administrative (authoritative) and public service (non-authoritative) components. The author of this approach, supported by many modern authors, is considered to be V. Averyanov [1].

Scholars' understanding of the subject of administrative law is as follows, in particular, the unanimous emphasis on its (Subject) Formation of groups of related social relations. It can be assumed that Administrative Law (norms of administrative law) can specifically regulate social relations that arise between at least two subjects of law. We are all so used to this idea that we do not even doubt its veracity and authenticity, we consider it an axiom. However, this approach to understanding the subject of administrative law seems to be somewhat narrow-minded (incomplete), as it leaves out of the responsibility of this branch of law a considerable number of legal phenomena that require regulation by the rules of administrative law. One cannot disagree with the opinion of I. Boyko, who adheres to the view that "… rules of law can also consolidate the powers of entities that exercise power management functions. For example, a number of laws require public administration bodies to enact regulations. In accordance with the requirements of legislative acts, the authorized bodies perform certain actions that are unilateral in nature and consist in the performance of the duties assigned to the body. We believe that the subjects of lawmaking do not enter into public relations with other subjects of law. They only perform the powers provided by law under certain rules. Thus, we can say that the activity as a set of active actions to exercise authority is carried out both in legal relations and outside them. This means that public relations, which are the subject of law, can exist both in the form of legal relations and in the form of activities of authorized entities, individuals and legal entities "[5].

The consequences of modern research on the theoretical foundations of the subject of administrative law (administrative-legal relations) have been, first, overcoming the dogma of defining its essence, recognizing that administrative law is genetically linked to the practice of human rights protection by legal means; secondly, rethinking the content of the subject of this field in accordance with democratic legal standards; thirdly, the systematic nature of the subject of administrative law is proved. The principle of this issue is due to the fact that the subject of law can only be a set of relations that is a system. A feature of the system is the integrative nature of the interaction of its components [6, p.24].

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LEGAL QUESTIONS OF PROTECTION OF HUMAN RIGHTS IN THE CONDITIONS OF OCCUPATION

Almost all states spare on the way of the development certain attention of defence and to the guarantees of human and citizen rights and Ukraine is not an exception. In different times separate human rights attract considerable attention of population, at that time as other rights man the state limits up to a point. Today in Ukraine an urgent necessity is creation of effective methods to provide, guarantees of protection of rights and freedoms of man on temporally occupied territories [6].

Verkhovna Rada of Ukraine passed an act on April, 15, 2014 Ukraine "About providing of rights and freedoms of citizens and legal mode on the temporally occupied territory of Ukraine" №1207 – VII the temporally occupied territory is determined in this law [4], and already on Verkhovna Rada of Ukraine supports January, 18, 2018 Law of Ukraine "On the features of public policy from ensuring state sovereignty of Ukraine above temporally by the occupied territories in Donetsk and Luhansk areas" № 2268 - VIII, where determines the temporally occupied territories. By Russian Federation and violation by the norms of international rights, and also acknowledges occupied some territories of Donetsk but Luhansk areas that temporally are not under by control of Ukrainian authorities [5].

There is a professional idea, that national "laws on occupation" does not generate adoptive of occupation admission and responsibility held on an international law, in fact, as marked Venetian commission in Conclusion in relation to Law "On temporally occupied territory of Georgia", "question about international responsibility cannot be regulated on basis of legislations, and decides on the base of international law" (point 37) [13]. Laws accepted by public authorities, not can "create" occupation, however exactly they can attract attention other states to that takes place in their country [12].

In 1907 The Hague took place conference then in 1949 is the Genevan conference. And in 1977 Ukraine but Russian Federation signed Additional protocol and to her. Exactly the real normatively-legal acts fold a base that regulates the question of the occupied territories [6].

During the 7 years of occupation, international and national law protection organizations recorded the facts of enforced disappearances, politically motivated persecution and imprisonment of Crimean activists, "Legal" and non-legal mechanisms and tools for direct and indirect discrimination against the Crimean Tatar indigenous population and Ukrainians in Crimea and the forms of resistance to the occupation or maintaining ties with Ukraine [10]. These violations of the law are contrary to international law provisions contained in Article 3 of the Universal Declaration of Rights human [3], Article 9 of the ICCPR [9] and Article 5 of the ECHR [7] and law to a fair trial, as enshrined in Article 14 of the ICCPR [9], Article 6 of the ECHR [7]. Analysis of these rules proves that each a person has the right to liberty and security of person and no one shall be subjected to arbitrary arrest or detention in custody and that everyone has the right to justice court, regardless of nationality, sex and religion. However, the occupying power ignores the above rules, this is confirmed by the Report on the Situation of Rights people in Ukraine November 16, 2019 - February 15, 2020, which states that OHCHR is concerned that. The "courts" (of the self-proclaimed republics) relied heavily on confessions obtained through torture and coercion. Persons suspected of committing "crimes" related to the conflict in the territory controlled by the two self-proclaimed "republics" told OHCHR that they had been systematically subjected to torture and other forms of coercion. By employees of the "Ministry of State Security" and "Police" and would not dare to give up their testimony, which they testified against themselves during "court" hearings, fearing that they would be tortured again. [2].

In our opinion, one of the most frequently violated rights there is a regulated right to freedom of expression Art. 19 IHL [9] and Art. 10 ECHR [7]. A clear example of the violation of this right is the case of Ukrainian farmer Volodymyr Balukha, who after the occupation of Crimea has repeatedly been in public demonstrated his disagreement with the actions of the Russian Federation, and on a protest sign in March 2014 raised the state flag Ukraine on the roof of his own home. Already in April 2015 began illegal searches during which the roof of his house was removed and removed the state flag of Ukraine [10, p. 35–36].

On February 24, the Russian army launched an open war against Ukraine, a large area survived the occupation, and some of them still remain under the invading army. During the occupation, the invading troops of the Russian Federation killed more than 400 residents of the Bucha community. As UNIAN reported, in the evening of April 2, information appeared from the General Staff of the Armed Forces of Ukraine about the final liberation of the entire Kiev region from the Russian occupiers. After that, information about the atrocities of the occupiers began to appear. Russians were killed and raped, bullied and tortured. Shocking photos from Bucha, which later appeared online, show the occupiers killing related people.

During the clean-up of the DRG and unexploded ordnance in Bucha, Ukrainian defenders found a mass grave with more than 280 bodies of civilians with signs of violent death. The bodies of shot women were lying on the roadsides, which the occupiers did not have time to burn [1].

Analyzing all the above information, we would like to note that the issue of human rights protection, especially temporarily occupied territories, is getting worse every day. More and more innocent people are being arrested, and self-proclaimed authorities are increasingly allowing themselves violate international norms on human rights and freedoms, which have been ratified in almost every country. That is why Ukraine we need to reconsider all ways to protect our rights and freedoms human and citizen, and to improve, make more efficient and effective, accessible to the civilian population occupied territories. One of the main ways to protect human rights and freedoms in the temporarily occupied territories is to improve the judiciary and extrajudicial remedies. One of the most effective ways to protect human rights there is still an appeal to international courts, such as the European Court of Human Rights (Ukraine against Russia ”for № 20958/14) [2], however, this method is not always the case works on time, so one of the available mechanisms of influence the process of ensuring the rights and freedoms of citizens in the occupied territories is under constant political pressure on the aggressor and formation of a coalition in support of the deoccupation of Crimea, the temporarily occupied territories of Donetsk and Luhansk regions. It is the complex nature of the transformation processes that are currently taking place in the political and legal life of Ukraine, as well as the events in eastern Ukraine determine the importance of conducting diverse scientific and theoretical discussions that are related with the issue of all legal and organizational instruments protection of human rights, improvement of Ukrainian legislation, and solving problems that are important for a modern democratic society, and therefore will become significant in terms of their content, effectiveness and efficiency of restoration of violated rights and freedoms, compensation for damages and bringing the perpetrators to justice [6, p. 26].

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THE IMPACT OF THE FIRST WORLD WAR ON THE DEVELOPMENT OF INTERNATIONAL LAW

War… It carries fear, shock, loss, and death. One of the largest of them is the First World War. 38 states took part in this bloodshed, as a result of which about 10,000,000 soldiers died. And it all started with just one shot.

On June 28, 1914, a student from Serbia, Gavril Princip, assassinated the Austro-Hungarian Archduke Franz Ferdinand. Most countries seemed to be waiting for an excuse to start a war. Here it is. Relations between the world's leading countries at the time were quite controversial. Uneven economic development, the arms race, the territorial redistribution of an already divided world, militarization, and the impossibility of resolving problems through diplomacy have all catalyzed the beginning of hostilities.

Two main military and political forces were formed: The Entente and the Triple Alliance. The former included Russia, France and Great Britain. The second includes Germany, Austria-Hungary and the Kingdom of Italy.

After the assassination of the archduke, Austria-Hungary issued an ultimatum to Serbia to punish the perpetrators of the murder and allow the Austro-Hungarian police into its territory. If Serbia refuses to comply, Austria will start a war. The country agreed to meet the conditions only in part, so confrontation was inevitable. Russia, like the entire Entente, sided with Serbia. A war has begun that will go down in history for a long time and will be remembered by many.

The fighting dragged on for four long years. There are many innovations, such as trenches, barbed wire, tanks, machine guns, snipers, steel helmets and chemical weapons, the creation of which humanity will feel for a long time. The scale of the territories in which the hostilities took place is simply astounding — about 2.5 - 4 thousand kilometers. About 21,000,000 soldiers were wounded and another 1,000,000 went missing [1].

The terrible bloodshed ended on March 3, 1918 with the signing of the Brest-Lithuania Peace Treaty between the Ukrainian People's Republic and the Fourth Alliance (Germany, Austria-Hungary, the Ottoman Empire and the Kingdom of Bulgaria).

The main provisions of the agreement were:

- Ukraine's withdrawal from the First World War;

- Establishing economic relations;

- Renewal of pre-war borders between Austria-Hungary and Ukraine;

- Germany and Austria-Hungary were obliged to help Ukraine in the fight against the Bolsheviks;

- Ukraine has committed to supply these countries with agricultural products.

As a result of the Brest-Lithuania Peace Treaty, Ukraine has become a subject of international law. It has finally come to be seen as an independent, equal state with rights and responsibilities.

Also important for the international law of the twentieth century is the Peace of Versailles, signed on June 28, 1919 between the victorious states: Great Britain, the French Republic, the United States, the Kingdom of Italy, Belgium and Japan, and the defeated German Empire [2].

The main provisions of the agreement:

- Germany was found guilty at the beginning of the First World War, lost the rights to all its colonies, it was inflicted damage and reparations to the Allies;

- Abolished conscription in Germany;

- The number of the land army could not exceed 100 thousand;

- Liquidation of the German General Staff;

- Change in service life: soldiers - 12 years, officers - 25 years;

- Ban on submarines and aircraft, heavy artillery and tanks;

- Military training in institutions was prohibited;

- Anschluss with Austria was banned for the formation of 1 state;

- The army was intended to maintain order inside Germany;

- The country had to extradite war criminals.

The Peace of Versailles is considered particularly humiliating and cruel. Many believe that it was he who led to the great social instability of Germany and the power of the Nazis.

We should also mention the Peace of Saint-Germain, which was adopted on September 10, 1919. It was also signed by the victorious states: The United States, Japan, Great Britain, Italy and France, and many other participants in the First World War, including Austria [3].

Substantive provisions:

- Austria-Hungary split into: Austria, the Kingdom of Hungary, Yugoslavia, Czechoslovakia;

- The name "German Austria" was banned;

-Austria recognized the independence of its former territories;

- Ban on Anschluss with Germany;

- Austria paid reparations to the victorious countries as a fishing fleet;

- Prohibition of its own navy and military aircraft;

- The army - no more than 30 thousand soldiers.

The Peace of Saint-Germain summed up the war for "German Austria" and witnessed the disintegration of Austria-Hungary. He created many new territorial problems and only intensified the discontent of the defeated states.

Also important for international law in the postwar period are the Neuilly, Trianon and Sevres peace treaties.

The Neuilly Peace Treaty was signed on November 27, 1919 with Bulgaria. Under his terms, the country lost the territory of Western Thrace and lost access to the Aegean Sea. The army — no more than 20 thousand military. Bulgaria must pay reparations within 37 years.

The Peace of Trianon was signed on June 4, 1920 with Hungary. Under the terms of the treaty, the country lost access to the Adriatic Sea, Hungary renounced all its former territories. Conscription was prohibited. Army — no more than 35 thousand. The country was obliged to pay reparations to the victorious states.

The Sevres Peace Treaty was signed on August 10, 1920 with Turkey. Under this agreement, the country lost its rights to Sudan, recognized the annexation of Cyprus, lost possession of Europe and the Arabian Peninsula, the Aegean islands. Army — no more than 50 thousand. A capitulation regime remained throughout Turkey, turning it into a semi-colony [4].

Thus, the First World War greatly influenced the further formation of international law, relations between states and the division of territories.

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GLOBALISATION AS A PREREQUISITE OF ECONOMIC ANALYSE DEVELOPMENT

From the very beginning of economics, scholars try to make up a universal method of discovering the processes that happen in front of them. One of the most prominent of those is economic analysis. It combines both practical and theoretical notions of human civilisation. These days, especially in the twenty-first century, it has changed dramatically, because of numerous reasons.

Firstly, the modern scientists tend to use the practical method of studying, because the enlargement in human population has made the problems seem bigger. For instance, in recent years there was a study on poverty held by Nobel-winning academicians: Abhijit Banerjee, Esther Duflo and Michael Kremer who contributed significantly in implementing experimental approach to alleviating global poverty [5]. All of these professors mentioned above paid considerable attention on the problem for many years and the solution was found not in the theoretical area, but in the empirical one. They have proposed several revolutionary programmes of changes and started implementing them in the developing countries all over the world, such as Kenya where the people of Kenya who make every effort to find aqua as it is a great problem in Africa to acquire freshwater [3], Nigeria where HIV-virus has had significant impact on young people's lives [1] or India where immunisation of children is so low that they die under the age of five [2] and many other countries with sociological problems related to poverty, with a significant focus on healthcare, education and food supply.

Secondly, the scale of problems led to the unexpected technique of resolving them. Instead of seeing these as a unity, modern scholars tend to break sophisticated issues into simpler ones. Such as in the study on poverty that was discussed earlier by laureates of 2019 Nobel Memorial Prize in Economic Sciences, all the difficulties of poverty were divided into less significant levels. Thus, the problems were much easier to solve. So, as was said in the first passage, the difficulty of poverty was divided on three main prerequisites: lack of healthcare (especially immunisation), education (especially basic ones) and food supply (especially in poor-yielding countries). This splitting has helped scientists to target the most important factors and discard the needles ones. Doing it, they have achieved noteworthy results: "More than five million Indian children have benefitted from effective programmes of remedial tutoring in schools. Another example is the heavy subsidies for preventive healthcare that have been introduced in many countries", the report says [6].

Finally, people have made a good leap in communication that is caused by the complexity of modern problems and their solutions. It is vital for people to gather in order to achieve substantial results, in the field of science, as well. So, the tendency of magnification in the number of laureates of Nobel Memorial Prize in Economic Sciences can be seen easily. In the 1980s there were ten people who won this respectful award; in the 1990s there were seventeen people who won the prize; In the 2000s there were twenty scientists who made a significant contribution to economics; and, finally, in the 2010 - 22 people [4]. As you can see, the course is on increase of the overall number of laureates. It shows us that globalisation has made scholars from all over the words to unite and change the reality together.

To sum up, we can define three main categories that have had dramatical changes in the twenty first century: methodology of studying problems, ways of solving them and the ways the scientists use to be in touch with each other.

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FORMATION OF THE UN SECURITY COUNCIL AND ITS ROLE IN ENSURING INTERNATIONAL PEACE

All major UN bodies have their own responsibilities and issues for which they are responsible. In particular, the Security Council has the most important authority among all bodies — maintaining international peace and security in the world. It is a permanent, major body of the United Nations. It consists of five permanent nuclear powers: China, Russia, France, the United Kingdom and the United States, and ten non-permanent, elected by the UN General Assembly for a two-year term on a geographical basis. [4, p. 20].

The powers of the Security Council are quite broad. The main task is to prevent wars, maintain security and peace. The Council must investigate any situation or dispute that may lead to an international conflict or threaten international peace. As already known, the Council operates on the basis of the UN Charter, which contains provisions to facilitate negotiations on reconciliation between countries in conflict, the development of methods for resolving disputes, the obligation to identify threats to peace and security until their deployment, the right to require UN member states to maintain security by providing a certain part of the armed forces under the leadership of the UN, the development of measures aimed at resolving conflicts, the right to demand implementation of measures including the use of armed forces, disruption of any ties, diplomatic relations and the establishment of military organizations as a demonstration of strength and ability to counter violating countries [6, p. 7].

The UN system is currently in crisis, covering much of the Security Council. It should be noted that the UN Charter is an extremely important international document, which is based on the rules of sovereign equality of states, peaceful settlement of disputes, refraining from aggressive policies and respect for human rights and freedoms. These norms are critical to world order and non-compliance with them leads to consequences such as condemning and bringing violating countries to justice.

In general, the UN Charter has not been violated many times in the history of international politics. There were three large-scale disregards for the international instrument: the invasion of Iraq by coalition forces in 2003, the Iran-Iraq war in 1980, and the familiar occupation of the Autonomous Republic of Crimea in 2014 and the Donetsk and Luhansk regions of Ukraine in 2015 by Russia [1, p. 203].

It would be logical to believe that such large-scale violations of the sovereignty of countries should be severely condemned and suppressed by the world community, in particular the UN, but not everything is as easy as it seems [7, p. 353].

2014 was a turning point in the UN security system, when Russia launched a large-scale aggression policy against Ukraine. World organizations were unprepared for such an open violation of generally accepted norms of international peace. And only the sanctions imposed on Russia by the European Union showed the pressure of the world community on Russia. The UN Security Council also adopted a resolution recognizing Russia's occupation policy in Ukraine, where Russia did not recognize it, but out of 193 states, 100 countries voted to recognize Russia as an aggressor. But apart from the resolution, no important action was taken to oppose the aggressor. Since 2015, there have been talks about sending a peacekeeping mission to Donbas, but all this is just empty talk. Not only has Russia encroached on Ukraine's sovereignty, but it has violated many other norms and rules that have suffered enormous human sacrifices, economic and environmental consequences, and the UN and OSCE response has been so insignificant that it seems to have been non-existent. Such indecisive actions of one of the world's leading organizations and ignoring important conflict issues indicate the crisis of the organization system and the inability to fully ensure peace in the world [5, p. 330].

The UN security system needs significant reforms and changes, as it is currently unable to perform functions such as peacekeeping diplomacy to prevent world conflicts. The UN must follow the geopolitical map of the world and its changes, because Germany, which was the aggressor country at the time of its founding, now deserves the full right to take the place of a permanent member of the Security Council instead of Russia, which returns to Europe a policy of force and occupation. nor is the Council of Europe able to resist such direct aggression. Therefore, it is still unclear how the aggressor country can be a permanent member of the UN Security Council, even with the right of veto, by which it cancels crucial peacekeeping decisions and calls into question the United Nations as the guarantor of world peace [3, p. 138].

The current President of Ukraine Volodymyr Zelensky also expressed his opinion on the UN's indecision in ensuring international peace at the 75th session of the General Assembly, noting that the Security Council needs reforms in order to become a more balanced and representative UN body, create transparency and destroy existing the principle of a closed UN community consisting of Russia, the United States and China. He also said that such a fact was not allowed when one of the permanent members of the Security Council violates the sovereignty of the founding member of the UN and abuses the right of veto. Therefore, Zelensky declared Ukraine's readiness to take an active part in reforming the Security Council for the further public good of Ukraine and the world.

In conclusion, the UN system and one of its main bodies, the Security Council, are currently in crisis, which can be described as indecision, ignoring large-scale global conflicts, an outdated

Security Council system and an inability to ensure peace and security at the international level. All of these traits could have fatal consequences for international peace and security. Therefore, decisive reforms of the Security Council need to be carried out and special attention needs to be paid to reforming the veto for permanent members of the Council. Ukraine believes that this issue is a problem of international importance, the reform of which is the basis for the success of UN reform as a whole. After all, precisely because of Russia's abuse of the right of veto, the question of ending the occupation operation on the territory of Ukraine within the UN still remains open [5, p. 328].

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GESCHICHTE UND ENTWICKLUNG VON TERMINBÖRSE BIS BÖRSE EUREX HEUTE

Eine Börse ist ein Markt für vertretbare Güter (Waren, Wertpapiere) und Dienstleistungen, an dem während der Börsenstunden aufgrund von Kauf- und Verkauf- Aufträgen von amtlichen Maklern Preise = Kurse festgestellt werden. Die Börse ist ein Markt, der streng geregelt ist. Ein Markt hat vor allem die Aufgabe, festzustellen, was die Dinge kosten sollen, die dort gehandelt werden. An Börsen erfolgt regelmäßiges, direktes und konzentriertes Aufeinandertreffen von Angebot und Nachfrage. An der Börse treffen Anbieter und Nachfrager regelmäßig zusammen, um Wertpapiere oder Devisen der verschiedensten Unternehmen zu handeln. Das geschieht immer an einem bestimmten Ort und zu einer bestimmten Zeit. [1, S. 1].

Die DTB ist eine der ersten vollcomputerisierten Börsen der Welt und ist u.a. aus dem Entschluss entstanden, das lärmende Börsenparkett durch eine vollcomputerisierte Abwicklung mit der Präzision eines Zentralcomputers zu ersetzen. Bei ihrem Start am 26. Januar 1990 war die Deutsche Terminbörse die erste deutsche Börse für Finanztermingeschäfte. Im Gegensatz zu den damaligen herkömmlichen Parkettbörsen fand der Handel an der DTB fortlaufend statt, ohne die Einschaltung von Kursmaklern. Market Makler verpflichteten sich dazu, jederzeit verbindliche Kauf- und Verkaufsangebote zu tätigen. Als erste elektronische Börse der Bundesrepublik konnte die DTB die gesamte Marktliquidität bündeln; eine Zersplitterung auf die verschiedenen Börsenplätze fand nicht statt. Zudem ermöglichte das zentrale elektronische Orderbuch eine optimale und für alle Teilnehmer gleiche Transparenz. Neu war auch, dass die DTB Deutsche Terminbörse GmbH die Erfüllung aller Transaktionen garantierte und somit das Zahlungs- bzw. Lieferungsrisiko wegfiel. Die Abwicklung der Transaktionen wurde in das elektronische System integriert. [1, S. 5-7].

Entwicklungsstufen der Deutschen Terminbörse umfassen:

- 1988 wurde die DTB Deutsche Terminbörse GmbH gegründet. Gesellschafter der DTB GmbH waren 17 Banken. Die DTB GmbH fungierte als Clearinghaus und Träger der DTB Deutsche Terminbörse. Aufsichtsratsvorsitzender der GmbH und Vorsitzender der Börse war Rolf-E. Breuer, Geschäftsführer Jörg Franke und Friedrich W. Wahl.
- Am 26. Januar 1990 startete die DTB mit dem Handel. Anfänglich wurden nur Optionen, später auch Futures gehandelt.

- 1993 wurde die DTB GmbH in die neu gegründete Deutsche Börse AG eingegliedert.
- 1998 fusionierte die Deutsche Terminbörse GmbH mit der SOFFEX zur heutigen EUREX. [1, S. 8].

EUREX ist eine der weltweit führenden Börsen mit Sitz in Eschborn (Deutschland). Die Börse wurde 1998 gegründet und entstand aus dem Zusammenschluss zweier großer Handelsplattformen in Deutschland und der Schweiz – DTB und SOFFEX. EUREX konzentriert sich vor allem auf den Handel mit Derivaten wie Futures und Optionen. Mit Büros in London, New York, Paris, Singapur und Tokio beschäftigt das Unternehmen über 400 Mitarbeiter an seinem Hauptsitz in Köln und betreibt eine Reihe elektronischer Märkte, darunter FOREX, Metalle , Öl und Gas, Aktienindizes und Rohstoffe, festverzinsliche Derivate, Zinssätze, Energie-, Wetter- und Agrarderivate sowie Aktien und Indizes für Europa, Asien, die USA und Afrika mit einem durchschnittlichen Tagesumsatz von 1 Billion US-Dollar pro Tag. Am 1. September 2006 wurde EUREX als erster Terminmarkt von der Richtlinie über Märkte für Finanzinstrumente (MiFID) genehmigt, die darauf abzielt, die Regulierung in der gesamten Europäischen Union zu harmonisieren. Anfang Dezember 2008 machte das Unternehmen weltweit Schlagzeilen, als EUREX die Eröffnung eines offenen EUREX FX-Kontos ankündigte. Dies ist das erste Mal in der Geschichte, dass der Markt diesen Service für Privatkunden anbietet, und er richtet sich in erster Linie an Händler. [2, S. 5-15].

Das Börsenangebot umfasst neun Hauptproduktklassen:

1. Derivative Finanzinstrumente
2. Derivative Finanzinstrumente auf Aktienindizes
3. Verzinsliche derivative Finanzinstrumente
4. Volatilitätsderivate
5. Derivative Finanzinstrumente
6. Derivative Dividenden 7. Devisenderivate
7. Warenderivate
8. Eigentumsderivate
9. ETF-Derivate [2, S. 5].

Die Gesamtzahl der an EUREX gehandelten Derivatekontrakte stieg im März im Vergleich zum Vorjahresmonat um 26 Prozent von 195,0 Millionen auf 246,2 Millionen. Aktienindexderivate waren erneut der herausragende Sektor mit einem Wachstum von 36 Prozent im Jahresvergleich von 93,8 Millionen gehandelten Kontrakten auf 127,9 Millionen, während Zinsderivate um 23 Prozent von 66,1 Millionen gehandelten Kontrakten auf 81,3 Millionen zulegten. Die Gesamtzahl der in Aktienderivaten gehandelten Kontrakte stieg um 6 Prozent. Das ausstehende Nominalvolumen im OTC-Clearing stieg im März stark an und stieg im Jahresvergleich um 28 Prozent von 21.226 Milliarden Euro auf 27.162 Milliarden Euro – wobei Zinsswaps und Overnight-Indexswaps ein

Wachstum von 34 Prozent und ein durchschnittliches tägliches Clearingvolumen von jeweils 9 Prozent verzeichneten, wobei sich Zinsswaps stabil halten und Overnight-Indexswaps (+39 Prozent) erneut das Gesamtwachstum übertreffen. Bei EUREX Repo stieg das monatliche laufzeitbereinigte Gesamtvolumen im Jahresvergleich um 16 Prozent von 135,7 Mrd. Euro auf 157,5 Mrd. Euro. Der GC-Pooling-Markt wuchs um 27 Prozent, während der Repo-Markt um 11 Prozent zulegte [3, S. 1 - 14].

Zum Schluss muss betont werden, dass EUREX seit 24 Jahren besteht und sich in dieser Zeit erfolgreich entwickelt hat. Seine Indikatoren zeigen, dass EUREX die Zukunft der Welt ist. [3, S. 15].

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PSYCHOLOGICAL ASPECTS OF JUDICIAL BIAS

The rules of interpretation for international treaty law are prescribed in 31, 32 Articles of the Vienna Convention on the Law of Treaties. Nevertheless, the rules of interpretation themselves are poorly studied from a cognitive psychology perspective. It is an extremely dubious and obscure topic. I share my views with an incredible American legal philosopher, Jerome Frank, who stated that judges are incurably human like every other person. I concur that scrutinization of behavioral approaches can greatly impact perceptions on how biased and heuristics influence the way judges use the VCLT rules.

Hermeneutics is the study of interpretation playing a key role in a number of disciplines which subject matter demands interpretative approaches. Traditionally, disciplines that rely on hermeneutics include theology, especially Biblical studies, as well as jurisprudence. The nature of human understanding, the way that we gain and organize knowledge, the role played by language and memory in these considerations, the relations between conscious and unconscious knowledge, and how we understand other persons, are all brilliant examples of issues that form the intersection of hermeneutics and the cognitive sciences.

Many researchers in cognitive psychology stated that human responses deviate from the rationality suggested by various models of decision-making and rational judgment. There have been a great number of debates for years about the rationality and objectiveness of adjudication, since judges substantially make intuitive decisions but sometimes override their intuition with deliberation. Consequently, the model just rejects a pure formalist model, which demonstrates that judges apply the law logically, along with a pure realist model, which indicates that judges are guided by their feelings and hunches. In order to help the interpreters to override their intuition rules of interpretation were made. Different legal terms therefore have a distinct impact on people's cognition” says Shiri Krebs, Doctor of the Science of Law. A “war crime”, a “violation of international law” can be perceived as emotionally charged term. Hence, it has usually vague consequences for our interpretation, moreover, it can trigger emotional biases. Choosing particular words in legal texts is exceedingly understudied. Using improper words can cause an invocation of biases. The pivotal intention, while looking to the context, is confirming an ordinary meaning. Thus, it is essential to admit that the context is akin to the ordinary meaning.

Nonetheless, context itself contains diverse and miscellaneous factors ranging from surrounding words, heading of articles, to more remote segments such as other provisions in the same text, similar provisions in other treaties, or even the object or purpose. Therefore, there is a vast range of context constituents open to choose from. Two cognitive biases may kick in here. First, accessibility bias is a mental label based on direct examples or clues that come to a person's mind when assessing a particular topic, concept, method, or solution. The specific context may be brought to the fore by counsel, previous decisions or discussions, thus neglecting other elements. Second, the cognitive bias of motivated thinking is well known. Motivated reasoning refers to people's tendency to align their estimates of information, including on the basis of logical arguments or their own sensual impressions, with any purpose or purpose unrelated to accuracy of judgment; In other words, a reasoned reasoning is a «tendency to find arguments for conclusions we want to believe, stronger than arguments for conclusions we do not want to believe». While using vast range of feasible context segments, the interpreter must be cognizant of these cognitive biases and search for and deliberate on counter contexts. Estimation of a treaty in the light of its purpose and objects is the second sine qua non, for the reason that object and purpose rule needs rationality. The interpreter intends to appraise and estimate consequences. I reckon, that social sciences will tremendously impact our perception due to the illumination of consequences.

Frankly speaking, finding an actual object and concrete purpose of a treaty is such a complex duty. Nevertheless, a bona fide object and real purpose may be detected in the preamble or occasionally even the title of the treaty. Obviously, it is usually found by the courts by intuition without transparent explanation. Hence, many questions spring up for an interpreter, for instance, what is the purpose and objects` signification, how they can be identified etc. Let`s take a gander at the case that pertains international investment law. Habitually, we have a few oppugnant purposes, however, many judges are concerned only about custody of investments, without considering "the welfare of both people`s". Why are courts immensely hubbed on fortifying investors? It is a cognitive error in which the individual's decisions depend on a particular reference point or "anchor." For example, if someone had seen a pair of shoes for US$500 and then saw a pair for US$200, they will consider the last pair cheap. Legal certainty may also play a role in the choice of object and purpose. In investment law, the first known cases used "investment protection" as the sole object and purpose, and this may have entrenched subsequent tribunals by obscuring or reducing other options. If "well-being" or (sustainable) development, also referred to in many preambles, were used as an appropriate object and purpose, the tribunals would have to decide whether broad protection of investment contributed to development or well-being. This is a social science issue that has been empirically explored. The study shows that the direct causal link between sound investment protection and well-being or development is by no means guaranteed, and existing judicial intuition may be wrong.

Regardless, numerous provocations and countless impediments remain. Transfiguration of final results of experimental studies into normative guidance should be done very discreetly and meticulously and only after valid empirical data. In addition, sociology methodology is compound and multiplex and requires expertise not conventionally available to lawyers, so translation between fields can be strenuous and grueling.

Aiming to help in alleviating the so-called blind spots bias in legal interpretation, legislators should focus on psychological aspects of decision-making. Specifically, people tend to turn a blind eye to their own cognitive biases even as they see them in others. Privity of those prejudices may lend a helping hand to interpreters to overcome them and apply the rules consciously. The normative debates may make headway and move in latest and contemporary directions.

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ABOUT IMPORTANCE OF HEALTHY BUSINESS RELATIONSHIPS

Relationships aren't only important in your personal life. For successful business you should also build professional relationships. Relationship building from a business standpoint can help to get new customers, retain current customers and manage the reputation.

One thing that every successful entrepreneur is good at is establishing healthy business relationships. Business relationships mean relationships that an entrepreneur has between their employees, customers, clients, suppliers or anyone else who contributes to the success of their business.

But why exactly are healthy business relationships so important? More than 65 percent of a company's business comes from returning customers. While a lot of companies put a huge effort into attracting new customers to their business, it is those returning ones who are really keeping them afloat. Therefore it` necessary to focus on repetitive customers. There are a lot of different methods to encourage customer loyalty. But one of the best things is to establish a healthy business relationship with customer. This means being upfront about what products and services can be produced for customer. It also means responding to customers' complaints and pain points in a timely and efficient manner.

In business it's impossible to get everything right all the time. Without a doubt, there exist times when you disappoint your customer or when your customer misunderstands you. Business cannot be without mistakes. The majority of customers are able to move past any issues as long as they take care of the situation to respect and listen their needs. Then, when customers think of buying a product again, they think of the healthy business relationship they already have. And their choice is clear [1].

Businesses spend a huge amount of time and money on marketing and advertising efforts each year. But the truth is that one of the most effective ways to market your business is through word of mouth- which also happens to be the cheapest. When you build healthy relationships with your employees, vendors and customers, they will do the marketing for you. They will introduce your products and services to friends and family members without you even having to ask them to. And remember, a customer reached via word of mouth is pretty much a guaranteed customer. In fact, 92 percent of people trust recommendations from friends or family over any other form of advertising or marketing.

It is also very important to improve teamwork and company morale. Approximately 85 percent of people hate their jobs according to a new Gallup poll. Mostly bosses are to blame for why so many people hate their jobs.

It's true. While some supervisors are just plain mean, the majority are unequipped to handle their jobs. And, when supervisors and higher-ups aren't good at what they do, it's those at the bottom who pay the price. That is why it's so important to have a healthy relationship between boss and employees. Employees should feel comfortable discussing what is and isn't working with products of company. And they should also feel comfortable discussing what is and isn't working with management style. A healthy employee-boss relationship means that boss can evaluate his employees, and they can do the same for him [3].

We all know how important branding is in the 21st century. Business' long-term success hinges almost entirely on its reputation. There are different marketing tactics that can implement to build business' brand. However, one of the best ways to build brand is to establish healthy relationships. If people talk about unfair treatment of employees in a company, they are unlikely to want to work with such a business. Conversely, with good treatment of employees, customers and suppliers, such a company will be recommended.

Partnership is a joint business relationship, based on trust, openness, joint risk management and profit-making increase the competitive advantage of the firm, and these the results are unattainable to such an extent by each firm individually. A partnership is not identical to a joint venture, which requires some joint ownership of the two organizations. Nor is the partnership similar to vertical integration. Yes, no looking at this, a partnership can bring those the same positive results as a joint venture or vertical integration [1].

Therefore, the basic principles of building a successful business relationship are as follows:

- atmosphere of trust;
- customer needs in the first place;
- competence;
- quality of service;
- constant development;
- time management;
- after-sales service [2].

Nowadays, more than ever, focusing on relationships is a necessity for long-term business growth. Both new and returning customers place a high value on their interactions and experiences with your business. While it may take more time, effort and resources to translate new ideas into a positive. As you can see, there are a lot of benefits to having healthy business relationships and are very important for building a successful business.

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EUROPEAN FREIGHT MARKET: CURRENT CHALLENGES AND THEIR POSSIBLE CONSEQUENCES

State of the Ukrainian trucking industry in wartime compared to previous year

Logistics has always been an important element of any military campaigns. But over time, its role is only growing. While there was a need to provide supply chains for resource base and industrial products, now there is a need to distribute information in the network, preserved safe communication channels, supplies of cyber weapons and high-tech elements. During this short period of time, many changes have taken place in Ukraine: a number of legislative measures in the field of transport were urgently adopted, including special permits for truck drivers aged between 18 and 60 to leave the country, the country began to receive aid from other countries, making this type of cargo transportation a priority, the borders of Ukraine with Russia and Belarus were closed, many cargoes were stuck in the ports of the Black Sea (Odessa, Mariupol closed), air transportation was entirely stopped, most of the freight traffic in the country was redirected to road and rail transport, the administration and part of the business from the eastern part of the country were transferred to the western part of Ukraine.

For clarity I want to show the differences between statistics of Ukrainian freight transportation in 2021 and 2022. *Compared to previous years, cargo transportation in Ukraine increased to 287 million tons in the first half of 2021:*

1. In January-June of 2021, 147 million tons of cargo were transported by ***rail*** in domestic traffic and for export.
2. 98.8 million tons were transported by ***road*** (+15.5%),
3. by ***water*** - 2.1 million tons (-3.9%),
4. by ***pipeline*** - 39.2 million tons (-12%),
5. by ***aviation*** - 0.04 million tons (+4.5%).

Transport enterprises of Ukraine in January-April 2021 increased freight transportation by 0.7% compared to the same period in 2020 - up to 186.1 million tons. Experts in the field of economics argued that the percentage of freight transport will increase rapidly and further, but unfortunately no one could foresee the future.

On this graph you can see the full scale of freight transportation in Ukraine:

2021	Freight traffic		Transported goods	
	mln tkm	% to January - June period	mt	% to January - June period
All transport	137104,6	101,7	287,3	104,3
Rail	84699,6	102,4	147,2	102,8
Road	21315,6	107,9	98,8	115,5
Water	1349,3	99,8	2,1	96,1
Pipeline	29569	95,9	39,2	88
Aviation	171,1	102,0	0,04	104,5

Now it's time to discuss what happened in 2022. As an example I want to mention the enterprise "Nova Poshta", one of the largest logistics companies in Ukraine. Conforming to the official report of the enterprise in the course of first week of the war the company's supply volumes fell by approximately 95 percent. If before the war they drove 1 million. parcels per day, then at this moment - only 50 thousand per day. To date, 29 marshalling yards out of 141 have been opened, 1,500 post offices have been reopened in regional centres that are located on the street, and 1,500 offices have been opened throughout the country. Additionally, "Nova Poshta" has become one of the main providers that transports aid (every day the company transports more than 500 tons of goods, half of them - aid from such countries as the USA, Germany, Romania, France, Poland and other countries).

Reality of European export and import nowadays

A key area of concern is the two fundamental "Fs" of commodity markets: food and fuels. The Russian Federation and Ukraine are global players in agrifood markets. Together, the countries represent 53 per cent of the share of global trade in sunflower oil and seeds, and 27 per cent of the share of global trade in wheat [7, p. 3].

For example, the share of imports from the Russian Federation and Ukraine – as a percentage of total imports of wheat, corn, barley, colza, sunflower oil and seeds – is 25.9 per cent for Turkey, 23 per cent for China and 13 per cent for India. Troublingly, lower income countries are the most exposed. Based on UNCTAD calculations, on average, more than 5 per cent of the import basket of the poorest countries are products that are likely to face a price hike resulting from the ongoing war in Ukraine [7, p. 4].

The war will have a negative impact on global air freight capacity and raise air cargo prices as carriers are forced to take longer routes and spend more money on fuel. On top of this, already expensive and overstretched maritime trade will find it difficult to replace these suddenly unviable land and air routes [7, p. 6]. In 2021, 1.5 million ocean containers of cargo were shipped by rail west from China to Europe. If the volumes currently going by container rail were added to the Asia–Europe Ocean freight demand, this would mean a 5 to 8 per cent increase in an already jammed trade route.

While Russian airspace is closed to 36 countries and vice versa, some freight forwarders currently recommend not booking overland shipments between Asia and Europe. The war will have a negative impact on global air freight capacity and raise air cargo prices as carriers are forced to take longer routes and spend more money on fuel.

Possible impact of war in terms of finance for Ukraine and its neighbor countries

The war that occurred in Ukraine mounts macroeconomic policymakers in advanced economies in a tight spot:

1. *higher inflation raises the pressure to tighten monetary policy by increasing interest rates;*
2. *the adverse distributional impacts will hit the poorest segments of populations, as they tend to spend an underhandedly high share of their profit on food;*
3. *fuel- and food-import dependent constituents will see worsening balance of payments and rising exchange rate pressure;*
4. *these shifts in investment and asset positions presuppose a genuine possibility of destitution.*

Summarizing

The combination of very high prices of food and fuel and macroeconomic tightening will place severe pressure on households in developing countries: real incomes will be squeezed, and economic growth will be constrained. Even in the absence of disorderly moves in financial markets, developing economies will face severe constraints on growth and development [7, p. 8].

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CRIMINAL LAW POLICY OF UKRAINE IN THE FIELD OF ANTI-CORRUPTION

Today, corruption is one of the most actual problems in Ukraine. It is a kind of disease of the nation, a complex social phenomenon that devastates the country. This is a key threat to the extermination of the Ukrainian people, its statehood and identity. Corruption weakens the authority of state power, destroys the basic principles of equality, justice, security, which the country refers to in its actions. And its consequences are devastating: it can undermine political, social and economic stability, threaten the security of the state and society, create a favorable fund for criminal activity. In Ukraine, corruption is a crime without borders, so we must overcome this delicate problem of our society.

In the professional opinion of Borisov, "criminal law policy is an integral part of the entire policy of the Ukrainian state. It is a direction in the fight against crime, which is based on the legislation of Ukraine on criminal liability and is reflected in the laws of Ukraine "[1, p.18]. In general, politics is an expression of the role of the state in the management of its external and internal spheres, and one of the important components of the latter is the fight against corruption. Therefore, to a greater extent, the leading place belongs to criminal law policy, because it determines the boundaries of the illegal.

In our opinion, first of all, it is necessary to outline the concept of corruption. The Law of Ukraine "Prevention of Corruption" states: it is an abuse of power or official position for illegal gain: property, money, benefits, services or non-monetary gain [2]. Secondly, it is necessary to single out certain factors that affect the level of corruption: non-transparent activities of public authorities, inefficiency of law enforcement agencies, dependence on oligarchic groups, neglect of professional ethics, non-systematic approaches to combating bribery.

Explicit opposition to such a criminal offense as corruption in Ukraine has emerged only since 2014, after The Revolution of Dignity. Ukraine has taken a comprehensive legal norm for the effective elimination of fraud in political circles - the Law of Ukraine "Prevention of Corruption" of 14.10.2014 [2], which laid the foundations of legislation and ensured the establishment of the National Agency for Prevention of Corruption.

According to the law, civil servants must declare their income. In addition, anti-corruption legislation regulates conflicts of interest of government officials and criminal liability for excessively expensive gifts, hospitality, etc. In Art. 65 of the Law establishes a rule according to which for committing corruption crimes or corruption-related offenses, persons who are the subjects specified in Article 3, are subject to criminal, administrative and disciplinary liability.

Analyzing the Ukrainian legislation, it is easy to say that it does not have a consistent approach to the concept of corruption and responsibility for it. In addition, the Criminal Code of Ukraine does not even provide a separate section, the legislator believes that this is simply impractical. But does not the corruption component extend to all spheres of life?

According to the note of Art. 45 of the Criminal Code of Ukraine conditionally offenses can be divided into two groups. The first will include crimes that are corruption due to their commission through abuse of office, including: misappropriation or misappropriation of property, theft of documents, violation of established rules of circulation of narcotic drugs, psychotropic substances or their analogues through official position. The second group should include crimes that are corrupt and directly provided for in the Criminal Code of Ukraine. For example, bribery and abuse of power of a person providing public services, misuse of budget funds, illicit enrichment, providing illegal benefits to an official, and others. Analyzing the sanctions of these articles of offense, we can say that the punishment varies from a fine to up to 15 years in prison. There are also additional penalties in the form of confiscation of property or imprisonment to hold full office or engage in certain activities. According to the Criminal Code of Ukraine, a person who has committed a corruption offense cannot be released from criminal liability in connection with effective repentance, reconciliation of the perpetrator with the victim or in connection with a change of circumstances. Such a person cannot be punished more leniently.

However, all above is not a strict criminal law policy to eradicate corruption, such counteraction rules have had minimal impact on the level of bribery. It should be noted that the state is not doing enough productive and productive actions to eradicate corruption, as many foreign countries do. The effectiveness of counteraction depends on the imperfect normative support of anti - corruption activity, low level of culture of the population, organizational and managerial support of activity. According to researcher O. Kalman, the main thing in the fight against corruption - the presence of conscious rather than declarative political will of state leaders to implement consistent and effective anti-corruption laws, strategies and programs [3, p.198]. And we fully agree with this idea, because first of all there must be a strong political will of the highest levels of government to combat corruption. To achieve this goal, the state apparatus must not abuse its official position, and society itself must be legitimate, with an appropriate level of culture, so that responsibility for crimes is real and not bribed.

Therefore, it is necessary to pay attention to specific measures in the field of anti-corruption, such as: introduce stricter penalties in the form of complete confiscation of property for corruption, get rid of corrupt connections in higher political circles, organize strong social control by citizens and media, strict control over the accountability of those in power should be introduced to regulate criminal law.

Thus, considering the summary material, we can draw some conclusions from our work. Criminal law policy on combating corruption in Ukraine is not very effective, according to the ranking of countries in the Corruption Perceptions Index, where Ukraine ranks 117th out of 180. Therefore, anti-corruption measures should be aimed at coordinating and disseminating to all spheres of state activity. The basis of policy should be economic development, which will demonstrate the appropriate level of citizens, political and social stability. We should be equal to foreign countries, where the problem of bribery is hardly mentioned. These are the main factors that should reduce corruption in Ukraine.

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INTERNATIONAL LEGAL RESPONSIBILITY OF THE RUSSIAN FEDERATION FOR THE CRIME OF GENOCIDE AGAINST THE UKRAINIAN PEOPLE

Introduction. The article is a kind of analysis of violations of international regulatory legal acts in the field of countering the crime of genocide against the Ukrainian people. The article also examines the previous decision of the International Court of Justice regarding the violation by the Russian Federation of the Convention on the prevention and punishment of the crime of genocide. In addition, the Charter of the International Criminal Court was analyzed [2, p. 1]. Moreover, it analyzes which international judicial institution will be involved in bringing the Russian Federation to justice, as well as convicted representatives of the Russian Federation involved in the bloodiest war in Europe after 1945 [6, p. 1].

Purpose of the work. In the context of the above, the purpose of this article is to analyze and emphasize crimes that fall under the concept of genocide under international law.

Main part. In international law, the concept of the crime of genocide appeared after the Second World War. The convention on the prevention and punishment of the crime of genocide was adopted by the United Nations General Assembly on 9 December 1948. At the same time, it should be noted that the number of victims does not matter for recognizing crimes as genocide. But it is important to have a purposeful intention to destroy [8, p. 1].

It is worth to consider that the Russian Federation systematically violates the principle of pacta sunt servanda, in particular, attached in the Vienna Convention about law of international agreements, which is that every existing agreement is compulsory for all its participants and must be carried out in good faith [1]. What is more, the Russian Federation also violates the obligations that apply to all members of the international community, the so-called "erga omnes" obligations [3, p. 163]. Thus, one of the numerous violations of international law was another destruction of the Ukrainian people by the Russian Federation, which today, in particular, the parliaments of Lithuania and Estonia have already recognized as genocide.

Moreover, within the framework of the United Nations, on February 26, 2022, Ukraine filed a claim with the International Court of Justice (further mentioned in the text as the "ICJ") regarding the violation by the Russian Federation of the Convention on the prevention and punishment of the crime of genocide (further mentioned in the text as the "convention"). Simultaneously, Ukraine immediately filed a petition for preventive measures, in which, it asks the ICJ to order the Russian Federation to stop waging war in Ukraine [7, p. 1].

Another factor to consider is launching an armed attack on Ukraine under the pretext of an imaginary "genocide", the Russian Federation itself opened a potential window for the jurisdiction of the UN ICJ, because the Russian Federation is a party to the Genocide Convention, and therefore agreed in advance to resolve disputes under this convention in the UN ICJ. The convention provides for the transfer to the ICJ of disputes between states regarding the "interpretation, application and implementation" of the convention. This means that the ICJ has jurisdiction in resolving this dispute, even if Russia does not want it [7, p 1]. On March 16, 2022, the ICJ satisfied Ukraine's previous request to stop the Russian Federation's military invasion of Ukraine. However, the time to handle this issue was made by the International Court of Justice may be long-term.

Hindsight, in order to bring institutions of the Russian Federation to individual responsibility, the International Criminal Court has already started collecting strong evidence of crimes, including the crime of genocide, that were committed by the aggressor state. It is very difficult to prove the crime of genocide precisely because of the proof of intent. Judicial practice shows that intent can be proved when a state has a plan or a long-term systematic policy to destroy a particular group, in particular on the basis of nationality, as is going on today.

Meanwhile, it should be remembered that the International Criminal Court is the court of "last resort". The basis for its mode of action (modus operandi) is the principle of complementarity, which is established in Article 17 of the Rome Statute and defines the procedure for exercising jurisdiction by the court. The statute determines that states have the primary responsibility to pursue the most serious crimes committed in their territories or the victims of which were their citizens. The International Criminal Court can only exercise jurisdiction in cases where national legal systems are unable to meet their responsibilities, especially when they intend to act, but in practice are unwilling or unable to truly investigate. [4, p. 6] Therefore, along with the work of the International Criminal Court on proving guilt and bringing to justice the Board of political leadership of the Russian Federation, Ukrainian courts also simultaneously investigate and bring to justice criminals, including those responsible for the crime of genocide [5, p. 1].

Conclusion. Overall, it should be emphasized that in order to bring the Board Manager of the Russian Federation to justice in the International Criminal Court and recognize violations of international law by the Russian Federation in the International Court of justice, and in the future to receive reparations, Ukraine must prove the guilt of the Russian Federation in international courts. Nowadays, significant progress has already improved and made on this issue, in particular, the previous decision of the ICJ is proof of this. However, despite everything, the genocide of the Russian Federation against the Ukrainian people still continues in Ukraine, so it is extremely important to work and involve all international judicial institution to bring the criminals of the Russian Federation to justice as soon as possible.

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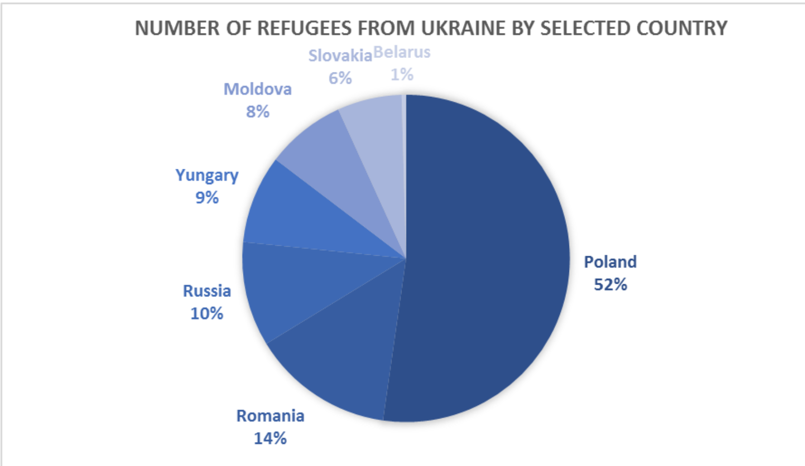
HOW WAR IN UKRAINE IMPACTS THE WHOLE WORLD

The Russian Federation launched a military offensive against Ukraine on 24 February 2022. The UNHCR said that 5.1 million Ukrainians were forces to leave their houses and run away without clothes, documents, items, money [5]. A further 7.7 million people have been displaced internally within Ukraine. On the picture 1 you can see the structure of Central and Eastern European countries which were selected by Ukrainian refuges.

Picture 1



Source: by author based on [5]

It`s important to note, that the Russia full-scale attack on Ukraine has led to global effects on the whole world and every day the situation will become worse. Analytics divide the impact into three main channels [2]. The first one is the rising of prices for commodities such as food and energy. It will push up inflation, which in turn will devalue incomes and decrease the demand. The food crisis increases the probability that more and more children and young people will quit their studies in order to earn money and help their families to make ends meet [3]. So, globally it can lead to reduction of educational level.

The second impact tells us that neighboring economies will struggle with trade problems, supply chain disruption and remittances troubles. Also, there will be the increasing of refugee flows, which can lead to real estate problems. That`s very bad for business environment, because a lot of companies would be not able to work with their international partners and finally will go bankrupt.

And the third shows us the decreasing of business confidence and investments. When there is such a big disaster happening in the 21st century, the main priorities of spending money change also. The travel business and cultural sphere would suffer and make less income to economies. A lot of people need to cut costs on any kind of entertainment.

People all over the world feel sorry and have a big desire to help Ukraine survive. Because of that humans donate money, open their homes and abandon everything, that is connected to Russia. Ukraine has received nearly $900 million in donations since Putin in [8]. Over 750 companies have left one of the biggest market in the world in order to let loose the enemy, such as Amazon, Apple, Universal, AWS, Levi's, Unilever, McDonald's, Pepsi, Coke, Starbucks, Danone, Puma, Lego, Prada, Microsoft, Netflix, Sony, Chanel, Visa, Inditex, Mastercard, Disney, Epic Games, Electronic Arts, Google, Samsung, PayPal, H&M etc [7].

This uncertainty will weigh on asset prices, tightening financial conditions and potentially spurring capital outflows from emerging markets [2].

The prices for oil, natural gas and wheat will be higher than before, because Ukraine and Russia had 30 percent of global exports. Egypt, for example, imports about 80 percent of its wheat from Russia and Ukraine, so for Middle East and North Africa there is a danger to have inflation, weak social safety nets, few job opportunities, limited fiscal space [2]. Europe derives nearly 25% of its energy from natural gas and canceling the Nord Stream 2 pipeline. Russia has discussed stopping the flow of natural gas to Europe [4]. As a result, expect the European economy to slow. High commodity prices are likely to significantly quicken inflation for Latin America and the Caribbean, United States also.

There is no county that this scary and bloody war won`t effect on. If now the world don`t pay attention to the effects such as jumping in costs for commodities, oil rising, inflation, level of refugees and don`t stop Russia, it will lead to global economy crisis.

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PROPER QUALITY, SAFETY, LEGAL REGULATION OF GOODS IN UKRAINE AND EUROPE

Everyone has the right to a good standard of living which includes quality goods. This is enshrined in the Act of Ukraine [1] and General Food Law is also published on the official website of the European Union [4]. Therefore, every willing consumer can view them and draw appropriate conclusions for themselves.

In accordance with the principles of international law, every country in the world is obliged to create motivational conditions for citizens to follow a healthy way of life which above all includes the consumption of healthy food and also rational, balanced, complete nutrition. It plays key role in maintaining the health of all nation and improving the living standards of population. If governments, producers and consumers don`t meet these standards, human mortality will be much higher due to infections and food-borne toxins that kill thousands of people. The United Nations estimates that 420,000 people worldwide die each year from eating contaminated food and children under the age of 5 carry 40% of the burden of foodborne illness [7].

The Nutri-Score labeling system, which uses five colors, is a promising method of marking food quality. Nutri-Score classifies foods into 5 categories according to nutritional quality (from category A, which indicates the highest quality of products to category E) [6].

From January 1,2018, Ukraine has fully moved to the procedures for confirming the conformity of certification of products according to European principles.

An important area of state regulation of food safety is development of standards that determine the composition of the product, the permissible levels of harmful substances. In international practice, the Codex Alimentarius [3] has become the basis for food security. The Codex Alimentarius is a collection of internationally accepted and uniformly submitted food standards developed under the auspices of FAO/WHO, aimed at protecting the health of consumers and ensuring fair trade practices. This collection was prepared and published by the Codex Alimentarius Commission.

The activities of the Codex Alimentarius Commission are aimed at:

- Consumer health protection and guaranteeing fair trade practices;
- Promoting the coordination of work on food standards international governmental and non-governmental organizations;
- Setting priorities, initiating and leading project preparation standards through and with the help of relevant organizations;
- Final revision of the standards and after their adoption be governments, publication in the Codex Alimentarius;
- Improving published standards after appropriate revision. [2]

According to paragraph 6 of Article 20 and Article 22 of the Law of Ukraine "On Basic Principles and Requirements for Food Safety and Quality" market operators must be able to identify other market operators who supply them with food and other objects of sanitary measures on the principle of "step back". Market operators must also be able to identify other market operators to whom they supply food and other sanitation facilities on a step-by-step basis. The requirements for market operators to ensure traceability do not require them to establish a link (so-called internal traceability) between the objects of sanitary measures used during production and the objects of sanitary measures resulting from such production. Market operators should apply systems and procedures to ensure that such information is available to the competent authority upon request. The information must be kept for 6 months after the end date of the sale of the food product on the label.

For the results of studying the topic, appropriate conclusions can be drawn about quality, safety and legal regulation in Ukraine and European countries. At present, Ukrainian legislation in this area is approaching European legislation. But despite this a certain number of reforms need to be carried out in Ukraine law in order to improve it. Due to the war in Ukraine, according to the statistics, world food price could rise by another 22% [5] and lead to global crisis. Countries with high living standards expect a sharp rise in food prices and the population of poor countries may begin to suffer from malnutrition. The war is affecting the food, energy and financial systems, especially the most vulnerable countries, their people and their economics.

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MONETÄRE ASPEKTE DES INTERNATIONALEN HANDELS

Die Theorie der internationalen Wirtschaftsbeziehungen zerfällt in zwei große Untergebiete: reale Außenwirtschaftstheorie und monetäre Außenwirtschaftstheorie. Die reale Außenwirtschaftstheorie konzentriert sich in erster Linie auf die realen Gütertransaktionen in der internationalen Wirtschaft, d.h. auf diejenigen Transaktionen, bei denen tatsächlich Güter bewegt oder materielle ökonomische Ressourcen zugeteilt werden. Die monetäre Außenwirtschaftstheorie konzentriert sich auf die monetäre Seite der internationalen Wirtschaft, d.h. auf die Geldströme. Diese resultieren zum Teil aus der Zahlungsabwicklung der Güter- und Dienstleistungsströme, zu einem sehr viel größeren Teil aber aus dem internationalen Kapitalverkehr, also dem Kauf und Verkauf ausländischer Aktien, Staatsanleihen, Devisen [4, s. 88] etc. Ein Beispiel für ein monetäres Problem ist die Auseinandersetzung darüber, ob der Wechselkurs des Dollars frei schwanken oder durch staatliche Maßnahmen stabilisiert werden sollte. In der Praxis gibt es keine klare Trennlinie zwischen Güter- und Geldverkehr. Internationaler Güterhandel geht in der Regel mit Geldtransaktionen einher. Viele Beispiele zeigen außerdem, dass viele Entwicklungen im Finanzsektor bedeutende Auswirkungen auf den Außenhandel haben. Dennoch ist die Trennung zwischen internationalem Güter- und Geldverkehr sinnvoll [3].

Die wichtigsten Probleme, denen sich die monetäre Theorie widmet, sind [5]:

- Erklärung von unausgeglichenen Handelsbilanzen über makroökonomische Zusammenhänge sowie deren Beziehung zum internationalen Kapitalverkehr und dem Geschehen auf dem Devisenmarkt.

- Detaillierte Analyse der Bestimmungsgründe des internationalen Kapitalverkehrs.

- Definition des außenwirtschaftlichen Gleichgewichts in einer Welt mit internationalem Kapitalverkehr sowie Analyse der entsprechenden Anpassungsmechanismen bei unterschiedlichen Wechselkurssystemen.

- Wirksamkeit der Stabilitätspolitik in Ökonomien mit internationaler Verflechtung auf den Güter- und Kapitalmärkten bei unterschiedlichen Wechselkurssystemen.

Die Wechselkurstheorie als Teilbereich der monetären Außenwirtschaftstheorie untersucht die Bestimmungsgründe des Wechselkursverhaltens für flexible Wechselkurssysteme. Definitorischer Rahmen für die Abbildung der grenzüberschreitenden Geld- und Kapitalströme ist die

Zahlungsbilanz. Von einer ausgeglichenen Zahlungsbilanz spricht man, wenn sich die Devisenreserven nicht ändern, also die Devisenbilanz ausgeglichen ist. Instrumente zum Zahlungsbilanzausgleich sind der Wechselkurs und der Zins.

Bildet sich der Wechselkurs frei nach Angebot und Nachfrage, dann beeinflussen Ungleichgewichte in der Zahlungsbilanz den Wechselkurs, der über den Wechselkursmechanismus zu einem Ausgleich der Ungleichgewichte führen kann. Hat ein Land einen Überschuss in der Zahlungsbilanz, übersteigt das Angebot auf dem Devisenmarkt die Nachfrage, der Kurs der ausländischen Währung wertet ab (relative Preisniveausenkung) bzw. die inländische Währung wertet auf (relative Preisniveauerhöhung). Eine Aufwertung der heimischen Währung verteuert aber die Ausfuhren, so dass, eine normale Preiselastizität der Nachfrage vorausgesetzt, im Ausland weniger Exportgüter nachgefragt werden, die Ausfuhren also sinken. Gleichzeitig werden Importgüter billiger, so dass die Einfuhren steigen. Damit verringert sich der Überschuss in der Zahlungsbilanz [2].

Die moderne Form der monetären Außenwirtschaftstheorie geht zurück auf die keynesianisch geprägte Außenwirtschaftstheorie, die Außenwirtschaft in die Zusammenhänge der modernen Einkommens- und Kreislauftheorien einband [1].

Damit steht im Mittelpunkt der monetären Außenwirtschaftstheorie die Erklärung von Veränderungen der Zahlungsbilanz eines Landes und des Wechselkurses. Komplex wird die monetäre Außenwirtschaftstheorie dadurch, dass Veränderungen von Angebot und Nachfrage (realer ökonomischer Größen) sowohl Folge als auch Ursache der Veränderung monetärer Größen sein können; so wie auch die Veränderung monetärer Größen wie der Zahlungsbilanzsalden oder des Wechselkurses einmal die Folge und ein anderes Mal Ursache von Veränderungen realer ökonomischer Ströme sein können.

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THE ROLE OF THE MONARCH AT THE PRESENT STAGE OF DEVELOPMENT (ON THE EXAMPLE OF THE UNITED KINGDOM OF GREAT BRITAIN)

The United Kingdom is a constitutional monarchy with a parliamentary system of government. The formation of a limited monarchy in England occurred as a result of the bourgeois revolution of the 17th century, which led to the creation of the type of government that is observed in the modern world. Today, the monarchy is a kind of "totem" that unites the British. With this in mind, a number of scientists are studying the features of the functioning of power and the role of the monarch of England.

According to British legal doctrine, the power in the state does not come from the people, but from the monarch, who is the head of state. At the same time, the real powers of the monarch should be discussed with some warnings. We consider it is advisable to pay attention to the historical facts that laid the foundation for the existence of the monarchy in a new form.

The British monarchy has gone through an evolutionary process from absolute to constitutional rule and has been able to withstand various historical events that led to agreements between the crown and parliament (two English revolutions, the civil war of the mid-seventeenth century. and the execution of Charles I (1649), the reign of O. Cromwell, the Restoration regime, the coup (1688-1689). After the English Revolution, the monarchy had to maneuver and adapt to new social conditions, which strengthened from the end of the XVII century [4, c. 204-218]. The revolutionary events resulted in the loss of kings' influence on the English Parliament and the government, which became responsible no longer to the monarch but to Parliament.

After the Glorious Revolution, not only the dynasty changed but also the political system in England. The new monarchs - William III of Orange and his wife Mary II Stuart, who received power from the hands of parliament as a result of a coup d'état, had to reckon more with parliament. That radically changed the status of the Parliament." The Bill of Rights" was a reflection of the new trends (1689), which secured the rights of the Parliament [1, c. 126-127]. Without the sanction of the chambers of parliament, the monarch could not legislate, levy taxes, and dispose of the army.

The current monarch in Great Britain is Elizabeth II, who, according to the Act of Succession to the Throne of 1701, began her reign on February 6, 1952. The power of the British monarch is the concept of "royal prerogatives", which is a set of rights and privileges established by the historical development of the rights of the kingdom, recognized by the monarch. In Britain, "the queen reigns but does not rule" [2, c. 135]. This expression can be interpreted in different ways: for example, in the political sphere, the role of the queen is insignificant. She does not deal with legislative, executive, and even judicial affairs, although she is formally the head of all these instances. However, their role is the main one in the social sphere. It is they that carry out the range of social functions and represent a connecting link between the state and people.

The role of the monarch noticeably increases during periods of emergency, constitutional and domestic political crises, when the monarch has to take full responsibility for their solution.

We agree with O. Bruslyk's position [2, c. 136] that at the moment the royal prerogatives should be divided into two groups. 1) personal prerogatives are basically formal rights and privileges that belong personally to the monarch, implemented by him relatively independently (rights to royal regalia; official title; property; financial security). 2) political prerogatives are exercised with the consent of the Parliament or the "council of ministers" and are associated with the actual management of the state (the right to: convene and dissolve parliament; sign bills; absolute veto; appointment of ministers; leadership of the armed forces, etc.). Judicial prerogatives are determined by the queen's right to pardon and appointment to a judgeship.

Based on the positions of scientists, three main political rights can be identified that a constitutional monarch may freely exercise: the right to be consulted, the right to encourage, and the right to warn. So far, the right to be informed and the right to give advice have been added to them.

Consequently, the monarch of Great Britain today only formally has great powers. As an institution of governance, he is nothing more than a decorative figure. The arrival of the monarch in the House of Lords to read out the Throne Speech written by the Prime Minister's office is nothing more than his symbolic participation in legislative work. According to the constitution, the monarch is a ceremonial figure and performs only nominal functions. But at the same time, the monarch is a symbol of Great Britain. The power of the queen is expressed not only in politics but in the respect of the subjects, which she has been able to win.

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INTERNATIONAL ADOPTION

International adoption is an independent institution of private international law, the main task of which is to provide children left without parental care, family conditions and long-awaited parents. That is, interstate adoption is the basis for the emergence of family relations as a legal act involving a foreign citizen.

The goals of international adoption are: to introduce stable living conditions, to place orphans and children deprived of parental care. Any adoption activity for the purpose of exploitation, profit, illicit trafficking in children ... is prohibited.

After adoption, the child is equal in personal and property rights with the relatives of the adopter, his relatives between whom the same rights and responsibilities arise as between relatives by descent.

Firstly, we must know the terminology, who is the adoptive parents and the adopted child. Adoptive parents - a person who wishes to adopt or adopt a child. All in all, It is important for such people to know as much information about the child as possible. Usually information about the child's origin, health, biological parents and lifestyle is important to them. An Adopted child – is a child who hasn't parents. it is important for this category of people to know who wants to adopt it and who these people are; the right to information about its own origin.

Interstate adoption may be one of the most problematic situations, as the secrecy of adoption does not provide full access to all information for a child or family. It is difficult to track the fate of the child, because of there are various collisions and conflicts. Ukrainian legislation allows adoption foreign citizens of Ukrainian children. Competent public authorities in Ukraine monitor the stay of a Ukrainian child until he or she reaches the age of majority. Such authorities provide high quality of safety, in order to avoid child trafficking and slavery.

Another difficulty is regulation. It applies not only the law of the state that gives the child up for adoption, but also the law of the state of the adoptive parent.

There are two important conventions: the Hague Convention on Jurisdiction, Applicable Law and Recognition of Decisions on adoption in 1965 and the Hague Convention on Protection of Children and Co-operation in Respect of Interstate adoption in 1993. The last one says about inadmissibility of obtaining material benefits to any entity in the process of carrying out activities aimed at the emergence, change or termination of legal relations in the field of international adoption.

Ukrainian legislation on adoption with the participation of many foreigners does not meet the standards of protection of the rights of the child established by the Hague Convention. This mainly concerns the mechanism of acquaintance of candidates for adoption and adoptees, who need to be reoriented to the choice of family for the child and not the other way around.

For example, Ireland sets certain standards for international adoption in its legislation. An example is several of them: the ability to provide the child with a family life that will improve his physical, emotional, social, cultural and other development; the ability to ensure the safety of the child throughout his childhood by various government agencies competent in this regard and adoptive parents; the ability to provide an environment in which the original nationality, race, culture, language and religion of the child will be valued; the ability to understand that the child is adopted in another country and this will have a positive impact on the development of his personality.

Austrian legislation, allows those who wish to adopt a child to choose the type of adoption. There are several in Austria types of adoption:

1) secret - adopted biological parents have no idea about the fate of the adopted child and adoptive parents

2) open - biological parents know who the adoptive parent is and can establish contact with their child;

3) semi-open - biological parents know who their child's adoptive parents are, but try to refrain from contact;

As a result, an international adoption is a difficult process, which include the legislation of different countries and convinces. Ukrainian legislation provides safety of adopted child but foreigners does not meet the standards of protection of the rights of the child established by the Hague Convention, reorientation to the choice of family for the child, and not the other way around.

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DIE AUSWIRKUNGEN DES KRIEGES AUF DIE HANDELSBEZIEHUNGEN ZWISCHEN DEN LÄNDERN IM JAHR 2022

Die Handelsbeziehungen zwischen den Ländern werden von der Welthandelsorganisation (WTO) geregelt, deren Hauptaufgabe darin besteht, die Regeln des internationalen Handels einzuhalten sowie den reibungslosen und freien Warenverkehr zwischen den Grenzen zu gewährleisten.

Die WTO wurde im Januar 1995 nach der Unterzeichnung eines multilateralen Abkommens in Marrakesch, Marokko, am 15. April 1994 gegründet. Die WTO ist der Nachfolger des Allgemeinen Zoll- und Handelsabkommens (GATT), einer Organisation, die von 1947 bis 1994 bestand und 128 Mitglieder hatte. Im Rahmen des GATT [1] fanden acht Runden multilateraler Verhandlungen zur Handelsliberalisierung, zur Aufhebung von Zollbeschränkungen und zur Senkung von Zöllen statt.

In letzter Zeit ist die Weltwirtschaft mit vielen Problemen konfrontiert, die erhebliche Auswirkungen auf die Aktivitäten internationaler und nationaler Unternehmen haben. Aber trotzdem passen sie sich an neue Realitäten an und versuchen, die Wirtschaft wieder aufzubauen.

Ein gutes Beispiel ist die Krise des WTO-Berufungsgremiums, die 2017 in den Vereinigten Staaten stattfand, als die Ernennung neuer Richter für das Berufungsgremium blockiert wurde. Infolgedessen stellte er am 11. Dezember 2019 die Prüfung von Berufungen ein, da nicht genügend Schiedsrichter übrig waren. Ein wichtiges Ereignis in der vorläufigen Resolution des WTO-Berufungsgremiums war die Koordinierung der Schaffung (27. März 2020) der EU und 15 weiterer WTO-Mitglieder des Multiparty Interim Appeal Arbitration Arrangement.Dies wird es ihnen ermöglichen, Handelsstreitigkeiten trotz aktueller Probleme im WTO-Berufungsgremium anzufechten und beizulegen. Am 15. April 2020 billigte der EU-Rat die Schaffung eines vorläufigen Berufungsinstruments innerhalb der WTO ohne die USA zur Beilegung von Handelsstreitigkeiten [2].

Das zweite, nicht weniger bedeutende Ereignis war das Problem von Covid-19, mit dem die ganze Welt Anfang 2020 konfrontiert war. Als Reaktion auf die Pandemie haben viele Länder aktiv handelsbezogene Maßnahmen ergriffen: Einerseits haben sie Einfuhrzölle auf eine Reihe von Waren gesenkt oder abgeschafft, andererseits die Ausfuhr „kritischer" Güter eingeschränkt oder verboten.

Aber jetzt stehen wir vor den schwierigsten Zeiten, als die Russische Föderation der Ukraine den Krieg erklärte. Der Krieg in der Ukraine hat bereits etwa 25 % des Weltgetreidehandels in

Mitleidenschaft gezogen und zu steigenden Weltmarktpreisen, Nahrungsmittelinflation und abnehmendem Zugang zu Nahrungsmitteln in den Importländern der Ukraine und Russlands geführt. Insbesondere Weizen und Sonnenblumenöl.“ Der erste stellvertretende Minister für Agrarpolitik und Ernährung der Ukraine, Taras Vysotskij, stellte fest, dass die ganze Welt an einer Lösung der Situation interessiert sei, da die Weizenlieferungen aus der Ukraine mehr als 10 % des jährlichen Weizenverbrauchs für 15 Länder ausmachen [3].

Viele EU-Mitgliedstaaten haben reagiert, um der Ukraine zu helfen: Polen hat den Transport ukrainischer Produkte über die Grenze beschleunigt, Österreich hat Beschränkungen für ukrainische Spediteure aufgehoben, Fähren zwischen der Ukraine und Rumänien sind für Menschen kostenlos geworden, und Lastwagen, die humanitäre Hilfe in die Ukraine liefern, sind frei geworden auch freigestellt. Der Generaldirektor der WTO, Ngozi Okonjo-Iweala, sagte, der Krieg werde vor allem Länder mit niedrigem Einkommen treffen, in denen ein Großteil der Haushaltsausgaben für Lebensmittel aufgewendet werde. „Geringere Vorräte und höhere Lebensmittelpreise bedeuten, dass die Armen gezwungen sein werden, auf sie zu verzichten. Dies kann nicht zugelassen werden. In einer Krise ist mehr Handel erforderlich, um einen stabilen und gerechten Zugang zu Grundbedürfnissen zu gewährleisten. Handelsbeschränkungen werden das Wohlergehen von Familien und Unternehmen bedrohen und die Aufgabe einer langfristigen wirtschaftlichen Erholung von Covid-19 erschweren“ [4].

Aus aktuellem Anlass hat die WTO eine Prognose für die Entwicklung des Welthandels 2022-2023 vorgelegt und veröffentlicht [5]:

- Das erwartete Wachstum des physischen Volumens des Weltwarenhandels im Jahr 2022 wurde von 4,7 auf 3 % verschlechtert. Für 2023 wird jedoch ein Wachstum von 3,4 % erwartet.
- Die WTO prognostiziert für dieses Jahr ein deutlich geringeres Wachstum der Warenexporte in fast allen Regionen der Welt. In Asien könnte es zu einer starken Verlangsamung kommen – von 13,8 % auf 2 % im Vergleich zum Vorjahr, in Europa – von 7,9 % im Jahr 2021 auf jetzt 2,9 %, während in Nordamerika – von 6,3 % auf 3,4 %.
- Die Kosten des Handels mit kommerziellen Dienstleistungen stiegen im Jahr 2021 um 15 % auf 5,7 Billionen Dollar. Unter dem groß angelegten Krieg zwischen Russland und der Ukraine wird nach WTO-Prognosen auch der Handel mit Dienstleistungen leiden, insbesondere im Transportsektor, der den Container- und Personenluftverkehr umfasst. Darüber hinaus dürften westliche Sanktionen gegen russische Unternehmen und Einzelpersonen erhebliche Auswirkungen auf den Handel mit kommerziellen Dienstleistungen haben.
- Das weltweite BIP-Wachstum wird sich voraussichtlich von 5,7 % (2021) auf 2,8 % im Jahr 2022 und 3,2 % im Jahr 2023 verlangsamen.

Obwohl der Anteil Russlands und der Ukraine an der Weltwirtschaft und am Welthandel nicht sehr groß ist, sind sie daher wichtige Nahrungsmittel- und Energielieferanten. Deshalb sind nicht nur sie, sondern die ganze Welt stark betroffen.

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THE ROLE OF ENGLISH AS A LANGUAGE OF INTERNATIONAL COMMUNICATION

People all around the word speak English when they meet others from different countries. Most people consider that this language has become as international. More people speak English as a second language than people who speak English as a first language.

First, English is used as a common language, but there are some variations in habits, cultures, traditions and different other aspects. Also in this language are common qualities too, it has been accepted as the global language among the speakers of thousands of different languages. By the way, English has ‘traveled’ to many parts of the world and has been used to serve various purposes. Nowadays, all people use this language for relationships within and between communities of speakers around the world. Important areas such as business, trade and commerce. In order to maintain international relationship in science, technology, business, education, travel, tourism and so on, English serves the purpose as a common language and language of international communication.

Secondly, with the development of information as well as globalization, it is evident that most people all over the world are communicating with the people of other regions in only one internationally recognized language. Cut to the chase, we use this language to solve some issues in the field of international trade, diplomacy, mass entertainment, international telecommunications scientific publications and so on.

As a result, there are many reasons why English has become so popular. In fact, English has become the language of business. I want to make a statement of *David Crystal in this way, he said : “We may, in due course, all need to be in control of two standard English—the one which gives us our national and local identity, and the other which puts us in touch with the rest of the human race.”*

At any cost, *it is good that English has spread to all parts of the world, because it is important* to have a language for international communication. At first sight, *English may not be the most spoken language in the world, but it is the official language in a large number of countries.* Mostly, *it* estimated that the number of people in the world that use in English to communicate on a regular basis is 2 billion.

From there, the importance to **learn English** in the current world is very necessary for all people. As I said earlier, this popular language has today become one of the major languages of the world. In addition to all information, it is strongly felt that English is the only language capable of preventing isolation from the world.

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LANGUAGE LOCALISATION: WHETHER IT IS NEEDED IN BUSINESS

We are living in a world that is rapidly evolving and constantly developing. As a consequence, globalisation is taking place in various fields, including business and trade. For instance, companies are no longer just looking to make a profit but also to gain attention in the global marketplace. Expanding the boundaries for doing business outside of one country opens up more prospects for its owners in terms of product promotion and profit growth. There are a number of methods readily available for this, and localisation is one of them. Localisation is the translation and cultural adaptation of a product to a specific country, region or population group [1]. In order to localise a product correctly, a comprehensive study of the target culture is required. Then the program/game/book/movie will be properly adapted to the needs of the market and understood by the target audience.

Most people understand localisation as a translation of something, but it is much more than that. The process of content creation consists of several stages and localisation is one of them. It's what allows you to effectively deliver your message in different languages and cultures [2]. And it also avoids many of the pitfalls of entering the international market. The danger of "just translating" is that it is not enough. The content has to be adapted to the realities, mentality and legal rules of the other country. Translation, on the other hand, only manages a part of these tasks.

The number one priority for most companies is entering new foreign markets. Of course, if a company's products are world-renowned, it does not have to make any extra effort to successfully market its products in other countries. However, if the company is not yet globally recognized or is trying to reach a completely new market, then language localization will be a great advantage for the company. Therefore, in order to keep the lights on and not get lost in the shadow of competitors, a company must communicate effectively with its target market. According to a study by CSA Research involving 3,000 global consumers in 10 non-English-speaking countries across Europe, Asia, and South America, 75% of online shoppers prefer to buy products in their native language and 60% rarely or never buy from English-only [3]. So, what are the benefits of localisation?

- Makes it easier to enter a new market

When developing a new market, a business often faces a variety of problems, such as difficulties with the organisation of logistics, the nuances of legal regulation, finding a distributor, etc. Besides, it is necessary to keep in mind the language and cultural barriers that often slow down the process of entering the market.

Of course, localisation will not help to solve these problems, but the company will definitely be able to avoid all sorts of mishaps related to the language and culture of the new country and preserve its reputation.

- Increases brand confidence

If you make your products as easy as possible for users to understand, the company's reputation will definitely improve. If product manuals are properly adapted for users, and consultants can communicate with customers in their native language, the company will gain more trust and, as a result, new customers.

- Makes the company more competitive

Foreign companies often find it difficult to conquer a new market, as local ones know the market and the domestic needs of customers better. Localisation will make products more competitive compared to other foreign companies.

- Builds customer satisfaction

If you localise your ads, social media, and website, customers will see that they are important to the company. It's essential to localise the entire process of cooperation with buyers, from customer support to payment systems. And remember that these satisfied customers will talk about the company and its offering. They'll leave feedback and spread the word about it.

- Helps to boost profits

The more customers, the more profit. If you localise your product effectively, you're bound to see an increase. Furthermore, this will ensure a sizable return on investment that will impress all the shareholders in your company [4].

So, if the company is aiming for global expansion, introducing localization into its business strategy will help overcome cultural barriers and make it easier to penetrate new markets. But knowing the importance of localization is just the first step. The company will need to look into all the nuances of localization in more detail and properly develop a further scheme of action.

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INTERNATIONAL HUMANITARIAN LAW IN THE CONTEXT OF THE RUSSIAN-UKRANIAN WAR (XXI CENTURY)

International humanitarian law is certainly an integral part of the system of modern international law. In seeking a compromise between considerations of military necessity and the demands of humanity, this area of law contains an ethical element, as it seeks to mitigate violence through legal restrictions on the means and methods of warfare and the commitment of warring parties to humane treatment of dissenters or ceased to take part in hostilities. Although it sounds ferociously, international humanitarian law is being violated even in the 21st century on the territory of a sovereign country – Ukraine. Therefore, this work will be important to know the crimes committed by Russia against the Ukrainian population.

Starting with theoretical issues, it is necessary to determine what is international humanitarian law and what international treaties and customs govern its operation.

International humanitarian law is a system of legal norms and principles applied during armed conflicts, which prohibit or restrict the use of certain means and methods of armed struggle, ensure the rights of the individual at this time and establish international legal responsibility for their violation.

Shortly, this right establishes rules during hostilities to protect cultural sites, the environment and the rights and freedoms of individuals [2].

The main sources of humanitarian law are the Geneva and Hague Conventions: the so-called "Geneva Law" (Geneva Conventions of 1949; Additional Protocols to 1977) and "The Hague Law" (The Hague Conventions of 1899 and 1907, the Hague Convention for the Protection of Cultural Property during an armed conflict in 1954). The Geneva Law, which deals with the protection of victims of armed conflict (non-combatants and those who have ceased to be involved in the conflict), and the Hague Law, which prohibits or restricts the use of specific methods and means of warfare. In other words, Geneva law deals with the protection of civilians and military personnel no longer involved in armed conflict, and Hague law establishes the rights and responsibilities of the military during hostilities and the prohibition of methods of wounding the enemy [1].

Going further, on the example of the actions of the aggressor country of Russia we can consider a violation of the rules of these conventions. On February 24, 2022, the Russian Federation insidiously invaded the lands of Ukraine without warning, calling its actions a special operation aimed at denazification and demilitarization. It was stated that the strikes would be inflicted only on the military infrastructure, but the promise was thwarted in the first days of the war. The realities of today are the numerous attacks on civilian infrastructure and the population by the aggressor. Such actions under international humanitarian law are ratified as war crimes, especially according to the fact that Russia is a state party to the Geneva Conventions for the Protection of Victims of War.

The words "such actions" mean the acts of the Russian Federation on the territory of Ukraine, which are war crimes in accordance with:

1) Article 51 of the Protocol on the Protection of Victims of International Armed Conflicts - The civilian population enjoys general protection against the dangers arising from military operations and should not be attacked. In particular, non-military attacks are prohibited.

Examples of violations of this article are the confirmed shelling of civilian buildings in a number of Ukrainian cities: Zhytomyr, Kyiv, Mariupol, Kherson, Irpin, Bucha, Gostomel, Kharkiv, Borodyanka, Kakhovka, Volnovakha, Chernihiv, Izyum, Mykolaiv, Kramatorsk and others.

2) Article 3 of the Convention for the Protection of Civilian Persons in Time of War, which states that people who do not take part in active hostilities should be treated humanely and without any hostile discrimination.

Examples of violations of this article are the horrific and brutal events in Bucha that have been officially recorded. Facts of rape of women, girls and even small children by Russian soldiers; the capture of civilians by Russian soldiers and the bloody killings of gunshots to the back of the head and many other terrible acts of the "Second World Army".

The above-mentioned articles concern the prohibition of shelling of civilian infrastructure and the population. But Russia is insidiously committing other war crimes. The attack and seizure of nuclear infrastructure, namely the Chernobyl Nuclear Power Plant (ChNPP) and the Zaporizhzhya Nuclear Power Plant (ZNPP), which took place on February 24, 2022 and March 4, 2022, is a direct violation of Article 56 of Protocol (I) to the 1949 Geneva Conventions — protection of installations and structures containing dangerous forces [3].

In addition, the Kremlin is shelling civilians using weapons banned by the Geneva Convention: vacuum bombs, cluster bombs and phosphorus bombs.

Other recorded offenses of the Russian Federation can be found in detail on the website: WAR CRIMES COMITTED BY RUSSIA. The shelling of medical facilities, the killing of children, the shelling of railway stations with refugees, the shelling of Ukraine's cultural sites are just a small part of all the horror that Russia is committing in Ukraine.

Conclusion: International humanitarian law is created to resolve military conflicts and minimize their environmental impact on civilians. However, we are witnessing with our own eyes that, even in the 21st century, the countries of the world are ignoring the principles and norms of international humanitarian law, committing atrocious war crimes without fear of punishment or remorse. Analyzing the above-mentioned examples of violations of legal norms, one question arises: is international humanitarian law really an effective and efficient mechanism for resolving the rules of military conflict, or is this branch of law still in need of reforms?

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FEATURES OF THE IMPLEMENTATION OF CONSTITUTIONAL RIGHTS OF INTERNALLY DISPLACED PERSONS

One of the most relevant problems today is problem of the implementation of constitutional rights of internally displaced persons. The state, for its part, is a guarantor of human rights and freedoms, that is a certain base and framework of our activity. Therefore, the problem of this issue should be solved in the near future to ensure the comfortable existence for citizens of any country.

Internally displaced persons (IDPs) are people who have left their homes to save from danger, but have not crossed the international border, but remain in the territory of their country. The IDPs are legally protected by their government. They retain all rights and protection under international human rights law.

The Universal Declaration of Human Rights of 10.12.1948 was adopted by the United Nations General Assembly to protect human rights. ***The European Convention on Human Rights of 04.11.1950, International Covenant on Economic, Social and Cultural Rights of 16.12.1966*** and ***International Covenant on Civil and Political Rights of 16.12.1966*** were adopted on the basis of these provisions. These documents have been ratified by Ukraine and many other countries in the world, such as France, Switzerland, Italy and others. This means that the above-mentioned legal and regulatory acts have legal force in the territories of the states in question.

But beyond that, the most important legislation that protects human rights remains ***the Constitution***. Therefore, the implementation of constitutional human and civil rights and freedoms is the responsibility of the State, which must create the necessary mechanism to ensure them. According to ***the Constitution of Ukraine***, the observance of constitutional human rights and freedoms is monitored by the Commissioner of Verkhovna Rada of Ukraine for Human Rights and his representatives. In turn, the institutional guarantors of rights and freedoms of internally displaced persons are: the President of Ukraine, the Verkhovna Rada of Ukraine, the Cabinet of Ministers of Ukraine, ministries, central bodies of executive power, prosecutor’s office, courts and so on.

International conference on the protection of human rights in the context of internal displacement organized by the Constitutional Court of Ukraine together with the Project of the

Council of Europe «Internal Displacement in Ukraine: Development of Long-Term Solutions» defined the obligations of the state to respect and protect human rights. Chairman of the Constitutional Court of Ukraine, as of 2018-2019, Stanislav Shevchuk focused on the introduction of improvements in legislation to guarantee the rights of internally displaced persons. In addition, he expressed the view that public policy priorities should be focused on addressing the problems of internally displaced persons. In other words, legislation in this area of guaranteeing rights must be improved.

«Although Ukrainian legislation and administrative practice do not fully comply with international standards for the protection of the rights of persons affected by the conflict, but the rules of international law governing relations involving the internally displaced are still in force, partially implemented in the national legislation», *- noted Stanislav Shevchuk.*

Lilia Gretarsdottir, Vice-President of the Department of Independent Human Rights Bodies of the Directorate for Human Rights and the Rule of Law of the Council of Europe, stressed: ***«Ukraine is not the first country to have problems protecting the rights of internally displaced persons. For many years, the Council of Europe has been developing international standards, including in this area, so we are ready to support Ukraine on problematic issues».***

In summary, the main thrust of the project is to strengthen the capacity of internally displaced persons and professionals to improve the human rights and justice system in Ukraine to European standards.

It must be said that ***the Constitution of Ukraine*** has made clear the procedural guarantees that have established the procedure for concentrating the rights and freedoms of internally displaced persons. In addition, ***the Constitution of Ukraine*** and ***the Law of Ukraine "On Ensuring the Rights and Freedoms of Internally Displaced Persons"*** guarantee administrative rights, such as the issuance of certificates confirming status and the procedure for registration due to change of residence. This is regulated by Article 21-64 and 55-65 of ***the Constitution of Ukraine.***

But that is not enough now. The rights of the internally displaced persons are not being fully realized. One of the most common problems is the problem of employment and housing. Although ***the Law of Ukraine "On Ensuring the Rights and Freedoms of Internally Displaced Persons"*** laid down the basic rules for accounting, registration and provision of free temporary residence, the main issue remained uncertain.

To date, an internally displaced person can only expect to be unemployed because of the loss of a permanent job. In our view, the State should facilitate the employment of persons with the above status. There is also the unresolved issue of the reasons for the non-registration of internally displaced persons. We believe that the absence of the necessary package of documents cannot be a valid reason for refusal, as there is a possibility of losing the necessary document in the process of leaving the house.

Consequently, today there is a problem of the realization of the rights of the internally displaced persons in Ukraine, which requires urgent solutions. This can be achieved by improving existing legislation, improving the work of local administrations and developing a unified State programme for the realization and protection of the rights and freedoms of citizens who have been forced to leave their permanent place of residence.

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AUSWIRKUNGEN DES UKRAINE – KRIEGS AUF GLOBALE ERNÄHRUNGSSICHERHEIT

Der Krieg in der Ukraine gefährdet die Ernährungssicherheit in vulnerablen Regionen der Welt und könnte Millionen Menschen in den Hunger treiben [1]. Die gelb-blaue ukrainische Flagge ist an diesen Tagen überall zu sehen, doch nicht alle wissen, was die Farben symbolisieren. Das Blau steht für den wolkenlosen Himmel und das Gelb für die Kornfelder [3]. Rund 40 Prozent der ukrainischen Exporte von Weizen, Mais und pflanzlichen Ölen gehen nach Afrika und in den Mittleren Osten. Russland wiederum liefert als größter Weizenexporteur der Welt unter anderem in den Jemen, nach Nigeria und Indonesien. Für mehrere westafrikanische Länder stellt die hohe Abhängigkeit von Weizenimporten aus Russland oder der Ukraine eine große Herausforderung dar. Nach Schätzungen der FAO stammen 30 Prozent des in Afrika verbrauchten Weizens aus diesen beiden Ländern. Durch unterbrochene Lieferketten und steigende Lebensmittelpreise wird die Ernährungsunsicherheit in den betroffenen Regionen signifikant ansteigen [4].

Die Lebensmittelpreise sind seit Juni 2020 weltweit fast kontinuierlich gestiegen. Weitere Preiserhöhungen bei Fortdauer des russischen Angriffskrieges auf die Ukraine könnten zu größerer Nahrungsmittelinstabilität und Hunger führen - nicht nur in der Ukraine, sondern weltweit. Konflikte sind nach wie vor die Hauptursache dafür. Aber man hat bereits vor dem Krieg in der Ukraine die Auslöser von steigenden Lebensmittelpreisen als „die drei großen C" zusammengefasst: „Conflict", „Climate Change" und „COVID-19". Am 28. Februar 2022 wurde der Fortschrittsbericht der Arbeitsgruppe II des UN-Weltklimarats veröffentlicht. Er zeichnet ein dramatisches Bild bezüglich Nahrungsmittelsicherheit, Armut und Verwundbarkeit. Angesichts dieses Berichts brauchen wir dringend integrierte Lösungen, die die Ernährungssicherheit wiederherstellen, die Rolle von Frauen stärken, das Grundwasser schützen und Klimaanpassung und Resilienz bewirken [2].

In der Europäischen Union ist die Versorgung des Getreides gesichert, doch die steigenden Preise sorgen auch hier für Nervosität. So hat etwa Ungarn bis zum 15. Mai einen Exportstopp auf Getreide verhängt. Das wiederum verschärft die Situation auf dem Weltmarkt und in der EU. Was zu Beginn der Corona-Krise mit Masken und Schutzausrüstung passiert ist, droht sich jetzt bei Nahrung zu wiederholen. Nicht nur einzelne Menschen, sondern auch Staaten wollen ihre Lager aufstocken und treiben so die Preise in die Höhe. Deutschland gibt die Umweltpolitik teilweise auf, um die heimische landwirtschaftliche Produktion zu steigern. Landwirte können Flächen aussäen, die zuvor ökologisch geschützt waren. Darüber hinaus plant das Land, die Wettbewerbsfähigkeit deutscher Leguminosen zu stärken. Bundeslandwirtschaftsminister Cem Özdemir sagte, die Bemühungen des Landes zielten darauf ab, den Landwirten Nothilfe zu leisten und die Landwirtschaft insgesamt weniger anfällig für Krisen zu machen.

Auch Indonesien spürte teilweise die Auswirkungen des Krieges in der Ukraine – die Indonesier kauften Instantnudeln vom beliebtesten Hersteller. Der indonesische Präsident Joko Widodo bereitet die Bürger darauf vor, die Lebensmittelpreise im Land aufgrund steigender Getreidepreise auf dem Weltmarkt zu erhöhen. In der Türkei wurde aufgrund des ukrainisch-russischen Krieges die Mehrwertsteuer auf Grundnahrungsmittel von 8 % auf 1 % gesenkt.

Es gibt viele weitere Beispiele für die Folgen des Krieges in der Ukraine für die ganze Welt. Das Wichtigste ist jedoch, dass dieser Krieg bereits Tausende unschuldiger Ukrainer getötet hat. Es ist noch nicht zu spät, diesen Krieg zum Wohle der Ukraine und der ganzen Welt zu beenden.

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SECTION 5
MANAGEMENT, MARKETING AND ADVERTISING

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SOCIOLOGICAL SUPPORT OF THE PROFESSION OF A MANAGER, STATISTICAL REPORTING ON THE SOCIOLOGICAL RESEARCH RESULTS

Management is a necessary and important social phenomenon aimed at achieving the desired results, an important factor which is the concentration of resources available according to their purpose. At the same time, any company management is made by a set of multifaceted by its manifestation methods. It is people, knowledge, information and technical means forming a complex system. Only a balanced, thoughtful involvement of all elements of management can give it rationality and efficiency, the main purpose of which is to influence the employees' activity. A special place among these methods belongs to the social ones.

They are aimed at effective organizing of people interaction in a team and creating opportunities for a broad manifestation of their activity, to involve them in management in order to prevent conflict situations, and to serve the importance of basic provisions of the sociology of labor and management as a branch of sociology in a manager's activity. In this regard, the scientist G. Minzberg [2,c.47] believed that almost everything depends on the nature of management activities in the form of 10 managerial roles assumed by managers at varying degree and in different periods. All these roles can be grouped into 3 large groups:

1. Information roles (they seek and receive external and internal information in the role of information receiver, as well as transmitting information to form a company's views; they act as a center for information processing);
2. Interpersonal roles (they are the focus of information (strategic), and also act as a leader and a connecting link);
3. Roles with decision-making (each role needs information support, as this role is related to finding ways to develop a company and control over their implementation).

All these roles cannot be independent of each other they are interrelated and interact to create an integral whole. There is a little doubt that the basis of this interdependence is nothing but information. It is the most important tool in the overall management process, covers the sphere of interaction between a manager and people. All these relationships are communicative by their nature and provide an opportunity to focus the social information necessary for management.

Information analysis and distribution creates an information space for making and implementing management decisions within a company and control over their implementation (use). At the same time, none of the sets of manager's roles can be carried out without social information taking into account the fact that all these 10 roles cover almost the entire scope and content of work regardless of the nature of a particular company.

A manager in the system of social communication performs the following functions: determines the company's goals; organizes motivation, as well as communication, analysis, employees' activity evaluation; forms the necessary organizational structures and selects the management staff; creates conditions for employees' qualification growth. The usefulness of the sociology of labor depends directly on whether it can provide a manager social information required to manage, as well as sociological studies of social and labor relations compared to other sources of management information [3].

Sources of information include:

- various kinds of commissions;
- official and unofficial documents;
- newspapers, the Internet;
- personal observations;
- deputies, managers, supervisors, etc.

Note that the choice of sources of information for different managers is different. Depending on this, the objective information may be less or more. However, it is practically impossible for a manager to use all possible sources of information. If used correctly, these or those sources provide objective information.

The set of sources is often subjective, dependent on the personal manager's features, which doesn't protect against information "distortion" [1, c. 47]. The sociological information doesn't have deficiencies due to the following advantages: [3].

- ***Dynamism*** (allows to show the dynamics of social processes in a particular analytical system, which is beyond the power of any of the methods of obtaining social information) [3].

- ***Objectivity*** (social information processing becomes largely formalized, spared of subjective assessment) [3].

- ***Versatility*** (means the ability to determine accurately and qualitatively the degree of interaction of the assessed factors on the overall result) [3].

- ***Efficiency*** (allows to get almost any information during the day [3].

So, the most effective method for the manager's performance is a specific sociological research. Due to their use, the sociology of management and labor as a branch of sociology is the best source of information about social and labor relations in management[3]. Specific functions of the sociology of labor are related primarily to disseminating knowledge of social and labor relations laws, creating a theoretical substantiation of practical management; with presenting the results of sociological research, thus creating a holistic description of the social life of various groups and teams; the educational function of the sociology of labor is realized through the modern scientific knowledge disseminating, ideas about social mechanisms in the field of labor among managers and other employees; a pragmatic function of the sociology of labor is related to the ability to track through sociological research. Thus, each of these functions opens up additional opportunities to improve the management efficiency.

Conclusion. The introduction and use of a comprehensive system that could combine such components as social aspects, as well as operational and strategic management is one of the key aspects of the company functioning and developing in modern conditions. Sociological literacy is one of the most important "secrets" of effective management, mastering which is directly related to the sociological education of a modern manager, namely with a deep understanding of knowledge, methods and techniques of sociology of labor and management, as well as skills development in practice.

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DIGITAL ADVERTISING IN 2022 AND HOW IT HELPS TO PROMOTE GOODS, SERVICES

With each coming year, digital marketing gets more complicated. Marketers now have to juggle emerging social channels and evolving regulations, along with content, automation and personalization, to name a few starting to write this work, I asked the best marketers what they think will be popular in digital advertising in the coming year. According to experts, the most popular way to promote in the digital world will be the metaverse. The metaverse refers to the virtual world of augmented reality. And this virtual reality is no longer like a game. The Metaverse is a full-fledged world where people work, learn, relax and communicate. So brands, companies, firms should think about virtual space as part of the marketing strategy. In order to succeed in promoting their products and services, it is also worth preparing for experiments with block chain. One trend this year is non-reciprocal tokens. Not fungible means you can’t exchange it for something of equal value because it has no equals. There is a hypothesis that famous brands will hand out NFT to create a special customer society and such tools to hold them. In addition, every year you can watch the growth of the popularity of investing people their funds in cryptocurrency. Therefore, crypto currency and the right approach to work with it will help to attract more customers [1].

In addition, if we talk about social networks, we can see the growth of TikTok network. The platform does not take much time for its maintenance, gives a live and active audience for free. That is why now many major brands and companies have their accounts in this network. And, as you can see, the right strategy and proper account management is bearing fruit [2].

In conclusion, I can say that the most effective ways of promotion in the digital sphere are at the moment resources such as the metaverse where you can create and live in a parallel world. Also NFT as a resource that is able to attract new customers and, of course, offer something new and unique to customers who have long with the company. Still cryptocurrency is growing in popularity in society and more people are beginning to take an interest in it. The more interest there is, the better it will be for companies to move forward with such opportunities.

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THE REPUTATION IMPACT ON THE BUSINESS INCOME

How to increase sales and revenue? How to attract customers and finance? These issues are increasingly of concern to modern entrepreneurs. One of the most obvious answers to this question will be just the quality of the company's reputation and the reputation of the leader.

According to a Global RepTrak study, 78% of consumers want to buy products from reputable companies, 70% want to work with them, and 64% are ready to support during the crisis. Reputation directly influences the profit of the company, possibilities of development, increase of the capitalisation.

The first example: Samsung Company, which admitted its mistake in the development of the accumulator, as a result of which it lost revenue, but retained a reputation. (Picture 1)

The brand has been bold and witty to divert attention of stakeholders from the reputation crisis. When new Samsung smartphones started to explode in 2017, the company immediately recalled the whole part and bought the pages of the New York times and the Wall Street Journal so that the top manager personally asked for an apologies for their mistake. In addition to words, consumers have been requested with the help of bonuses and gifts. At the same time, the company thanked everyone and everyone for their understanding. The next smartphone has hit all the records by the number of orders. Why? It is about brand trust, and the ability to react to the crisis situations.

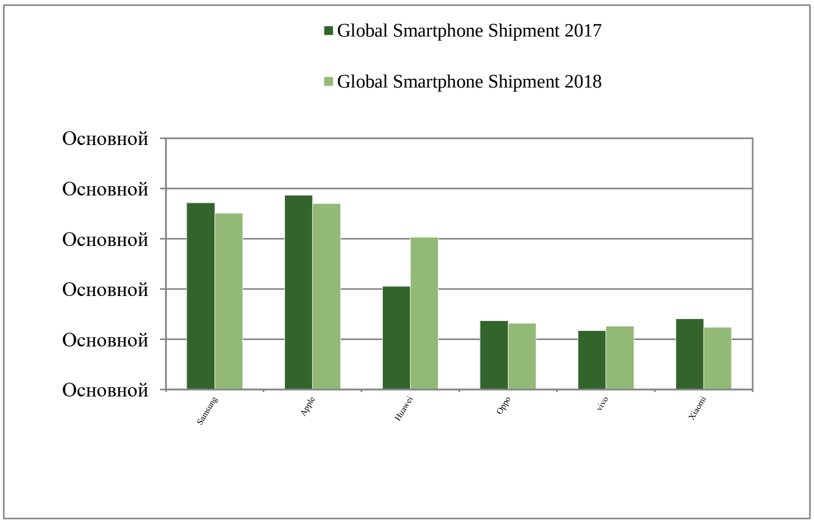
The company reviewed its communication channels and focused on the most effective ones for business in the current situation. It was systematic and honest, it helped to preserve trust and was not to reduce the intensity of communications. Clients should feel their presence as well as in pre-crisis times.

The present reputation of a certain firm is built or accumulated in a historical context and under unique circumstances that surely can not be repeated. Besides, the survey among British managers shows that firm reputation and product reputation need several years to be shaped. This makes clear that the reputation is one of the most difficult instruments to accumulate resources. Economists argue that, in order to obtain a good reputation, several decisions about operations, quality, etc. are needed.

That means, in modern conditions it is increasingly difficult to build a worthy reputation for the company.

If the leader and the company are not engaged in building reputation, it does not mean that nobody is doing it. In the best case, the information vacuum created by the company itself is filled with rumours and gossip, which are rarely positive. Worse, managing your reputation will take on competitors, which can hide business very quickly. Therefore, it is as important as possible to move from the practice of natural formation to the conscious management of reputation. This is possible only when the leader realises that reputation is his real asset and creates value added.

Reputation is expensive, but only going through it the company can retain payback.



Picture 1 (Source: IHS Markit)

The second example: In December 1995, two residential houses were destroyed after the gas explosion in Philadelphia, several people were killed. PECO Energy took responsibility for the explosion without waiting for the investigation results.

Head Of the department McNeil personally apologised to the relatives of the victims. Associated Press then wrote: "The Company's decision to take responsibility for the explosion is very unusual for the world of business. However, in the final outcome, such a decision may disarm a negative public opinion and even reduce damages from lawsuits." The manager McNeil even succeeded to avoid communication disruption, strengthen the reputation of the company and probably reduce inevitable losses.

Against the background of general uncertainty and suspicion of consumers, partners, investors the reputation will be scanning more carefully. Will the company be able to fulfil its obligations? Will it not disappear, having received money? Is it a reliable partner with whom to deal? The process of the new identification will be prolonged for a long time; it will touch both companies and people. Weakened due to the fall in revenues clients and partners will be very well chosen, with whom to conduct business.

It is possible to conclude that reputation is a variable instrument that is why it is difficult to determine its level and intensity to improve the company's position.

Therefore, a good reputation can be profitable even in crisis conditions. And, in order not to lose it, it is important to calculate how you will return the funds received in advance from the clients and what additional value they can offer. The three main points on which the reputation research is based, is logically assigned tasks, clearly defined audience and correcting of the method.

When it comes to reputation, the Bank of Trust concept of the American PR guru Elvina Golin is often mentioned. It offers a very real example: A reputation deposit works like a bank deposit, when you have everything well, your deposit increases, when you end up funds you take them back. It sounds optimistic, but George Washington advised to save: "A reliable way to gain public trust is to resort to trust as little as possible." That is why we need to listen to our clients, employees and partners with a double enthusiasm to replenish our Bank of Trust.

Strictly speaking, reputation can not be created, it can only be formed by well-thought-out consecutive actions and it can be controlled. The process of reputation management is continuous. So the better the reputation, the longer the company gets the maximum income from its activities, the easier it will launch new goods and services, the more effective way to business results.

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THE ROLE OF MANAGEMENT IN THE ENTERPRISE

The main function of management is the organization of the mode of operation of the subject, which depends on the management product. The following interpretations of management can be obtained from the thorough Oxford Dictionary of English:

- way, manner of communication with people;
- power and the art of management;
- special skills and administrative skills;
- governing body, administrative unit.

Professionals in the field of management must be able to perform the functions of planning, organization, coordination, motivation, control of employees of the organization to achieve certain goals. The primary task of management is to create an organizational culture, a creative innovation climate that encourages employees to innovate. Managers at various levels should initiate technological and organizational change based on the essence of management, distinguish the following control elements: goal, situation, problem, solution.

The goal determines the meaning of the performance of management processes implemented to achieve the goal. Therefore, the management process involves setting a goal for which it will be performed. A situation is a state of a subsystem that is managed. The situation in the management process occurs when deviations in activities of the object of management or when the object is affected by environmental factors. Situations in the management process create problems that managers must solve. The problem is the need to justify and choose a certain one positions in resolving the situation that has arisen. Specific influence on the action through the decision, which is the final and most responsible element in the management process. Deciding to choose the most effective option is to influence the features that have emerged. Managers are those who are responsible for solving problems. Management is a process of influencing subordinates, which is a way to make them work to achieve a common goal. Management is the ability to make the whole team strive to fulfill the tasks facing the organization.

Business Management. Goals and objectives it stands to reason that, if there are reasonable vision and mission statements. Then good management dictates that appropriate, preferably numeric, objectives can be derived from them for the Managing Director/CEO/Owner to ‘own’ and be responsible for delivery in measurable timescales. This can then be cascaded down the organisation, irrespective of the depth and complexity of that organisation.

At a simple level there are three basic levels of hierarchy in any business – the operational, the 'Management' (tactical) and the Executive (strategic). For the 'one man band' – all three need to be considered and applied. Therein lies the basis of many company failures.All three levels need to be accountable and all the objectives must funnel upwards and downwards to fulfil the success criteria for the business.

Setting the goals/objectives and measuring people on their achievement against them is at the heart of 'business management'. All different functions must be managed on this basis, as example:

Sales:

Director: KPIs based on company revenue, company profit ; departmental profit; territory cover; Wins vs Losses; client satisfaction; team performance. All, as appropriate dependent on market, sector, high value vs low value, timescales and other factors.

Manager:

KPIs on team sales target; profit target (as above); client acquisition; territory coverage; client satisfaction. The above constraints apply. Salesperson: revenue, profit (if applicable), number of new Accounts.

Marketing:

Company/departmental/sector revenues; number of suspects and prospects created totally attributable; competitive positioning (wins/losses) Sub divisions of these depending on structure and responsibilities. Operations/Production Company revenues and profit margins Number of units produced Efficiency of equipment and employee levels Health and Safety 'Returns' Other functions such as Financial/Legal and Human Resource should be similarly treated as should any sub-functions for example; Product Development, Product Marketing.

No matter how well a company works and whether it can run a business, it is the managers who tend to provide the best sales to the most loyal customer base; less human resources may be needed in production to achieve the best results; can hire or help hire the best people in the market ... the list is endless.

Oh and who measures them? They may well be managed by people who, let's repeat here, people who 'always manage to make their own objectives without understanding how they can do more'. Perhaps understanding this and hiring for 'fuzzy' traits is what makes good companies great.

From Maslow through Herzberg to Goleman and beyond there has been tremendous work done on people motivation through the years precisely focused on this.

Companies are made from the top down but without the right business and people management skills with the right processes they will never be successful.

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INTERPRETATION OF SUSTAINABLE DEVELOPMENT IDEAS IN THE ECO-MANAGEMENT SYSTEM

Sustainable development is a modern concept of the interaction of society and nature with the coordination between economic and social development of society and environmental protection. At the same time, there is such a development of society, in which the satisfaction of the needs of modern generations should not put in danger the ability of future generations to fulfill their needs." [2, p. 275].

The issue of sustainable development began to develop in 1972 in Stockholm at the first UN World Conference on the Environment. Along with the strategies of economic efficiency and social justice, due to the significant consumption of natural resources, there has been a significant degradation of the environment with a major impact on the health of the inhabitants of the planet Earth.

The ideas of sustainable development were officially proclaimed at the United Nations Conference on Environment and Development (Earth Summit), Rio de Janeiro in 1992. It determined that eco-management is a basic and key lever for sustainable development and should be considered one of the main priorities of industrial activity. The result of this conference was the conclusion of the "Agenda for the XXI century", which identified the achievement of the following goals:

• high quality environment and healthy economy for all peoples of the world;
• meeting the needs of people and maintaining sustainable development for a long period [1, p. 3].

According to the resolution adopted by the UN General Assembly on September 25, 2015, the concept of "sustainable development" includes 17 sustainable goals, which should address by 2030 such important social and global issues as the fight against poverty, inequality and social injustice, change climate, affordable and clean energy, economic growth, etc. [3] The environmental management system, which aims to find ways to ensure the most competitive decisions in the field of environmental management, is a good example of strategic planning.

Catastrophic and irreversible changes in nature occur due to the introduction of business-intensive activities, the focus on raw material exports, the use of resource- and energy-intensive outdated technologies, and neglect of environmental safety requirements. For sustainable and environmentally safe development, it is necessary to highlight the close connection between environmental and economic factors of society. The task of environmental management is to recognize the need for environmental activities.

There are 4 main functions of environmental management: compliance with environmental legislation, control over environmental safety, environmental protection measures and achieving coherence of actions of state and public bodies [4].

"Management" is a multifaceted concept, but today it is based on management at the local level. Hence the term "environmental management" has the following definitions:

a) activity of social environmental organizations;

b) system of special protection of relevant natural complexes;

c) common ground, methods and means of managing the environmental activities of the enterprise;

d) organization's environmental policy management system

The eco-management system is a component of the management system consisting of experience, planning, organizational structure, practical work, methods, techniques, and procedures, processes and resources to ensure the development, implementation, analysis of results and improvement of environmental policy and sustainable development goals. In the most general sense, it is a complex of all industries that are directly or indirectly related to environmental protection.

In the system of environmental management, the activities of state bodies and economic entities are aimed at compliance with the requirements of environmental legislation and the development of programs to achieve environmental goals.

Thus, the environmental management system must ensure sustainable development in three areas: economic, environmental and social. Government regulation of the economy should address prices through indirect instruments (taxation, price regulation, their level, interest rates, customs regulation of exports and imports) to reflect resource constraints. For greening, it will be advisable to use administrative methods to establish payments and fees for environmental pollution and the use of natural resources. Hence, environmentally harmful activities will lead to negative consequences for entrepreneurs. As an incentive, you can improve the system of benefits and subsidies for clean management. The ecological direction should be realized by rational use and extraction of renewable and non-renewable natural resources, search of alternative sources or discovery of new deposits, use of the newest technologies and an intensive method of realization of industrial activity. The social direction should be based on the goals of sustainable development for the conservation and transmission of natural resources to future generations.

Modern socio-economic development through the system of eco-management is developing in a completely new way.

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SOCIO-ETHICAL MARKETING OF SMALL BUSINESS IN UKRAINE DURING THE WAR

We live in a time when business must be flexible and make its decisions immediately. Every day there are new reasons to edit your business strategy. It cannot be static. Otherwise, you have to realize, you get out of the game.

Sometimes you only need to change the design of the product you sell, really. However, the current state of development of market relations in Ukraine requires the company much more in order to maintain its competitiveness, maintain a positive image of the company; it must focus on the principles of marketing. There is a situation when you must completely rewrite the company's strategy and use socio-ethical marketing. What kind of situation it is? It is the War.

First of all we need to have a clear understanding of what socio-ethical marketing means. The meaning of socio-ethical marketing is covered differently in different sources. In my opinion, the most accurate definition of this was given by famous scientist B.M. Golodets. He was sure, socio-ethical marketing is about study and formation of customer needs and their satisfaction with more effective methods than competitors use, provided improving the welfare of all members of society. It is necessary to maintain a balance, focus on the ***three main economic factors*** of industrial and commercial relations. You should follow them to keep the lights of your business on [1].

The first factor is ***Society***. It means welfare of the population, healthy lifestyle, environment, etc. Your motives should be based on improving the world and the lives of all, not just to receive benefit from others. Every customer should be sure that your moto is «We work for you and your better life, not the other way around»

The second factor is ***Consumers***. It purports satisfaction of individual needs. It`s clear that business first of all must provide services and goods for their consumers. It is the first and the only one reason why and for what business exists.

The third one is ***Enterprise***. Company must be profitable; otherwise, it is no longer a business, it is a charity [2].

The opportunity to realize your weaknesses in time and change them immediately is a crucial skill all business must have. So, Ukrainian small business understood that the time has come - to start making some changes. They reconsidered their views and finally begun use socio-ethical marketing.

All the actions of some Ukrainian companies are a successful example of rebranding. Creators understand their principles and that's why they do all the best to stay in Ukrainian market. You can see the part of all what they have done until this moment below [3].

The way	Example of event
Social events	- Decision to abandon clients and staff from the enemy country -Charitable program - the ability of customers to transfer accumulated bonuses to help the military - financial assistance to volunteers
Innovations	- Developed products with a new composition that does not include components produced in the aggressor's country - gradually enter the international market, promoting domestic products

Also about 40% of small and large coffee shops in Ukraine realized the importance of socio-ethical marketing. They provided selfless help to the needy, undertook to participate in solving socially significant problems by making appropriate contributions or transferring certain percentages of sales.

As they have changed their strategy in time and started working primarily for the benefit of society, they can count on the profitable future. And it`s the main in business.

CONCLUSION. In the 21st century, you need to be determined, flexible and able to make difficult decisions in time. This flexible approach would guarantee you are given priority. Using of socio-ethical marketing is the best way to receive customer trust during the war. Sometimes you have to give everything to get much more. Moreover, love and respect of consumers in future are more valuable than money right now. This is the main rule of all big businesses from all over the world.

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FEATURES OF THE DEVELOPMENT OF THE SEMANTIC CORE OF THE WEBSITE TO PROMOTE THE PUBLISHING PROJECT

Creating a publishing project site is an extensional job that involves programmers, developers, designers, and others. But only creating a site is not enough — it needs to be optimized so that it rises to the top of the search results of our target audience. For effective search engine optimization, an array of keywords that match the content of the site is created. This keyword list is called the semantic core of the site. So what is it, what is it for and how to create it?

The semantic core is a complete list of search queries, key forms, and phrases that allow you to describe the specifics of the company, to provide comprehensive information about the list of its products or services. When developing the core, specialists need to take into account the interests of users, the specifics of the company and its strategic goals, the peculiarities of the market in specific spatiotemporal conditions, and more. [1]

In general, there are two ways to create the semantic core of a website. The first method is more suitable for small websites (which store up to 50-60 pages). The semantic core of the site can be composed using, relatively speaking, only paper and pen. You need to put yourself in the shoes of your target audience and write down all the possible ways to query. Particular attention should be paid to abbreviations, printouts, and your competitors. The second way is to use modern specialized web services. There is a large number of online services and programs that will make the process of creating a semantic core easy and fast (for example, keywordtool.io, keywords.megaindex.ru, wordtracker.com). [2]

When compiling the semantic core of the site, keep clustering in mind — that's what manually grouping search queries based on search results is called. If the search engine finds the same documents on search queries and the number of such matches corresponds to the degree of groupings, the queries are grouped together. A landing page is created for each group to list all search queries from the group on one page. (Yevtushenko)

When compiling a semantic core, the following factors must be taken into account:

- number of impressions or frequency;
- the number of impressions of the query without the phrases in which it is included;

- number of impressions without the use of morphological forms;
- pages relevant to search queries;
- pages of competitors at the top positions of search results;
- competition demand, determined by the presence of sites in the top rankings of a search engine that is promoted by this query;
- projected and actual numbers of transitions, based on the analysis of top positions and the number of impressions of the query without the use of morphological forms;
- bounce rate (the number of visitors who viewed no more than one page of the site). The rate is determined for each potential request separately, based on site statistics.
- seasonality and geodependence of the request. Different goods and services for which the resource is created may have different demands depending on the season and geographical location of potential consumers. [3]

A publishing project can be created on a variety of topics, based on the theme and creates a quality semantic core for search engine optimization (for example, if it is a publishing research project for printing monographs, the common keywords will be: "monograph", "print monograph", etc. e.). With the creation of a quality semantic core, the site of the publishing project will be at the top of the search engine and will primarily attract the attention of your potential client.

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INNOVATIONEN ALS WANDEL DER LOGISTIK

Die Logistik übernimmt heute mehr Aufgaben denn je, bewegt dabei größere Güterströme und bahnt einer unermesslichen Flut an Informationen ihren Weg durch die Unternehmen. Innovative Konzepte und neue Gestaltungsansätze ermöglichen es der Logistik und den Logistikern dabei, effizient und flexibel zu agieren und die Komplexität beherrschbar zu machen. Seit der Begründung der Logistik als wissenschaftliche Disziplin und mit der Wahrnehmung der Logistik als eigenständiges und wichtiges Aufgabenfeld in der Praxis hat sich das Unternehmensumfeld jedoch gewandelt. Neue Marktplayer wie IT- und Plattformanbieter, Intermediäre sowie Start-ups setzen mit ihren innovativen Lösungen neue Maßstäbe. Das erhöht den Druck auf die klassischen Marktteilnehmer zur Lieferung neuer Ideen, Lösungen oder Services. Weiter wie bisher reicht nicht mehr aus, um im Wettbewerb um Kunden und Märkte erfolgreich zu sein. Logistikbereiche mit hohem Innovationspotenzial sind: globales Supply Chain Management, urbane Logistik, Intralogistik sowie die Nutzfahrzeugindustrie und der Straßengüterverkehr [3, S. 1].

Mithilfe von digitalen Technologien wird bestimmt die Zukunftssicherheit geschaffen werden. Um die gestiegenen Anforderungen des Marktes und der Kunden auch in Zukunft erfüllen zu können, scheint eine Öffnung gegenüber digitalen Technologien für Speditionen unausweichlich. Doch darin liegt eine große Möglichkeit, ihr Geschäftsmodell anzupassen und neue Services anzubieten. Denn wer sich darauf einlässt, kann nicht nur die Effizienz seines Geschäfts steigern, sondern vor allem seinen Kunden einen besseren Service anbieten – und sich damit besser für die Zukunft aufstellen. Viele investieren bereits in digitale Lösungen wie beispielsweise die „myleo / dsc“ von Leogistics, um in puncto Flexibilität, Transparenz oder etwa Preispolitik gegenüber ihren digitalen Marktbegleitern aufzuholen.

Durch die Bereitstellung von Telematikdaten aller Lkw über eine digitale Plattform – auch von Subunternehmern –, und die Vernetzung mit ihren Auftraggebern können Speditionen ihre Leistungen um viele digitale Angebote ergänzen.

Tracking & Tracing in Kombination mit automatisierten Benachrichtigungen halten über jeden Schritt auf dem Transportweg auf dem Laufenden. Auf Wunsch ist es möglich, dem Auftraggeber oder auch Stammkunden Zugriff auf die relevanten Transportinformationen zu geben. So können diese sich bei Bedarf über den aktuellen Status informieren – ganz ähnlich, wie Endkonsumenten es heute schon bei Paketzustellungen gewohnt sind. So weiß der Auftraggeber jederzeit, wo sich seine Ware befindet. Aus der technischen Anbindung ergibt sich mehr Transparenz für den Kunden, was einem höheren Service-Level der Spedition gleichkommt – und somit auch höherer Kundenzufriedenheit.

Manche Plattformen sind sogar mit intelligenten Algorithmen angereichert, die aus Mustern lernen und daraufhin Prozesse optimieren können. Diese Technologie kann etwa dabei helfen, teure Leerkilometer zu vermeiden und damit sogar direkt Kosten zu senken. Die gewonnenen und geteilten Informationen wie digitale Abliefernachweise oder Qualitätsreportings können so zu Wettbewerbsvorteilen führen – sowohl für die Speditionen selbst, aber auch für ihre Kunden. Und das alles zu geringen Kosten. Denn moderne Web-Plattformen brauchen längst keine langen Implementierungszeiten mehr. Eine spezielle IT-Architektur und damit verbundene Wartungskosten entfallen ebenfalls [1. S. 4].

Netzwerkkollaboration erleichtert die Zusammenarbeit zwischen Speditionen und Kunden. Viele Verlader setzen heute schon auf digitale Lösungen, beispielsweise im Bereich Transport-, Yard- oder Zeitfenstermanagement. Einige wünschen sich sogar bereits, ihre Transportdienstleister in ihre Prozesse zu integrieren und an ihre Systeme anzubinden. Das sorgt für abgestimmtere Prozesse, höhere Termintreue, mehr Transparenz entlang der Lieferkette und ggf. auch kürzere Wartezeiten an den Ladestellen – was auf Seiten der Speditionen wiederum zu geringeren Standgeldern führt. Wer als Spedition also bereit ist, diese Entwicklung mitzugehen und beispielsweise Schnittstellen zur Verfügung stellt, profitiert am Ende sogar selbst.

Ein Beispiel: Die Nordzucker AG; einer der größten deutschen Zuckerhersteller, hat ein Szenario realisiert, bei dem die Auslagerung aus einem Hochregallager automatisch beginnt, sobald ein Lkw nur noch 30 Minuten vom Werk entfernt ist und somit pünktlich innerhalb seines gebuchten Zeitfensters eintreffen wird. Wartezeiten für die LKW-Fahrer: innen gehören damit der Vergangenheit an. Digitale Technologien können somit einerseits die Zusammenarbeit unter den Partnern verbessern und gleichzeitig Abläufe auf dem Werksgelände spürbar optimieren.

Transportexpertise trifft heutzutage innovative digitale Kundenleistungen. Die Kombination aus alter und neuer Welt wird letztlich langfristig zum Erfolg führen. Das Speditionsgeschäft im hochvolatilen Transportmarkt lässt sich sicherlich nicht zu 100 Prozent automatisieren: Persönliche Kontakte, über viele Jahre gewachsenes gegenseitiges Vertrauen und Spezialwissen sind im komplexen Transportgeschäft nicht zu unterschätzen. Doch mit neuen, digitalen Tools können Speditionen ihre Kunden noch stärker als bislang in den Fokus stellen und durch neue Angebote wie bspw. Tracking & Tracing in Form von Echtzeitinformationen liefern. Und am Ende bedeuten mehr

Transparenz, Zuverlässigkeit und höhere Kundenzufriedenheit im engen Transportmarkt handfeste Wettbewerbsvorteile.

Im aktuellen Trendreport „Future of Work in Logistics“ untersucht DHL, wie sich die Arbeitswelt – genauer die Stellenprofile, Verantwortlichkeiten, Systeme, Zeitpläne, Tools und Arbeitsbedingungen von Logistikmitarbeitern – im kommenden Jahrzehnt verändern wird, das hat DHL kürzlich bekannt gegeben. Angesichts des zunehmenden Fachkräftemangels und des Werbens um Talente müssen Unternehmen der Pressemeldung zufolge Strategien entwickeln, um Mitarbeiter im digitalen Zeitalter für sich zu gewinnen, an sich zu binden, zu fördern und langfristig zu motivieren. Mehr als 7.000 Fachleute der Logistik- und Lieferkettenbranche haben sich für den Trend Report zu den Chancen und Herausforderungen geäußert, mit denen sie sich aktuell konfrontiert sehen [2, S. 1-5].

Um die neue Zukunft der Arbeit zu schaffen, ist es unvermeidlich, nicht nur die Treibkraft dieser Trends zu verstehen, sondern auch auf die Bedürfnisse und Sorgen der Arbeitnehmer einzugehen. So gab ein Großteil der Befragten beispielsweise an, dass sie auch weiterhin in Teil - oder Vollzeit aus dem Büro arbeiten wollen. Sechs von zehn Mitarbeitern im operativen Bereich wollen zumindest einmal pro Woche aus der Ferne arbeiten. Bei den Büromitarbeitern waren dies fünf von zehn Befragten. Die Unternehmen müssen sich also überlegen, wie sie flexible Arbeit durch neue Personalrichtlinien und Technologien wie Telearbeit leichter zugänglich machen könnten.

LISTE DER VERWENDETEN QUELLEN:

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THE ROLE AND PLACE OF MASS MEDIA IN THE FORMATION OF THE PUBLIC OPINION AND PEOPLE'S OWN POSITION

Today, the media cover a wide range of tools through which information is disseminated that we use on a day-to-day basis. Now there is a fierce struggle not only for the attention of the audience, but also, of course, the impact on it. Currently, all kinds of media are very saturated with various events: news, disasters, cultural and artistic updates educational events, innovations and sensations - all this unconsciously shapes your worldview and life beliefs. The formation of public opinion is the task set by the modern media. That is why journalists, as professional communicators, need to understand how strong the influence of words and sentences that come from their pen is.

Television, advertising, magazines, radio, websites, telegram channels, newspapers, billboards and even postcards are all a continuous stream of information that simply cannot help but affect your attitude to a situation. How much news do you have to hear every day? How many times a day do advertisers try to impose on you exactly the opinion that would be beneficial to the advertiser. Have you ever wondered how often you hear the news? I did, so it was extremely interesting for me to conduct research among acquaintances and residents of my city. From the results of the survey of average citizens, we can draw the following conclusion: (from 60 respondents)

- 100% hear / read the news daily;
- 32% of them (16 people) study the news independently with the help of verified sources;
- 68% unconsciously absorb the news after hearing something from a neighbor on the bus or reading on a moving line near the mall, or watching the latest post on the page of a favorite blogger.

Just imagine! 68% of respondents are daily exposed to unverified, fake news. And whether a person is able to analyze and draw the right conclusions, we can only hope. The media is the main means of propaganda, so we need to carefully check the sources that have such a strong impact on our outlook.

Public opinion is a state of public consciousness. People focus on the opinions of those they trust. And this is the main problem! After all, having found a conditionally reliable source of information, over time, even the most socially responsible person stops checking this source for integrity. It stops analyzing and critically evaluating the information that comes to it from this source.

But to spread this information further (among friends, relatives, colleagues) - does not stop. This is how the phenomenon of mass consciousness arises.

After all, we trust those we know, and therefore we trust the information he disseminates. Often the media, the tabloids, using the names of famous figures, try to draw attention to a particular event, phenomenon or product, creating a big scandal around. This is also one of the methods of manipulating human consciousness. There is a fierce struggle for our attention, large-scale advertising campaigns are being created, but unfortunately, we so often sell it for nothing, just by spreading rumors.

Influencing the community, being able to lead it, being able to intimidate crowds using only newspaper headlines is all very simple and realistic to do if you have some knowledge and tools to influence the masses. Each of us can try to help correct this deplorable situation. Just start with yourself and the attitude to the news that you "feed" your consciousness from day to day! Be media literate - stop trusting the first-best online news!

So, having your own opinion is something that a modern person should strive for. Personal judgments are an indispensable attribute of success and the formation of an independent social position. Public consciousness and public opinion are born from each individual's own views and analytical skills. So let's make every effort to make it credible, truthful and unbiased!

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HYPERVSN - A NEW ERA OF ADVERTISING

It is believed that visual content significantly increases the likelihood of a successful sale and, other things being equal, its quality often determines victory in the aggravated competition. But two-dimensional visual content does not always allow you to get a complete picture of the product. In such cases, it is rational to use 3D marketing tools. In other words, we are talking about tools that use 3D visualization as their main advantage. 3D marketing is a fairly young direction that makes an offer for three-dimensional visual content with high realism. The tools that are used in 3D marketing allow you to get his assessment of the product of interest: how it looks, what parameters it uses, wins or works depending on similar products.

Holograms are becoming more popular every day and are beginning to find practical application in different fields, including entertainment, medicine and education. According to a recent report published by Market Research Future, by the end of 2023 the global digital holography market is projected to reach approximately $7.5 billion. [2]

Remote work leads to the fact that walking around the city has decreased. However, no one is going to sit in four walls forever. The longer we stay at home and meet online, the more VR and AR remote technology will evolve. There are companies that have set themselves the goal of developing such technologies.

London-based holographic technology company HYPERVSN is already declaring the future of advertising, producing advertising for such large customers as Coca-Cola and Adidas. They also collaborated with Walmart, where customers had the opportunity to speak with a holographic pumpkin for Halloween. [1]

HYPERVSN is the latest technological solution in the field of Digital Signage and Indoor advertising from Kino-mo Ltd. This amazing display is the first holographic product on the market to grab the consumer's attention.

Today, holographic displays are conquering the market not only for events, but also for advertising in general. The range of their application is quite wide: shopping centers, train stations, metro, stadiums, clubs, bars and cafes - this is not a complete list where they can be used.

Brands such as Nike and Adidas have already included 3D images of the company in their marketing campaigns thanks to the high quality of the devices, which allow for very detailed recreation of products and capture the attention of the audience.

HYPERVSN 3D Catalogue: The world's first gesture-driven holographic product catalogue. This retail solution allows shoppers to control and choose the 3D content in sight of them and offers the ultimate retail experience. Imagine a shopper flipping through a catalog at Walmart, but with HYPERVSN 3D the products appear right in front of them and they can scroll through them with a flick of the wrist. This all-in-one retail solution is ideal for collaborative in-store events, brand promotions, product launches and in-store collaborative events. [3]

HYPERVSN is trusted by some of the biggest names in the business including IKEA, SAMSUNG and Volkswagen.

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BENEFITS OF DIGITAL MARKETING FOR BUSINESS

The first time the term "digital marketing" was mentioned was in 1990 year. At that time was developed platform Web 1.0, which helped users to find out their necessary information, but did not allow them to share this information via the Internet and discuss it. The launch of Yahoo in 1994 brought about a massive change in the digital marketing space as companies began optimizing websites to improve their search engine rankings. [2, c. 535]

Digital marketing is the use of all possible forms of digital channels to promote the company and its products. Television, radio, the Internet, and social media are all digital marketing tools. Digital marketing is closely intertwined with Internet marketing, but it has already developed several techniques that can reach the target audience even in an offline environment, while Internet marketing works only within the network and attract consumers through online channels. [1, c. 45] Now both of these types of marketing are popular due to the increase in the number of Internet users, mobile phones and the huge consumption of digital content. For more efficient results marketers should aim to combine the best of both worlds - the immediacy of online channels and the intimacy of offline channels. [3, c. 88]

The traditional marketing approach to the consumer was general, but in digital marketing, there is a trend towards an individual approach. Digital marketing allows using the interests and preferences of the consumer to tailor the marketing message to their needs. Digital marketing also provides the best opportunity to promote a brand to a wider audience at a relatively lower budget than traditional channels. In addition, a distinctive feature of digital is an advanced analytics, which allows you to collect clear, detailed data on the effectiveness of campaigns and optimize promotion based on them. The ability to evaluate the reaction of the audience, the reach, effectiveness of the campaign, collect and analyze customer feedback - the advantages of digital marketing over traditional.

Digital marketing uses the following basic techniques: 1) social media marketing; 2) search engines optimization; 3) social media optimization; 4) retargeting; 5) e-mail marketing; 6) SMS-mailings; 7) technology Big Data; 8) real time bidding; 9) contextual advertising and a lot of other. Based on the field of activity of the company, the product produced, the target audience, you can use all these techniques at the same time or focus on the most effective ones for a specific task. Each of them helps entrepreneurs improve product sales and brand awareness. However, the most effective methods distinguish: search engines optimization, social media marketing, contextual advertising. [1, c. 46]

Optimization of a web resource allows you to reach the first lines of search results, increase the amount of traffic. The promotion strategy is developed individually for each project. For sites, different approaches are used, taking into account the activities of competitors, studying the characteristics of the target audience. The main advantage of promotion is the long-term effect.

Social Media Marketing allows entrepreneurs to attract traffic to the site, increase brand awareness, form a loyal attitude among customers and maintain contact with a potential audience. The main advantage is a dialogue with a potential audience. It will allow you to turn a visitor or subscriber into a client of the company. This method requires the development of a strategy that will take into account the region of promotion, the age and characteristics of the target audience, and the advantages of the company itself.

Contextual advertising is a variety of ads (text, graphics, video) that are shown to users in accordance with their search queries, interests on the Internet. Contextual advertising is shown in search engines, on various websites, in mobile applications and on other resources. The action of contextual advertising begins immediately after its placement. Nevertheless, it is important to regularly monitor the results and optimize campaigns based on statistics.

To draw the conclusion, one can say that digital market is very dynamic and has many competitors. However, knowing how to properly combine digital techniques, you can actively and without much investment attract consumers both online and offline.

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STRATEGIC COST MANAGEMENT IN SUPPLY CHAIN

Nearly everyone in business today would agree that cost management is important. Cost management continues to increase in importance as the economy slows and sales decline.

Traditional cost management programs primarily focus on cost reduction and cost control by allocating production overheads and costs. However, excessively focusing on cost reduction has severe negative impacts on quality, customer experience, development and business growth, making traditional methods unreliable.

Controlling cost is just not enough in this environment. Organizations need to concentrate on managing costs strategically if they want to keep making profits and adding value for their shareholders.

Strategic cost management is the deliberate alignment of a firm's resources and associated cost structure with long-term strategy and short-term tactics. Although managers continue to pursue efficiency and effectiveness within the firm, increasingly, ixmprovements are obtained across the value chain: through reconfiguring firm boundaries, relocating resources, reengineering processes, and re-evaluating product and service offerings in relation to customer requirements [3, p. 55-84].

Companies increasingly face challenging economic times, where it is not uncommon to see revenues decline or remain stagnant. This can strain business viability and reduce the return on investment for shareholders. To increase the return on investment and favorably impact profitability, organizations focus on cost reduction efforts. Cost management should be both holistic and purposeful, while taking a supply chain perspective. This is often not the case because the cost reduction efforts tend to be internal and short-term focused and do not consider the supply chain implications of decisions. Strategic cost management takes a supply chain perspective and includes several tools that can help facilitate cost management:

1. Formulating the strategies
2. Communicating strategies across the entire organization
3. Planning tactics and executing strategies
4. Developing controls and implementing them to track the success

Strategic cost management is a vital part of the value chain as it covers various aspects like production, design, sales, purchase and service.

Strategic cost management is the process that aims to strengthen a company's strategic position by carefully controlling costs according to the company's broader objectives. The practice requires separating the costs that help build a company's strategic position from other costs that may weaken it, then reducing the latter category [1, p. 127]. Subsequent cost reduction initiatives should focus on those costs in the second category. Conversely, it may be useful to increase costs that support the strategic position of the business.

It is almost never worthwhile to cut costs in strategically important areas, since doing so reduces the customer experience and therefore will eventually lead to a decline in sales. Consequently, management needs to be involved in cost reduction activities, so that they can provide input regarding how certain costs must be incurred in order to support the competitive position of the firm [4].

Strategic cost management in the supply chain starts with the selection of suppliers and the design of relationships with them. These choices influence the cost structure and how risks in the supply chain will be managed. Important is that there is a fit present between the skills of suppliers and the requirements of the firm and that formal and informal rules and controls are captured.

When selecting suppliers and determining the relationship with them, cost management models are often employed to compare the different modes, different suppliers and different relationship designs. It is important to recognise that the choice of certain suppliers influences costs across the entire supply chain and that these costs are not limited to the purchase price. Total cost of ownership is an example of a model that takes all costs related to the collaboration into account. Also target costing can be employed to select appropriate suppliers.

Supplier selection and the development of relationships are preceded by the make, buy or ally decision. In the make mode, business units produce elements for other business units. An advantage of this approach is the strong internal coordination and adaptation. In the buy mode, elements are bought from unrelated suppliers. The firm can focus on its core competencies and take advantage of the supplier's efficiency, functionality, quality and technical capabilities. The ally mode combines aspects of both the make and buy modes because the firm and its suppliers are separate entities, but they collaborate closely and the interaction is present for a long or indefinite time horizon. An advantage of this ally approach is the combination of joint, high-powered profit incentives and strong coordination [2, p. 124-133].

The choice of suppliers does not only depend on the price offered by the supplier, but also on other criteria such as supplier capabilities, performance etc.

It was found that the criteria adopted for the selection of suppliers are based on the specific resources and competencies a potential partner possesses (e.g. pricing, quality, reliability, service, technological capabilities, inventory management, production planning and control). The criteria can be divided into hard (quantitative performance) and soft (qualitative relationship) measures. The recognition of risks is very important in the supplier selection process. Relational risks mean that there is some degree of mutual dependence when firms have a relationship, and is related to the fact that opportunistic behaviour can lead to locked-in relationships where the cost of starting over exceeds the cost of continuing. For example, firms often invest in specific assets that have no or little value outside of the relationship. The three most significant causes of performance risks are supply chain disruption, weak leadership in the supply chain and a lack of accurate, timely supplier performance measures. Most firms take into account the perceived ex ante risks.

Success of collaboration with suppliers is significantly connected to the use of non-price criteria. Some firms prefer to continue collaborations with few and known suppliers due to lower search costs, enhanced operational efficiency, higher levels of trust and limited information asymmetry, but from a cost and performance management point of view, this approach is not always the best one.

Several advantages are associated with the use of multiple suppliers. Risks of dependence are reduced, the firm can benefit from distinct competencies and shared information and organisations can more easily meet changing needs and 'test' new suppliers.

It is clear that a balanced selection approach is important. Criteria related to costs and competencies of suppliers as well as performance and management risks must be taken into account. Again, the association between cost and performance management becomes clear.

In sum, strategic cost management:

- is a continuing process, since the strategy of a firm may change over time;
- can be considered as an updated cost analysis program that improves the overall position of an organization by clearly and formally placing each strategic element;
- can be used to analyze cost information and achieve sustainable competitive advantage by developing various measures;
- offers a better understanding of an organization's overall cost structure to gain a competitive advantage in a market;
- specifically governs the formulation, communication, implementation and control stages of a strategic management process by using cost information;
- identifies the cost relationship between value chain activities and the process of management.

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INFORMATION WARFARE: FIGHTING PROPAGANDA WITH COMMON SENSE

The media sphere of the modern world covers not only a lot of useful information, but also a continuous information terror. Information warfare is one of the most pressing problems nowadays that has shown how the media and censorship in this area actually affect the perception of real and absurd materials.

With this work, I would like to reveal the specifics of the Ukrainian and russian information campaign and identify the features of the failure on the part of the aggressor.

Information warfare is a struggle waged in the media and social networks in peacetime or wartime in order to influence the population of another country through the dissemination of certain information. The main goal is to convince and arouse the sympathy of potential allies; and at the same time spread confusion, uncertainty and distrust among the population of the enemy. In particular, this includes cyberattacks, destruction of enemy information systems, fake news, disinformation, bots, and propaganda [3].

Martin Libicki refers to information manipulation as a: ***"semantic attack", and notes that "A system under semantic attack operates and will be perceived as operating correctly...but it will generate answers at variance with reality..."*** [3].

russia began to reveal its true identity in 2014, when it came to our territory with absurd intentions, relying on an element of information warfare, which the russians call "reflexive control."

russian information operations in Ukraine do not herald a new era of theoretical or doctrinal advances, although they aim, in part, to create precisely this impression [6].

The key elements of russia's reflexive control techniques in Ukraine have been:

- Deception operations to conceal the presence of russian troops in Ukraine, including sending "green men" in uniform to eastern territory without insignia.
- Concealing moscow's goals and objectives in the conflict, which sows fear in some and allows others to persuade themselves that the Kremlin's aims are limited and ultimately acceptable;
- Create a huge number of fakes.
- An important part of the disinformation for the population in russia is the rejection of any calls for the involvement of russian soldiers in genocidal actions.

- The aggressor constantly appeals with ridiculous statements about the intention to save the population of Ukraine from the Nazis, from oppression, which never existed.

At present, russian media have tried by all possible means to explain russia's invasion of Ukraine and resorted to distorting facts and outright lies.

The evil irony is that russian propaganda operates according to the will of one American. 33 US President G. Truman said: "If you cannot convince - confuse." This is the answer to the question of what russia is actually doing on the information front. And this is an explanation of why the aggressor easily operates mutually exclusive and notoriously ridiculously false passages - they need not convince, but to confuse and "leave a residue" [6].

There is no doubt that in pursuit of this principle, the russians continue to call the mass atrocities of their soldiers in Bucha, violence, looting, and the killing of civilians a provocation and falsification on the part of Ukraine.

The second month of russia's full-scale invasion of Ukraine is under way. Most of the world's media claim that Ukraine has won in the information space.

And it really is. The struggle both at the front and in the information space is now an example of the opposition of national unity, the desire for freedom and democracy against tyranny, censorship, and bloody chauvinism.

Consequently, the russian government has censored the last remaining independent media outlets, restricting social media so that the truth does not reach russian users. They have introduced new legislation that threatens long-term imprisonment for journalists who dare to describe the attack on Ukraine as a "war" [5].

In order to convey at least some information to the russian Internet consumer, it is not enough just to make arguments. Their space is so full of media dirt that they don't want to know the truth. There are several ways to direct the thoughts of the aggressor's people on the right path:

- ***First***, you need to ask questions. These are questions that the government has not answered. "What are you fighting for as a soldier? What are you dying for?", "Why is this war for?", "What's next?". The leadership did not explain to their military what exactly they were fighting for? They were told only against what.
- ***Second***, it is necessary to show photos and video materials of interrogations of russian prisoners and those soldiers who are no longer alive.
- ***Third***, it is important to turn not only to the russian media, which are censored. The whole civilized world writes the true information that fills the Internet. By gathering the same information from multiple, redundant sources, you increase the likelihood that the correct information will get through [2].

However, no matter how strong our desire to tell the truth and restore justice, it is really difficult. There is little journalism here; we need strategic communication with purposeful facts for each audience. Admittedly, russian mothers can trust TV propaganda more than their own captive son. We will also have to argue every time that targeted shelling of housing is a war crime, like shooting civilians during an evacuation, and why a maternity hospital cannot be a military target [1].

***CONCLUSION*:** The bloody war that continues on the information front is widely touted as the most black-and-white problem of good against evil in modern history. Media users are increasingly falling victim to the information war waged by both so-called traditional media and on the Internet. The main task of information wars is to manipulate the masses. An important element of individual resistance to propaganda is to escape the "information bubble" by filtering the sources and acquiring information other than that offered by traditional media. Meanwhile, false russian narratives are no longer being given equal space in the international media or allowed to pass unchallenged. putin's attempts to justify his invasion have notably failed to gain significant traction. Instead, his increasingly unhinged rants about Ukrainian "neo-Nazis" have been widely ridiculed or simply dismissed [3], [2].

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THE IMPACT OF THE WAR ON LABOUR MIGRATION AND THE ECONOMY OF UKRAINE

War causes people not only fear but also thoughts about the future, how to live and what to do next. Since many people lost their jobs during the fighting, they are no longer able to survive and provide for themselves. Therefore, most people seek refuge in other countries for security and assistance.

The conflict in Ukraine has created the largest wave of refugees since the end of the Cold War. In just five weeks, more than 4 million people have sought refuge in other countries, and millions have been relocated to Ukraine. The speed with which people leave Ukraine is much higher than anywhere else in the world, according to UN data (see Fig. 1).

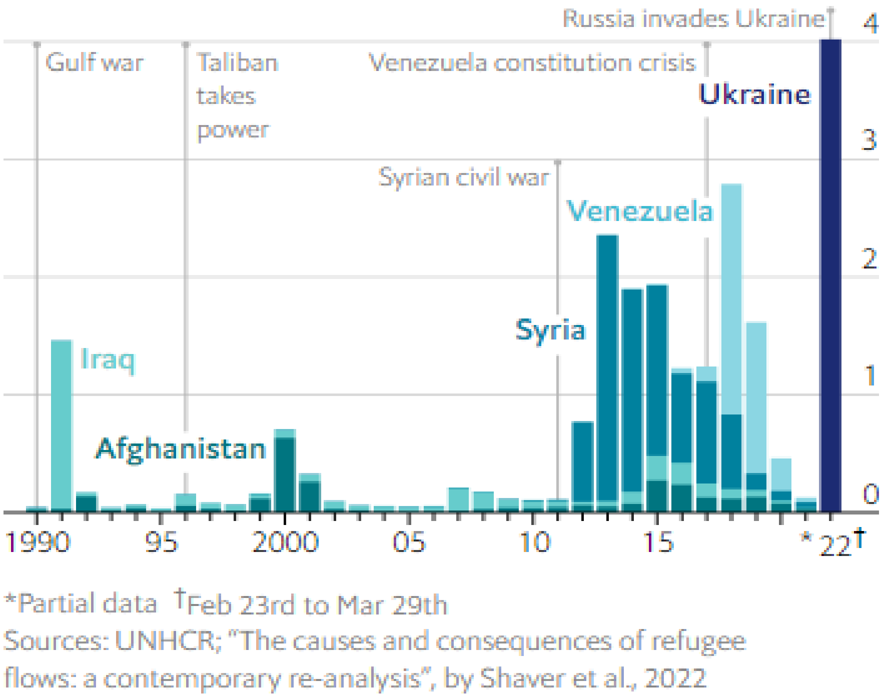

Fig.1 Flows of refugees during crises.

As can be seen, Fig. 1 shows that the largest number of "refugees from the war" was recorded in Ukraine. And even the civil war in Syria, which has been going on for 11 years, has not had such an extraordinary trend as in Ukraine. Therefore, of course, this affected the economy of the whole of Ukraine.

Unequivocally, the events we are experiencing have been reflected in all spheres of life. It is very difficult now not to notice the problems that have arisen since the beginning of the war.

According to the UN, since February 24, 2022, more than 3.3 million people have gone abroad. And almost 6.5 million people have become refugees in the country. Many companies have lost their employees or even suspended their activities, which affects the functioning of the economy and employment. Such global migration reduces labor supply in the Ukrainian labor market, and hence potential GDP, and if its use in the destination country is less than its potential, it also leads to disqualification. Therefore, as a result of the war, the country's economy and, of course, the well-being of the population itself deteriorated significantly. Most workers have lost their jobs and therefore, this has been a push to find a better life abroad.

Thus, the sharp decline in incomes, falling living standards, the spread of poverty, and the loss of property, jobs, and savings as a result of the war pose a problem for many Ukrainians to survive. Therefore, I believe that the impact of migration during the war hurts Ukraine and its economy, but I hope that all those who left Ukraine will still return, and this will help restore our country's potential in labor resources. And to return Ukrainians after the end of the war, it is necessary to pursue an appropriate policy. It is necessary to restore the economic and social condition of the population and provide them with employment.

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METHODS OF USING SITUATIONAL MARKETING IN ADVERTISING

A key role in business occupies an efficient promotion of goods or services by advertising if you can use an important tool - situational marketing in any announcement, then it will be able to bring a good result.

Every day there are various events that we cannot predict, namely: the victory of a team in international football competitions, a pandemic in the world, or the issue of a new movie from Netflix - all this is the situations that have occurred in our time. How to respond to this business by means of situational marketing and not to lose a chance to attract a really productive advertising, which will add attention to a large circle of consumers? What methods are in the use of this tool are known today and, which is better to draw attention to it described in these theses.

Situational marketing is an event that allows you to use the current situation in socio-political life for the benefit of your product or brand. Situational marketing increases sales, increases brand awareness or launches viral advertising [1].

The goal is to increase product sales or services, marketing growth, interest of existing and new target audience, to save a brand using an event as an occasion for marketing activity.

The place of advertising in this case does not play a significant role, It is important for the customer, which is targeted by the company, to see the message and to become interested in it. To do this, you need to focus on current events taking place at the moment, and with the help of creativity, visualization and comprehensiveness to submit information through advertising in such a way as to achieve its goal.

To start you need to understand that situational marketing is always impromptu, which requires a balanced mix of current topics, wit, self-irony, efficiency and tact.

Then determine the purpose of the ad, why you are doing it. And the plan here is no longer working, as it is impossible to schedule an event or situation in the world, country or region. Therefore, the main key to the realization of the idea of situational marketing is the ability to take advantage of all the opportunities that the world gives us. Examples include the premiere of this month's New Fantastic Beasts: Dumbledore's Secrets and the use of your product or service in advertising; also the introduction of the action on umbrellas after a long drought and heavy rainfall.

Using a hot topic, which is now actively discussed in society for your product - this is in most cases not only a benefit for the company, but also you were able to cheer up the customer.

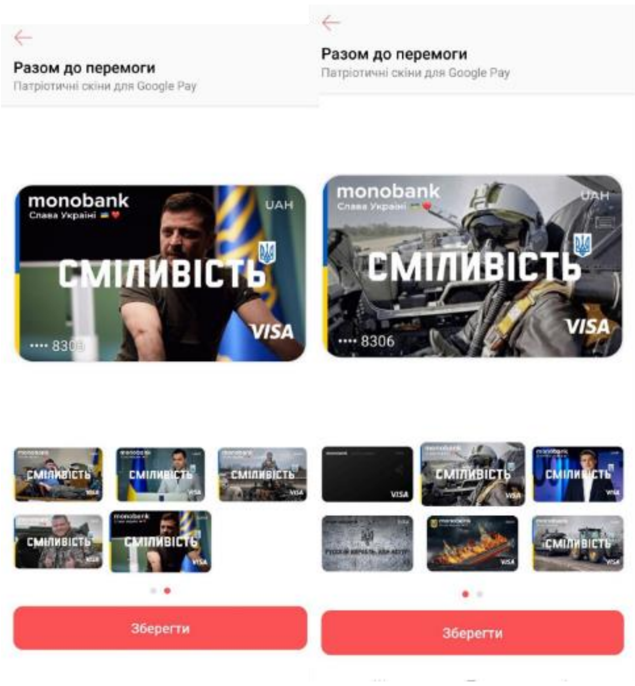
The path to the client today lies through emotions. And how exactly they can be hooked - this marketing tool helps. Therefore, a pre-planned event is not situational marketing. And a quick reaction to the news is the key to successful advertising that will benefit all parties.

Here are the following methods of using situational marketing in advertising:

1. **Determine what exactly you want to achieve**: will it be the number of likes and reposts or the increase in the number of conversions to your company's page, the number of appeals from new customers, sales growth or maybe something else? Your creativity should be beneficial, and the effect should be measurable [1].
2. **Be aware of the interests of your target audience.** That is, a qualitative analysis of target audience and an understanding of where they spend more of their free time. For example, join the social group Facebook, and see what is interesting for your potential client, because there you can find many ideas for situational marketing.
3. **Follow the news in the world or your region / city.** You can do this regularly by watching current events or using services such as hot trends from Google.

If you like the idea, but you are not confident in your abilities, it is better to avoid topics related to religion, black humor, ambiguous statements about race, gender, sexual minorities, etc. Even if you have invented a very original joke, think several times if it does not hurt your reputation. You can ask your colleagues what they think about your impromptu attitude to this event.

4. **Do not miss the bright and important news.** "Batman" 2022 was released in Ukrainian dubbing, but no one has used this film in their product advertising. Elon Musk provided assistance to Ukraine at Starlink, but not all operators provided a free package of megabytes to their users (not including Kyivstar). During the war in Ukraine, you can show support for the army and Ukrainians, but do not use this situation for business purposes. For example, Monobank said that in the long run it increases the trust and loyalty of customers who share this position. In this case, the brand as a person, as a friend. The bank did not invent this situation itself, but reacted to it in time, so it is situational marketing.



5. **Act quickly.** Yesterday's news is no longer news. Even if the opportunity was not used by competitors, the effect of a pleasant surprise will be lost [1].

6. **Be witty but tactful.** Because there is nothing worse than offending your customers. Try the opinions of your friends and a few loyal customers first. Promptly "should not be equal to "reckless".

7. **Monitor the effect of your actions.**

8. **Learn from your mistakes and successes.** Because you create ads for your regular and new customers.

Thus, the methods of using situational marketing can contribute to a reputation, loyalty, an increase in the company's profits and an interesting promotion of information in advertising. Quote: "Catch the fleeting moment of life!" - Olexandr Oles.

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THE ROLE OF SOCIAL ENTREPRENEURSHIP IN SHAPING THE COUNTRY'S DEVELOPMENT AND SOCIAL WELFARE

Gregory Diz, a theorist of social entrepreneurship, has a broad and thorough definition of terms related to social entrepreneurship. The scientist defines the place of social entrepreneurship in the modern world and describes social entrepreneurs as those who play the role of a generator of change in the social sphere. He attributes to them the characteristics and skills, they, in his opinion, act as follows: determine the mission aimed at creating and maintaining social, not only material values; constantly looking for new opportunities to fulfill the mission; constantly attract learning to the learning process, use innovations and innovations; act boldly, not limited to currently available resources; but demonstrate a high level of responsibility for their customers and performance.

The most common definition of social entrepreneurship belongs to Gregory Diz, who identified five factors that determine it [1]:

- undertaking the mission of creating and maintaining social value (benefits);
- identifying and using new opportunities to implement the chosen mission;
- implementation of a continuous process of innovation, adaptation, and learning;
- determination to act, not limited to the geographical location of resources;
- high responsibility of the entrepreneur for the results of its activities - both to direct customers and to society.

Therefore, social entrepreneurship is a self-sustaining economic activity of producing a socially significant product or service with the use of innovative solutions that transform the service and/or mechanisms of its economic realization for the benefit of society, the ultimate goal of which is not only profit but also production a product or service designed to solve a social problem [1]

Social entrepreneurship is aimed at solving social problems, which are characterized by the following main features:

- social impact - targeted focus on solving existing social problems in society;
- innovation - the use of new, unique approaches to increase social impact;
- self-sufficiency and financial stability - the ability of a social enterprise to solve social problems as long as necessary, and at the expense of income from its activities;
- scale - increasing the scale of social entrepreneurship (nationally and internationally) and disseminating experience to increase social impact;

- entrepreneurial approach - the ability of a social entrepreneur to see the shortcomings of the market, find opportunities, accumulate resources, and develop new solutions that have a long-term positive social impact on society as a whole [2].

Thus, social entrepreneurship has positive effects from activities that contribute to the socio-economic development of the country, namely:

- promoting the employment of people with disabilities and the unemployed;
- proposing new ways to reform public social services;
- support for the involvement of citizens in social initiatives on a volunteer basis, uniting communities around social issues;
- expansion of types of social services that remain out of the focus of ordinary business due to low profitability, unpopularity, lack of proper training;
- effective use of available resources of the region in solving social problems;
- reducing the burden on local budgets in solving social problems (relevant in the context of chronic budget deficits);
- contribute to the formation of a favorable competitive environment [3]

In Ukraine, social entrepreneurship is becoming increasingly popular as an effective mechanism for solving the local social and economic problems of territorial communities [2]. However, today it is financed mainly by foreign funds and organizations with a significant lack of involvement of business approaches and initiatives in its creation and implementation.

Thus, we can conclude that social entrepreneurship, performing important constructive functions of economic activity, is an important mechanism for raising the level of socio-economic development in Ukraine. In the modern economic environment of Ukraine, special attention should be paid to the problems and prospects of social entrepreneurship, the scale and pace of which cannot be predicted.

An important role of social entrepreneurship in the socio-economic development of Ukraine is to ensure the production of affordable goods and services that can meet the needs of socially vulnerable groups, create new jobs, and effective use of labor potential accumulated among vulnerable groups.

The prospect of further research is to study ways to effectively combine social entrepreneurship and the business environment in Ukraine.

Theoretical foundations of social entrepreneurship, determining its role in shaping social welfare, have been formed quite recently. Social entrepreneurship is considered to be one in which social tasks prevail. The meaning of meeting social needs in the formation of social welfare is extremely large, so the phenomenon of social entrepreneurship is actively studied by science and implemented in practice. Although in the early days of entrepreneurial practice the idea of the purely economic significance of this phenomenon prevailed - now scientists, public and entrepreneurial figures recognize the emergence of social entrepreneurs. The role of social entrepreneurship in the formation of social welfare meets the criteria of social benefit for the entrepreneur, and most importantly - for consumers of goods.

Social entrepreneurship is considered to be a form derived from business activity, a type of management with non-economic specialization. It arose as a result of increasing human well-being, with the advent of the understanding of the need to link economic (financial) results with social ones. According to the interpretation of M. Kuts [4], research, ideas of G. Diz, K. Alter, I. Kaminnik, social entrepreneurship is: derived from traditional business activities carried out by non-profit organizations [4]; also social entrepreneurship is a mechanism of social change [5], which are appropriately embodied in the consequences for living standards, income growth, lower unemployment - other criteria for the well-being of members of society.

It is believed that social entrepreneurship is a tool for solving social problems, developing territories, promoting energy efficiency, environmental friendliness, implementing environmental programs, etc., which is directly related to the factors shaping public welfare.

The development of social entrepreneurship is based on the motives of meeting the needs of the highest order, which are formed evolutionarily and are related to the level of satisfaction of economic needs, socio-psychological motives of entrepreneurs, as well as the intellectual level of nations. The presence and development of social entrepreneurship depend on the quality of social capital, i.e. the level of trust, and traditions of interpersonal interactions. The effective development of a social enterprise requires social capital [6] because the priority of this type of organization - solving the social problems of society.

In practice, social entrepreneurship took place mostly in areas sensitive to the state and society. For example, the agri-food sector is characterized by enterprises that, with the support of the state and philanthropic businessmen, produce social food and sell it on special trading platforms at social prices. Meeting the needs of the widest possible range of people means the nature of the modern role of social entrepreneurship in shaping social welfare.

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FACTORS OF INFLUENCE ON CONSUMER BUYING BEHAVIOR

Marketers and advertisers of different companies are engaged in the research of consumer behavior. In particular, they try to find out the reasons for buying unnecessary things. This issue was investigated by Pamela N. Danziger in her book "Why people buy things they don't need: understanding and predicting consumer behavior". The author distinguished four types of discretionary spending: utilitarian, indulgence, life-style luxuries and aspirational luxuries. As Pamela N. Danziger concluded, consumers are not logical, and what they want, desire, and dream of owning is not logical. On the other hand, they need logical reasons to justify the purchase of products they don't need [1, p. 30].

To better understand the reasons for buying unnecessary things, we have to clarify the motivation for buying products. Abraham Maslow in his paper "A theory of human motivation" established the hierarchy of needs. He identified five types of needs: physiological, safety and security, love and belonging, self-esteem and self-actualization [2, p. 370]. According to this theory, after a person has satisfied the needs of the first level, he or she moves on to the next one. Therefore, products are able to satisfy consumer requirements depending on their needs. Company marketers are aware of this theory and can manipulate the desires of consumers by giving them the right messages. This idea can effectively motivate a person to buy something he or she did not need before. For instance, advertisements of Coca Cola show love and care between people and family. As a result, it brings people together and make consumers feel better after buying Coca Cola products.

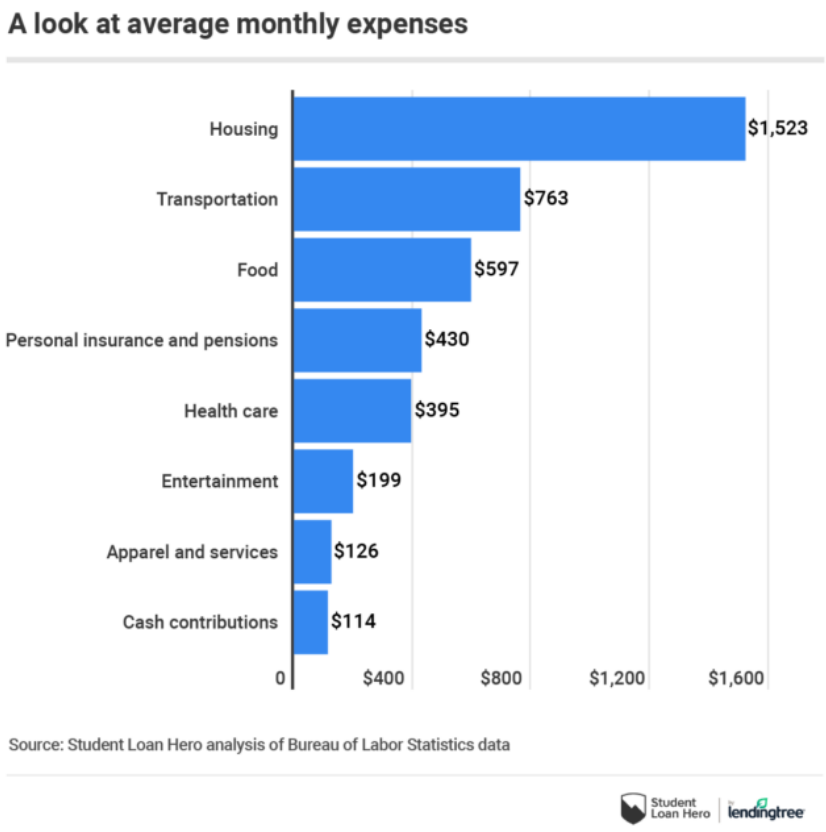
Nowadays, people do not have to fight for food, they obtain products from grocery stores. Purchasers have more free time and they can buy more things. Consumer needs are constantly growing due to aspects such as economic conditions, personal preferences, marketing campaigns and group influence. As needs become satisfied, new necessities emerge to be fulfilled.

In 1769, in Paris, a French philosopher Denis Diderot wrote an essay describing his acquisition of a new luxury red dressing gown. The Diderot effect states that the introduction of a new possession produces a spiral of consumption that drives people to buy new things. It follows that consumers start to buy more and more things that they did not need before. For instance, the purchase of the iPhone forces consumers to buy other Apple products. The reason is the desire to have a complete set.

Moreover, when a consumer comes to the Ikea shop to replace a chair, there is a desire to acquire tables, beds, wardrobe that seems to belong with it.

Many products purchased by consumers evoke positive emotions. Researchers from Student Loan Hero researched the data and concluded that people spend about 200$ on entertainment (Figure 1). Emotions play an enormous role in the process of buying. In “Contagious: why things catch on” Jonah Berger explains six principles of consumer motivation: social currency (this means that people usually share things that make them more clever, funny or smart), triggers, emotions, publicity, practical value and stories. [3, p. 254]. Besides, researchers from Stanford found that when people see pictures of products they would like to buy, the area with dopamine receptors in the brain is activated. It can be concluded that the more a person feels good about purchasing goods, the more likely they are to continue shopping.

Figure 1. Average Monthly Expenses Statistics: 2020 by Student Loan Hero



In addition, the social proof theory explains the consumer behavior. Robert Cialdini presented this principle in 1984 in the book “Influence: the psychology of persuasion”. Psychologists explain that a person, who does not know what right behavior is, will imitate other people and their actions. There are six types of social proof that marketers use in their strategies: expert, customer reviews, celebrities, crowds, friends’ referrals and certifications. Amazon uses this theory by giving other consumers opportunity to see reviews and testimonials. Consumers are more likely to buy things after seeing that a product has 30,000 five-star reviews.

The “Fear of missing out” (FOMO), associated with social proof theory, is also used in marketing strategies. The term “fear of missing out” (FOMO) was introduced by Dan Herman in 1996. Defined as a pervasive apprehension that others might have a rewarding experience that you are missing, FOMO is characterized by the desire to stay continually connected to what others are doing. The FOMO marketing strategy uses triggers such as urgency, specific time limit, social proof and highlights the feeling of missing opportunities. Companies use a time limit banner for special events such as Black Friday, New Year and other holidays. This timer encourages the consumers to buy more things they didn't need before.

Thus, we have distinguished the following factors of influence on consumer buying behavior: manipulations of marketers using Maslow's hierarchy of needs, the Diderot effect, emotional aspect and dopamine reaction, the social proof and the fear of missing out. Using all these triggers, sellers have the opportunity to influence buyers and their desires.

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PSYCHOLOGICAL FEATURES OF ATL-ADVERTISING AND BTL-ADVERTISING

In modern conditions, advertising has become one of the important spheres of human social life. Advertising surrounds us everywhere: on the street, in the cafe, shopping malls, in our apartments and even in our smartphones. First of all, advertising is a means of communication between the producer and purchaser.

Advertising can have an emotional and psychological impact on the consumer, that is, if advertising was available and interesting, it too attracts customers. It is able to render both cultural and social impact on the consumer and society.

The concept of integrated marketing communications is becoming increasingly popular. Today the advertising is divided into three segments, which have their own specific characteristics: ***ATL-advertising*** (as it also said, Above The Line), ***BTL-advertising*** (Belove The Line) and the combination of these two types of advertising – ***TTL-advertising*** (Through The Line). Let's take a look at each of these approaches.

We will start with the first type of marketing activities namely ***Above the Line (ATL) advertising***. So, what it is? The answer is quite simple: it consists of advertising activities that have a wide reach and are largely non-targeted. If we talk even easier, it is obvious advertising, that is, we immediately understand that now we advertise this product, encourage to buy and illuminate the product with its best side. It also includes mass marketing strategies which are focused on building the brand and are largely untargeted. These strategies help companies reach a larger audience and create brand visibility.

Examples of Above the Line Promotion:

- Print Advertisements (magazine, newspaper, online articles);
- Television (TV advertisements);
- Radio (local radio stations);
- Outdoor Advertising (flags, banners, wraps, billboards etc.);
- Internet (social medias, email, web sites etc.).

Pros and cons of ATL-advertising:

\+ presents a wonderful instrument for developing a name;

\+ investing in lasting brand recognition throughout the general market;

+ the result can be very valuable for any new business;
+ can increase market penetration rates;
– offline promotion is certainly more expensive than online campaigns;
– it is impossible to calculate with any semblance of security the impact and return on investment;
– it is not a measurable investment;
– that makes it hard to plan a marketing budget or a long-term strategy.

The second segment that may be considered is the ***Below The Line (BTL) advertising***. Firstly, the BTL includes all possible ways to stimulate sales. The costs of this direction are calculated from the general budget for the implementation of marketing communications. Secondly, it is believed that BTL advertising is more targeted and allows you to carry the call to purchase or any other advertising directly to the final individual consumer. Usually the invoice is extremely individual, and the BTL works, as a rule, directly at the place of sale or the decision-making area to buy.

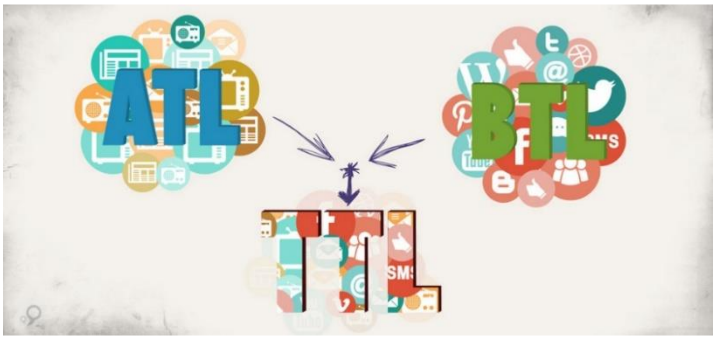
Examples of Below the Line Promotion:

- promotion of sales;
- placement of POS-materials;
- merchandising;
- direct address distribution;
- stimulating shares for buyers and employees of the trade chain.

Pros and cons of ATL-advertising:

+ the bonds and relationships created between brands and consumers are stronger and long-lasting;
+ this alone is enough to bring value to a business;
+ the strategies and campaigns are usually a lot cheaper and affordable;
+ BTL activities can be modified or canceled during execution since most are online-based;
– there is a great need for data;
– you will need to invest in specialized talent and marketing teams;
– you need to follow the process and monitor closely each campaign;
– you need to be familiar with the mediums involved, and the platforms used to develop these strategies.

The last segment which we are going to talk about today is the ***Through The Line (TTL)*** advertising which, as I said earlier, includes two previous types of advertising. These are advertising campaigns that combine elements of ATL and BTL-advertising. As a rule, they start with direct ATL advertising, which provides a primary attraction to the audience. In simple terms, TTL «mixes» direct and indirect channels of promotion of goods and services, which helps to build new effective advertising bundles. In this way, combined and integrated marketing communications are created that take advantage of ATL/BTL tools and not disadvantages.



Thus, advertising is a kind of activity or produced result products, the purpose of which is realization of household or other tasks of industrial, service enterprises of public organizations by means of distribution of information paid by them, formed in such a way as to give increased influence to mass or individual consciousness, causing a predetermined reaction of the chosen consumer audience. It is possible to reach an unfortunate conclusion that in our time ATL technologies, considered until recently the most effective means of advertising distribution began to compete actively with BTL carriers. It was connected first of all with the re-enrichment of traditional advertising media.

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UKRAINIAN REFUGEE SYNDROME

These days we have very hard situation in the world with refugees. There are a lot of people that left their homes and motherland because of the war, natural disasters, violence or persecution. Before the Russia-Ukraine war, the world know refugees from Syria, Afghanistan, Iran, Serbia, Pakistan, Palestine and other difficult countries. But on the 24th of February all have changed. Russia started the war that forced Ukrainians to leave their homes and find safe place for future leaving. From the start of the war 3,2 millions of Ukrainians went away from the country and became refugees. Scaring fact is that the number of Ukrainian refugees is more than population of Kyiv.

First of all let's talk about refugee syndrome or resignation syndrome and its meaning. ***Resignation syndrome*** (also called ***traumatic withdrawal syndrome*** or ***traumatic refusal*** or ***abandonment syndrome***) is a catatonic condition that induces a state of reduced consciousness, first described in Sweden in the 1990s. The condition affects predominately psychologically traumatized children and adolescents in the midst of a strenuous and lengthy migration process. Young people reportedly develop depressive symptoms, become socially withdrawn, and become motionless and speechless as a reaction to stress and hopelessness. In the worst cases, children reject any food or drink and have to be fed by feeding tube; the condition can persist for years. Resignation syndrome appears to be a very specialized response to the trauma of refugee, in which families, many of whom have escaped dangerous circumstances in their home countries, wait to be granted legal permission to stay in their new country, often undergoing numerous refusals and appeals over a period of years. Depicted as a culture-bound syndrome, it was first observed and described in Sweden among children of asylum seekers from former Soviet and Yugoslav countries. So in conclusion resignation syndrome is about psychologically traumatized children and adolescents that have depressive symptoms and become socially withdrawn as a reaction to stress of migration. [2]

Besides the resignation syndrome refugees also face with survivor syndrome. ***Survivor syndrome*** or ***survivor guilt*** is a mental condition that occurs when a person believes they have done something wrong by surviving a traumatic or tragic event when others could not. It may be found among survivors of combat, epidemics, murder, natural disasters, rape, terrorism, accidents, among the friends and family of those who have died by suicide, and in non-mortal situations. Survivor guilt was first identified during the 1960s among Holocaust survivors. There are three types of survivor syndrome:

- ***first***, there was guilt about staying alive while others died;
- ***second***, there was guilt about the things they failed to do;
- ***third***, there were feelings of guilt about what they did do, such as scrambling over others to escape.

Symptoms of survivor syndrome are: depression, insecurity, apathy, withdrawal symptoms, psychosomatic illnesses, states of anxiety and agitation, insomnia, inner restlessness and guilt. Guilt, which the person concerned cannot suppress in the long run, is central and underlies the survivor syndrome. The survivors cannot understand why it was they who survived, doubt that they deserved the right to live, believe that they deserve some kind of punishment for seemingly escaping, suffer from a sense of condemnation from those who remained in more dangerous places. Survivors may have both physiological and mental symptoms: obsessive thoughts, anger and irritability, feelings of helplessness, sleep problems, headaches, nausea or abdominal pain, social isolation, suicidal thoughts. There are some advices for people with survivor syndrome:

- Allow yourself to be sad. This is fine. Do not put pressure on yourself by thinking about that someone is in more difficult situation than you.
- Do something for others. It can be help in volunteer centers or psychological support for other people.
- Practice self-forgiveness. Forgiving yourself can help you move forward and regain a positive outlook.
- Remember the true causes of the traumatic situation. Shifting attention to the external changes that created it will help to get rid of self-blame.
- Be in contact with people who have similar experiences. This will help you get over feeling lonely in your struggle with difficult emotions, get to know your thoughts and emotions better, and also learn how others are coping with them.[3]

We figure out with ***resignation syndrome*** and ***survivor syndrome*** and understand all the niceties of concepts, so now let`s talk more detail about Ukrainian refugees and their problems. Bordering Ukraine to the west and south are Poland, Slovakia, Hungary, Romania, and Moldova—all of which are taking in refugees. The UNHCR reported close to 650,000 arrivals at the Polish border as of March 3, with Hungary receiving the second largest number of people, at 144,738. [4] Among Ukrainian refugees there are: mothers with children, elderly people, students, sick people and others that need help. As an example we can explore story of Olga, student of medical unervesity. Following a 20-hour trip to Poland, including 2 hours spent waiting at the border crossing in the cold and snow, Olga is starting to come to terms with the reality of her situation. She has heard about condition called refugee syndrome and she think she is feeling the effects. She can`t find a way to stay calm. She feels scared all the time. People like her need mental health support because they feel completely disoriented and lost. Her mother feels the same – she cries, she checks the news on her phone and has no idea what will happen next. Her little sister too – she doesn't want to play or engage with anyone; she just wants to go home. Yet, at the moment, Ukraine's millions of refugees have no idea when or if they will be able to return home – nor when they will next see the husbands, sons and fathers that have had to remain in the country to fight. We are seeing people arriving scared and distressed. Although they feel safer being in Poland, they face such uncertain futures and are naturally anxious for the people they have left behind.[1]

Conclusion: Ukrainian refugees face with a lot of problems now. Europe made a great help to us. They provide us with medical and psychological assistance. After all, Ukrainians really feel guilty for leaving their homes and not feeling all this horror of war. ***Resignation syndrome*** and ***survivor syndrome*** are not fantasy of scientists; they are real psychological disorders that cause depression, bad mental and physical health.

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CROSS-CULTURAL AND PSYCHOLOGICAL ANALYSIS OF CONSUMERS

Today's globalization is accompanied by a change in the driving forces of doing business, the blurring of borders, the boundaries of companies, the reduction of technical, technological, information barriers between countries and consumers. Entering international markets means the need to accept new challenges from the marketing environment at both macro and micro levels. Another level of competition means the need to better study the consumer and develop a proposal in which he would not only pay attention to the company, but also show loyalty to its products in the future. However, under the influence of exchange processes, not only the integration of economic processes is gradually taking place, but also the mutual influence of cultures, the components of which, the values of nations and specific consumers are more resistant to change. This highlights the need for cross-cultural analysis and consideration of its results in the process of building relationships with the international consumer community. [3]

Cross-cultural analysis is a type of scientific research according to which human behavior and social groups are studied in the context of their cultural characteristics.

In cross-cultural research, the main focus is on common and distinctive features in the structure, functioning and development of certain social and psychological phenomena in different cultural groups. [2]

The method of cross-cultural and psychological analysis of consumers was formed in the 80-90s of the 20st century. Many scientists, including Trayandis, Lewis, Maslow, Kosov, Stegniy and many others, have paid considerable attention to this question.

According to writer and scientist Richard Gesteland, cross-cultural analysis allows the company's management to adapt to the consumer and build partnerships with him in compliance with formal and informal cultural characteristics, taking into account time limits, emotional expressiveness or emotional restraint. This approach, which is not given due attention in the practice of domestic enterprises, allows to create effective communication and sales channels that will avoid conflicts and misunderstandings between parties of business interaction, find compromises in pre-contractual, contractual and post-contractual processes and clearly comply with signed agreements. [4]

Both the domestic and international market is a very complex system with many different connections, it consists of a large number of segments, which, on the one hand, increases the attractiveness of going beyond the national market, and on the other – puts new challenges to marketing. [3]

Research into different consumers' styles and lifestyles is of great importance for marketing communication. The study of different lifestyles makes it possible to compare consumer behavior in different cultures. Lifestyle demonstrates how consumers work, spend their free time and money. It is possible to study the lifestyle of consumers by observing their behavior during the purchase of necessary products and the way of spending free time, as well as by determining the psychological traits of consumers, in particular, their attitude to certain products. [1]

Cross-cultural analysis is important for building business relationships when entering the market; management of foreign branches of the enterprise; better knowledge of the consumer in the market, which is manifested in the development of the range, product positioning programs, building promotion channels, pricing policy and adaptation of communication messages to the requirements of a particular market. [3]

In addition, the results of cross-cultural and psychological analysis are very useful in building business relationships with partners, in negotiations with them and the development of business contacts. And knowledge of the differences and features of business and general culture largely determines the success of the company in managing the work of foreign affiliates with a multinational team. [1]

All things considered, it can be noted that cross-cultural analysis belongs primarily to the exploratory type of research, which allows to form and test hypotheses about the impact of psychological variables on consumer behavior in a particular market. [3]

It is possible to explain why cross-cultural and psychological analysis of consumers is very important in marketing on the example of the American company "Smith Kline". The company understood the dangers of launching the "Contac" cold medicine on the Chinese market, as the country's medical culture focuses on herbal medicines that are provided free of charge under the health care system. However, her marketing research has shown that many Chinese consumers are focused on a more modern lifestyle. Therefore, "Smith Kline" took this trend into account and successfully organized sales of drugs in the Chinese market. [1]

The most important component that most fully reflects the culture are the values inherent in society, it is need to follow them when making decisions in marketing. The main manifestations of values include: ***verbal language***, which is considered the "key to culture". It influences the promotion of goods on the market from its name to advertising slogans. Ignoring the features of pronunciation, the connection of words with certain concepts leads to unsuccessful or distorted translation of messages, due to which the product is not perceived by the consumer. To avoid mistakes, it is necessary to address the native speaker as a consultant; ***non-verbal language***, which is a specific manifestation of culture and needs to be studied. The importance of this area of cross-cultural research is evidenced by the presence of a separate field of knowledge - symbolic management. Errors in the use of symbols, numbers, colors, categories of space and time, gestures and their combinations can cause serious problems in the development of the segment; ***religion***. As an element of culture, religion affects the economic activities of people and society. Religions have their own precepts, prohibitions, views on the place of men and women in society, etc .; ***racial, national differences, cultural inherent myths and traditions***. They are formed more than one generation and have a significant impact on the perception and consumption of goods. [3]

CONCLUSION: a deep understanding of the characteristics and needs of individual consumers, as well as their culture, allows companies to adapt information, tools and sources of its dissemination, improve the provision and conditions to meet customer needs through cross-cultural and psychological analysis of consumer behavior. Cross-cultural research and analysis of the behavior of external consumers, that is customers and intermediaries and internal - shareholders and staff, allows the company to focus on building mutually beneficial relationships and involve all employees in the organization, implementation and management of business processes. [4]

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APPROACHES TO THE PROMOTION OF UKRAINIAN ARTWORKS IN THE SETTING OF MANIPULATIONS IN THE PUBLIC MEDIA SPACE

In today's world, you need to compete for consumers' attention to your products. More and more companies are adding to the manipulation in the promotion, including in the public media space. This is due to the acquisition of the proceeds from the sale of their goods. Recourse to manipulation causes high competition, so for Ukrainian works of art, the solution is to find new or improve existing approaches to promotion. The urgency of the topic is due to the fact that today it is a question for Ukrainian players in the media.

Before considering approaches to promotion, it is necessary to define the term "manipulation" and highlight which they are in the media space. The Oxford Advanced Learner's Dictionary defines manipulation as behavior that controls or influences somebody/something, often in a dishonest way so that they do not realize it [1]. Among the most common manipulations in the media space, I single out the distortion of information, selection of headlines, photos or videos, experts, and opinion leaders. They are the most problematic for the Ukrainian media space.

For example, today the Russification of Ukrainians is a clear example of manipulation. In particular, the problem is that many Ukrainian artists — Kazimir Malevich, Vasyl Kandinsky, and Oleksandra Exter — are still perceived as representatives of Russian culture. I believe that the Ukrainianization of their public images not only in the homeland but also in the world should be taken as a goal during the promotion. In this case, the press information combined with marketing and advertising will be an appropriate approach. In particular, the Rodovid publishing house does a lot to promote Ukrainian art. A striking example is a performance dedicated to the world-famous avant-garde artist Oleksandra Exter, which was shown in the "Art Arsenal." In addition, the general director of the "Art Arsenal" Natalia Zabolotna proposed to rename the Boryspil Airport to Kazimir Malevich Airport. Such approaches to the promotion of both Ukrainian artists and their works are relevant now when the world is experiencing a trend towards a cancel culture of all things Russian.

As for book editions promoted as Ukrainian works of art, in the conditions of Russia's war against Ukraine, the approaches to promotion became more rigid. Both authors and publishers' resort to different types of advertising. Now more and more people are starting to use shockvertising. Slovak researchers give the following definition: shockvertising is an innovative advertising technique that purposely attempts to gain and keep attention with horror and disgust. This type of advertisement, in which blood, internal organs, racism, and sexuality play a central role [2, p. 104].

A striking example of shockvertising is Valery Ananiev (also known as Valery Marcus) and the promotion of his own book, "Footprints on the Road", on his Twitter account. However, Twitter's rules prohibit the distribution of excessively brutal media files. Therefore, for the 1 day, Valerius Marcus' account was blocked, and the post is now deleted. However, the effectiveness of this method of promotion cannot be denied. Interestingly, Valery Marcus duplicated the message on his Telegram channel (Fig. 1). The publication received almost 3,500 likes and more than 500 comments. A few days later the writer announced the signing of a contract for the publication of a book in the Czech Republic and plans to sign a similar contract with a Polish publisher.

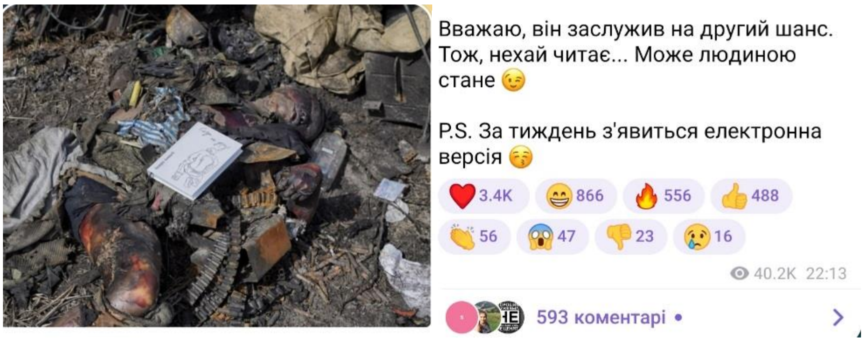

Fig. 1. Post published by Valery Marcus in the Telegram

In addition to shockvertising, the promotion of books through memes is gaining popularity. Many memes along with other user-generated content have been the subject of brand-related material which gives the consumer a new level of power. It has been known that word-of-mouth is an effective form of advertisement, but in the modern era people do not interact as before in previous years yet the trend of looking for consumer information and being product savvy is still on the rise [3, p. 4]. That is, the user himself will distribute advertising of a publication if it is made in the form of a funny meme. This approach to promotion is called meme marketing. An example is an appearance on Facebook of Vivat publishing house's photo of the arrested Viktor Medvedchuk, who was given the book "The Case of Vasyl Stus. Collection of documents from the archives of the former KGB of the Ukrainian SSR". The irony of this situation made this meme quite viral and get almost 3,000 reactions. Many users became interested in the book against the background of the spread of the image.

Thus, today the approaches to the promotion of Ukrainian works of art in terms of manipulation in the public media space are quite diverse. I think an interesting and promising approach to promote through advertising. In particular, the method of creating memes. It is relatively cheap, mostly will have a lot of reactions and spreads, and requires almost no effort. In conditions when it is necessary to react quickly to any info drive, it is almost a win-win method. However, of course, it should only be used in combination with other approaches to promotion.

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DIGITAL MARKETING: ARTIFICAL INTELIGENCE AND THE OTHER 2022 TRENDS

To start with: what is digital marketing? Online marketing VS digital marketing: how to differ?

Marketing is all about connections in the right place at the right time. Marketing strategies were interchangeable toward the beginning of the digital era. That`s why a lot marketers have to apply digital applications to expand their reach. Now almost every marketing segment has grown to be more complex with something special and unusual in purpose to distinct themselves from other brands. The main differences between digital and online marketing services are in their distribution channels. The term 'digital marketing' is used for marketing strategies that use digital services. There are social media platforms or TV ads to promote goods or services. Digital marketing is not confined by internet.

Although there is not much difference between these two terms, we are able to recognize that online marketing is a part of digital marketing. There are a couple of services that overlap since online marketing is a subset of digital marketing, but some strategies are solely one or the other. Here comes a few services that only included digital marketing: TV ads, digital billboards, radio spots, SMS texts. There are strategies that include both ways of marketing: content marketing, WEB design, email marketing, advertising. [4]

Why digital marketing is important?

Obviously, marketing plays vital role in developing products. At the beginning of marketing, the main ideas were that market leaders should produce the best goods in large quantities. Now no matter how wonderful a product is, it hasn`t been known without digital instruments.

2022 digital marketing trends are needed to watch

The Metaverse

After Facebook changed its parent company's name to Meta in October 2021, the metaverse came to the attention of marketers .This move, according to Facebook's CEO, Mark Zuckerberg is because "the metaverse is the next frontier in connecting people, just like social networking was when we got started. Over time, I hope we are seen as a metaverse company, and I want to anchor our work and our identity on what we're building towards."[5]

So how is metaverse going to impact on the marketing and advertising industry?

1. New digital goods will be introduced. Producers of many physical goods have to create digital copies or leave the market.

2. A new communication channel will appear. Metaverse will change our behavior as consumers. Do we remember how brands responded to the emergence of social networks? The same is going to happen with the advent of the methaverse — millions of companies are going to enter the new digital world and nobody knows what to do.

More channels — more work for marketers.

3. A new demand will appear therefore new competition for demand. The share of digital purchases will increase due to instant distribution in the Meta-session. A digital accessory can be purchased from Sydney, although it was painted in Kyiv.

More competition – more work for marketers!

Creative artificial intelligence

Three code lines instead of a creative copywriter and content maker are possible! Already artificial intelligence wrote sports news on the results of matches and creates short digests. Artificial intelligence "learns" on the basis of data sets, detects repeated patterns and creates templates on their basis. This is a minor system, which depends on how many files and which files the specialist downloads.

However in 2021, the beta version of GPT-4, a model that has the same parameters as the human brain – synapses, that is, about 100 trillion. This allows the system not just to "write" the text, but also to select visual pairs, to take into account the context. Perhaps this is a creative future, whose topics will never fall into reputational scandals. [1]

For example, Independent Media Publishing House has already introduced artificial intelligence into its work to optimize the sale of programmatic-advertising. The technology can analyze auctions on sale of advertising and predict how much money the advertiser is ready to pay for the display of advertising for each user. According to the head of data and programmatic sales IM Anastasia Kapytanova, after the introduction of AI, profit increased by 15%. [2]

Non-fungible tokens (NFTs)

Which creatives can capture your users in 2022? One of the ways to show it is NFT, the hype around which has not been remembered for several months. Virtual things, which cannot touch, but which very much want to have. Everything began with games when we bought dreams and attributes to get their hero up, now it all came to us in marketing.

Nowadays, the shoes were put on the auction were sold out in only 7 minutes. The virtual thing that you will never be able to do smell, feel or touch, more than 600 people bought for $3,1 million. This is demonstrated by the fact that brands can cooperate with artists and infusers of NFT-world, which is becoming more and more popular each day. [3]

CONCLUSION: With every year, digital marketing gets more complicated and unusual. Some of these trends will be easier businesses to hop onto, than others. In some cases, you can note them as general directions to keep an eye on—but remember, the sooner you can take action, the better. Your current year's strategy should always have future years in mind!

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MODERN MARKETING DEFINITION

Marketing of XXI of century is a search and realization of original ideas. The modern tendencies of globalization of development of the surrounding world, hard requirements and permanent changes, in a competition environment require from marketing greater flexibility, dynamic and non-standardness.

Modern marketing is a holistic, agile, data-driven methodology that connects brands with their ideal customers to drive targeted business results. Though the elements can be assembled in an infinite number of ways, a modern marketing approach always blends creative thinking and execution with research, strategy, technology, and analysis to achieve organizational goals.

The modern marketing concepts are: knowing who your target consumer is, learning and comprehending the wants/needs of the consumer through online interaction, creating products that meet the needs of the target consumer, leading the competition in customer satisfaction, making sure a business' efforts make a profit for the organization.

With traditional marketing, the main goal was selling a product, making a profit, all while reducing the cost of production. This is the mindset of traditional capitalistic values, especially during the 1950s when the ability to mass-produce was the determining factor of which business would be on top. With modern marketing, the consumers' needs are the priority and business operations revolve around that.

Modern merchants are, by nature, agile, constantly adjusting to replacement of technologies and behavior. We take pride in our ability to hold with the last tendencies and modifications of algorithm and, to take measure, based on that, how those tendencies and modifications will influence on implementation of our campaigns.

If modern merchants are given task with connecting brands to their ideal clients, then we are necessary to understand that behavior of clients', expectation, and advantage; we are necessary to understand channels and technologies that facilitate these connections; we are necessary to control, as all these elements move through some time; and, as it is clear shown by the action of Covid - 19, to us all are necessary to be ready for dramatic changes.

While certain marketing fundamentals have remained constant, the landscape around those fundamentals evolves continuously. Simply put, modern marketing moves fast. The marketers who challenge themselves to learn and adapt are those that thrive.

Following the aspects of modern marketing concepts is not only beneficial for consumers but can also be beneficial for the businesses serving them. Business can evaluate their operations on a full scale to determine if different departments and systems, like sales and marketing, are collaborating efficiently in monitoring data and results of marketing strategies.

Necessary Skills for the Modern Marketer: Skills are a basic necessity to get anything done, and the same holds true for modern marketing. But to get it done right, certain skills are required, not just the basics. Below is a list of must-have skills in order to navigate modern marketing successfully. There are time management, critical thinking, data analysis, curiosity & imagination, technical skills, networking skills, goals-focused, win-win mentality, leadership. Of course, no one individual will excel in each of these skills or roles. A company must create a team to encompass all of it.

Designing a Team: knowing what skills are necessary to execute a modern marketing plan and its tech stack is a prerequisite to designing a team: you want to make sure your team encompasses these skills. Like all investments, diversifying is a strategy that ensures you get results, therefore, diversify your team. Each member has different experiences and knowledge; know what each area is and capitalize on them in a way that they complement other team members' strengths; or compensate other team members' weaknesses.

We have all heard the saying, "The customer is always right." With learning about modern marketing concepts, the saying is broken down into philosophies and strategies that help readers to comprehend why currently business follow that rule of thumb.

In a time of a global pandemic and national protest about police brutality, it is not enough for a business to just sell a product. They must also help to contribute in making the world a better place for their consumers and society at large.

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ADVANTAGES AND DISADVANTAGES OF DOING BUSINESS ON AMAZON

The coronavirus crisis has irreversibly changed consumer buying habits. Five years ago, businesses were just thinking about how to lure offline customers online, but now even the most conservative one choose online shopping. Today, more and more businesses are starting to enter international marketplaces, because these are new opportunities to increase sales, great chances to present their products and expand their audience in the international market.

Amazon.com is an American company, the world's largest e-commerce platform. The company's profits are growing faster than the whole e-commerce market. [1] The service operates in 17 countries, including Germany, France, Poland, Italy, Spain, Canada and Brazil. The company is a monopolist in the US market, with sales of $ 309.58 million in 2021. Its competitors, eBay, had sales of only $ 38.61 million, or 4.9% of the market, and Walmart, with $ 46.20 million and 5.8%, respectively. [2] By listing their products on Amazon, every retailer automatically gains credibility and trust. That's because some buyers are more likely to purchase an item from Amazon rather than from a shop they never heard of. Amazon's promise of excellence and great service entices many shoppers into buying the products from their website. About 100 million people in the United States subscribe to Amazon Prime. At the same time, it should be noted that the US population is about 350 million. [3] However, starting sales on Amazon is not easy due to the registration process with lengthy bureaucratic procedures. The market also values the trust of its customers and has strict requirements for the quality of goods, in some cases requires additional certification for food, dietary supplements, children's products.[4] Despite having the largest audience, Amazon is the most competitive marketplace, so it's extremely important to use Amazon's indoor advertising, take care of filling the listing, as well as the number of reviews and seller ratings. Amazon imposes sanctions on sellers with a lot of negative reviews, because it wants to provide buyers with the best shopping experience. After falling under sanctions, it is almost impossible to rehabilitate, so sellers have to start all over again. Another important disadvantage of the marketplace is the long payback period of investments, the average is at least 1, 5 years, depending on the niche. Most Amazon promotion experts recommend exploring the niche, researching competitors, seasonality, and having an investment plan for the next 1.5 years before starting sales on the platform.[5] A feature of Amazon,which also attracts entrepreneurs is the availability of its own warehouses and FBA delivery. Fulfillment By Amazon

(FBA) is a service provided by Amazon that provides storage, packaging, and shipping assistance to sellers. This takes the burden off of sellers and grants them more flexibility in their selling practices. The program allows sellers to ship their merchandise to an Amazon fulfillment center, where items are stored in warehouses until they are sold. When an order is placed, Amazon employees physically prepare, package, and ship the product(s). [6] However, there is an important drawback of this type of fulfillment -costly fees. Fulfillment and storage fees, including long-term storage fees, can pile up quickly, especially with slow-moving or oversized products. Sellers are also charged removal fees for defective, damaged, and unsellable products as well as disposal fees to get rid of unsellable inventory. Before choosing a method of delivery, you should also consider the method of delivery of your competitors, because Amazon users are accustomed to receiving their goods quickly and efficiently, so fast delivery will be an additional competitive advantage.

Summarizing all the above, I can conclude that on the one hand, Amazon is a full-fledged platform for business development and expansion. On the other hand, any platform is a game according to rules that you need to constantly adjust to.

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VIDEO MARKETING AS A TYPE OF DIGITAL MARKETING

Nowadays, most companies and brands consider digital marketing as a growth target and a source of competitive advantage. Digital marketing remains one of the main directions of enterprise development. Brands are rapidly refining their plans to focus on digital commerce, investing in digital operations, and some experiments with digital products or packaging.

In 2020, the field of digital marketing has undergone tremendous changes, when a huge number of companies went online. Managers of these companies have been made to use new technologies to provide jobs and comfortable conditions for employees. In the same way, digital marketing growing in popularity and advancing at an unprecedented rate [1].

We researched how trends increase the demand for goods through social media networks and how they attract a larger target audience, consumer base and more customers. These trends include artificial intelligence, video marketing, voice search, chatbots, enhanced personalization, development of sites focused on mobile devices, TikTok, Reels, Shorts. We reflected on one of these ways for businesses to promote their products or services as video marketing and studied advantages and disadvantages of applying this strategy in business.

The researchers have proposed that: “More than 80% of marketers say that video has helped them to attract more potential customers and increase the amount of time users spend on a page. In addition, 85% of consumers claim they would like to see more video content from brands in 2021” [5]. With video content, companies and brands can demonstrate across-the-board the benefits of a product or service that increases audience engagement and has the highest conversion rate among other forms of advertising. It is necessary to take into account both pros and cons when planning. Therefore, understanding the benefits of video marketing and assessing its risks will develop a better strategy.

Real video marketing is used to increase sales, improve brand trust and attract a target audience that does not like to read like to read the large amount of text (sometimes it could be so exhausting to read for them). The unique feature of video is that it can explain anything, even the most complex, unknown product or service. According to statistics, companies with explainer videos on the main page of the site receive more reviews and, consequently, sales [3].

Search engines “are fond of” videos. Such type of content allows a user to increase the time of staying on the site. It helps to promote the business page to the TOP. Pages are more likely to appear at the top of the list if they have video. Social networks have not gone unnoticed: they pay special attention to video and offer unique tools for video marketing [3]. As soon as TikTok appeared on the Internet, it did not inspire much confidence, but it has become obvious that short videos are a powerful and relevant tool for promotion. Facebook has offered users stories and live videos. Also, Instagram has launched IGTV recently. The world's second largest search engine YouTube, is so powerful that YouTube-hosted videos have begun securing top-rated Google search results in place of standard website links.

We covered some of the reasons why video marketing is not only important and useful to business in Ukraine but essential to business strategy.

1. The company is getting a new way to drive traffic. So, due to the video, a company gets new customers or target audience and increase profitability.
2. A person or a company can create a personal brand, become popular and gain the trust of the audience.
3. The promotion of videos could be done absolutely free. Of course, you can run video ads for maximum effect. However, cash deposits are not required to start.
4. Through video communication, you can gain the trust of your audience. However, that is not the case with other types of content. The main thing is that the videos were useful and carried a semantic load.
5. You can use video in a variety of ways such as a live video, live streams, webinars or even one-to-one level.
6. Video appeals to mobile users. Mobile video consumption rises every year means, brands need to get video audience and smartphone users.

With more and more businesses getting digital, video advertising is becoming more and more affordable and widespread. That is why a video is a perfect aid to get the attention of potential buyers. If you have yet not started with video, this is the right time to start adapting alternative advertising methods, experimenting, implementing new technologies and trying new digital methods for an effective marketing strategy to promote your brand online.

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THE INTERNATIONAL MARKETING ENVIRONMENT

International Marketing environment consist of those components which shape policies, programs and strategies of an international marketer. To serve the market effectively firm has to understand international marketing environment properly. The expectations, needs and preferences of customers are different in every country, these differences influence the international marketing decisions of the firms.

The cultural environment. *This factor includes traditions, family values, religion and education. The difference between cultural backgrounds makes some markets sensitive to foreign products and companies. A number of elements can cause problems for the marketers to launch oversea, such a language, values, time, social structure, taboos and time.* [3]

The importance of language can not be underestimated it can cause a good deal of problems in creating advertisement campaigns and product labels. As a striking example is Chevrolet Division of General Motors Company, which created car called Chevrolet Nova. This car had a great success in the United States, but when they tried to sell it in Spain, they seemed to have a problem because NO VA means “no go” so the customers thought that the car would not move.

All cultures have their own taboos and it is important for marketers to learn what is acceptable and what is not for every marketing program. McDonald`s Corporation has opened in India around 20 restaurants and since 80% of Indians are Hindu, `McDonald`s will use only non-beef for its traditional burgers. The Corporation conducted market research and developed a strong relationship with the biggest chicken supplier in India.

The economic environment. The economic situation of the nation shows the potential capacity to produce goods and services. Important to mention here that the economic environment of a nation depends largely upon the economic system of that country, therefore the study of economic system is considered very important in the international business. Understanding market opportunities gives an advantage of creating right marketing strategies for a specific environment. [3]

During last couple of years many markets faced a crucial crisis, due to changes in economic environment. Geopolitical conflicts, global pandemic and other risks – overall economic optimism continues to decline. Drowned economy is creating a negative impact on the human mind and financial condition. So, markets should adapt their policies to meet the needs of customers and get a profit.

The political environment. The political environment is different in every country. Nations desire to become independent and self-supported - this is an essence of nationalism. Foreign markets can intervene in marketing programs, for example by registration of brand names and labels, patents, prices, product safety policies and marketing communications. As well as political stability makes businesses tends to grow and when political conditions in country change most firms probably prefer to engage in the export business rather than invest in foreign subsidiaries. Inventories will be low and currency will be converted rapidly. The result is that consumers in the foreign nation pay high prices, get less satisfactory products, and have fewer jobs. [2]

As a crucial example, we can see how russian invasion in Ukraine affected not only two countries economics, but every country that had an economic relation with them. The war plunged world oil and gas markets into instability, causing the supply and price spikes.

So that markets now adopting their programs to give up russian fossils and support their economics.

Market are depending on the exchange rate of the country, and if countries exchange rate low compared to other countries, that country consumers have to pay higher prices on important goods. Also, market is influenced by the inflation that creates high risks for importers and importers. All these factors make up an environment, in which marketers regulate programs to meet the needs of people. [4]

The objectives. The goals of the market can be set only after detailed analysis, marketing research and evaluation of the company`s capability. And every market is looking for financial performance, profitability, market penetration, market share by product category, brand value, distribution, including strength in supply chain and a company image. Deciding whether or not to adjust its domestic marketing program it is extremely hard question for any organization planning to expand internationally. It is important to understand various environment factors affecting international marketing to make up whether a standard or customized marketing mix as the best strategy. Each of these objectives can be achieved, if the marketing environment is well understood and studied by the marketers. [2]

Conclusion. The foreign markets are always attractive for companies, because of the new profit opportunities and market expansion. So, the international marketing can take the company to the “next level” of success. Basic principles of domestic marketing can be used for international markets, however there are some differences and many of them are based on environmental factors that were described in theses. Therefore, firms have to adjust their marketing mix and customize market programs to meet the needs of the customers of each target market. Considering the international marketing environment, we should remember that in making decisions, there is a wide range of possibilities for adapting firm`s prices, product and promotion strategies.

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DEEPFAKE TECHNOLOGY AS AN ENGINE FOR THE DEVELOPMENT OF THE MARKETING INDUSTRY

For years, brands and platforms have worked to adapt consumers to the idea of purchasing something they haven't seen, tasted, or tried on. The recent invention and improvement of deepfake technology can change communication between companies and consumers. But before considering all the possibilities of using the latest marketing techniques, we should define the meaning of the word “deepfake”.

According to Merriam-Webster Dictionary, a deepfake is “an image or recording that has been convincingly altered and manipulated to misrepresent someone as doing or saying something that was not really done or said” [4]. It means that in synthetic media, this technology is used to create bogus content, replace or synthesize faces, figures, sounds, and manipulate emotions. In other words, it is a digitally imitated action by a person that he/she did not commit. It is a way of adding a digital image or video over another image or video, so that it appears to be part of the original [3].

The deepfake (also spelled deep fake) technology has been quickly developing for some time now, but it’s finally getting to the stage where anything created through it is almost indistinguishable from reality [5]. There is a way to use this scientific know-how legally, with positive intent, particularly for business purposes. Despite the fact deepfake is a type of artificial intelligence it is very useful tool for marketing. To prove this point, we present several advantages and additional features of using synthetic media.

First of all, deepfake technology significantly changes the communication process between the company and the consumer. How does it work? People subconsciously trust their idols, world-famous movie stars or artists. For example, when Angelina Jolie recommends a product from the TV screen, consumers are more likely to buy it than when an unknown actor advertises it. But such a famous actress as Jolie has a lot of more attractive contracts, important things to do, and a lack of time. This is where the synthetically created celebrity comes into play.

The second benefit automatically follows the first one. Costs and time for video/audio content creation are reduced tenfold, because the star do not need to be physically present at the shooting of the advertising appeal. Also the company must pay a fee. But the amount of such a fee is much less, because there are no such aspects as flight and staying in a hotel, re-shooting of failed takes and many others. However, the organization must obtain permission to use a famous person's face, voice or other personal attributes. Otherwise, an appropriation of personality can be realized and the organization breaks the law.

The third advantage is that deepfakes have the potential to help companies and brands reach customers with highly targeted and personalized messaging. This is because the company does not need to shoot different messages for different audiences. Advertising can be adjusted synthetically for different people to reach more potential customers.

One of the brightest examples of using deepfakes in dynamic influencer marketing is a malaria awareness video campaign with David Beckham speaking nine languages with nine voices [5]. It surely brought a positive social impact.

Our country is not far behind global progress. A team of Ukrainian creators reconstructed the voice of Taras Shevchenko. This project was timed to the 30th anniversary of Ukraine's Independence. The famous poet spoke to his nation and read one of his poems [1]. Ukrainians mastered the latest technologies and made it possible to reproduce the voice. This means that the marketing industry will be able to use deepfakes in our country in the near future. It remains to learn how to synthesize realistic images.

Some weaknesses of the technology will be corrected step by step. Famous producer and writer Mark Jonathan Harris once said: "If viewers begin doubting the veracity of what they've heard, then they'll question everything about the film they're viewing" [6]. It is important to remember the ethical issue so as not to lose your reputation and customers, the company must warn viewers that the portrayed character is unreal. That way, people will not feel deceived and will trust you. Also, the company need to warn the person it is displaying with technology. Before using deepfake technology for marketing purposes, the company must study the laws associated with it. Such laws should be significantly improved, as they are new and imperfect.

The more accomplished the synthetically created messages become, the more often illegal manipulations appear. Any advertising is a kind of manipulation, but besides marketing, there are areas in which manipulation can harm much more. For instance, the deepfake of the Ukrainian president appeared on the hacked website of the Ukrainian TV on March 16, 2022. Volodymyr Zelensky appears behind a podium, telling Ukrainians to put down their weapons. However, his head appears too large and more pixelated than his body, his voice sounds deeper [8]. Such a provocation could radically change the course of the war, causing misunderstanding and panic among the population. However, media literacy, expert opinions, and the low quality of the fake created were able to prevent negative consequences.

A digital marketing director Avi Dan said, that deepfakes are here to stay. And it's the responsibility of the advertising industry to use them in a constructive and transparent way [5]. Deepfake technology is an excellent opportunity for marketers. The world is constantly moving forward, causing a lot of change. Marketing professionals should master such changes and take all the benefits. Otherwise, the industry can stand still and will not bring the desired result. The main conclusions can be described in these words: the use of synthetic media could save time and production costs which is an excellent way to reduce marketing budget spending; while some people are causing havoc with deepfakes, marketers may take advantage of multiple golden chances; before using deepfake technologies, professionals need to make sure they don't break any low. Otherwise, synthetic media will lead to failure, not success.

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THE BASICS OF VIRAL MARKETING AS A WAY TO PROMOTE A PRODUCT

Our usual idea of viruses is traditionally associated with something threatening or even deadly. In marketing activities, a kind of virus can be a unique service capable of generating a fair amount of popularity among customers in a short period of time, as well as a special product that attracts attention and makes consumers talk about themselves.

The main purpose of viral marketing is to use any opportunity to spread information about a particular service or product in order to attract and stimulate customers and, accordingly, to make a profit. . Mostly, it happens through the creation of a pre-conceived funny video, a flash mob, which people want to share further and further, forming a whole «epidemic».

Viral campaigns are positioned as a gift from the advertiser to potential customers. It is clear that this is all built around the brand, the product, but it is not pressure – «buy our product».

The main advantages of viral marketing are:

- it is potential to reach a lot of users:

A viral advertising campaign usually gets a much larger reach than a typical pay-per-click or pay-per-show ad.

- low cost of contact.

Most of the cost of the marketing budget when using viral marketing occurs at the launch of the advertising campaign. Subsequent expenses are only connected with maintenance and point stimulation of users' activity.

- No restrictions and freedom from censorship: viral marketing can use the techniques that are prohibited ,banned in traditional types of advertising.

The main disadvantages are:

- unpredictability. A successful marketing campaign using viral marketing is always a mixture of doing the right thing and getting lucky. What was planned may be "eaten and swallowed" by the audience, or it may just be "chewed up and spit out".

- instability. In the twentieth century, the average consumer is difficult to surprise and interest in something, so you need to put a lot of effort and creativity to work viral marketing.

To better understand the essence of viral marketing, ask yourself whether you remember the song "Oh, Palmolive, my gentle gel" or the phrase that all fans of TV series "Betting on Sports" know 100%, or the video of Jean Claude Van Dam getting on the splits between two trucks?

In contrast, an example of a failed attempt at viral advertising are the Lipton Ice Tea campaigns, whose Internet video failed to receive even hundred views in a week. After a very successful dance video featuring Hollywood star Hugh Jackman, the company decided to develop a dance theme.

The video that appeared on the network was clearly made with the intention to have a viral effect: it shows a man at a bus stop, drinking Lipton Ice Tea, starting to dance impetuously, astonishing those around him. However, after a while, the video was viewed by only 91 people, so the effect of the commercial is almost non-existent, not to mention its viral character.

Conclusions. Consequently, it should be noted that viral marketing is an effective way to promote a product or service, but like any other, it requires clear planning, long-term building a friendly relationship with the consumer and understanding the nature of the problem.

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INTERNET MARKETING

Internet marketing is very similar to traditional marketing, because it also aims to promote goods and services to increase number of sales and buyers of goods. The difference is that these processes take place on the Internet.

Internet marketing provides an opportunity to bring information about the product to a wider audience and present their products to foreign buyers.

Internet marketing also allows individuals and legal entities to quickly and easily learn information about competing companies, view their range, and on this basis to draw conclusions about the further development of their company.

Such trade is also very convenient for consumers. Without leaving home, they can look for the most advantageous offers among a large number of sellers, saving their time and having the opportunity to buy goods from foreign sellers [1, c. 15-16].

Online Marketing Tools:

1. Contextual advertising

Contextual advertising is the fastest method of attracting the target audience to the website. Such advertising is seen only by those people who are interested in the product that is placed in it.

This works so that the Internet user searches for information about a particular product or service, this keyword query is processed by search engines and then shown on social networks or other Internet platforms to the consumer who needs this product.

With the help of such advertising, a product or service is shown to a person who is really interested in it, which in turn increases the likelihood of selling the company's products.

2. Banner and media advertising

Banners - a picture or animated image placed on an advertisement.

With the help of media advertising, the user clicks on the graphic image and gets to the advertiser's site and then gets acquainted with its content.

Such advertising allows promoting the symbol (graphic image) of the brand to increase its visibility and create a company image.

3.E-mail mailing

E-mail is a long-proven and reliable method of advertising goods and services.

This method is performed in such a way that the company, providing certain information to its actual or potential customer, asks to provide his e-mail to send information. Then the company forms a customer base with email addresses to which it sends current messages advertising it’s products.

It is also possible to subscribe to the company's advertising, it is the most effective option for promoting content.

4.SEO-optimization

SEO-optimization - these actions are aimed at promoting network resources in popular search engines (Google), which increase traffic to monetize.

The advantage of SEO is that it is unobtrusive, because such advertising is inadvertently advertised, and thanks to it the client can find what he needs. Also seo has a low cost, on average it is $ 300 / month, which is cheaper than another advertising channels.

5. Social networks

Most people today use social networks to view content or promote their own accounts. So, based on this, it is not surprising that a popular tool for online marketing are social networks.

This method allows you to conduct marketing research and learn about what do consumers like. It also provides the process of finding the target audience, quickly provides information about the company and provides an opportunity for people to learn more about the range trough to published photos and videos.

Very important aspect is the administrator. Depending on how quickly and efficiently he answers on consumer's questions, will depend mood of client and also the desire to buy this product or service from the seller.

6. Videos

This internet marketing tool advertises on YouTube, Netflix and other video content resources.

This type of advertising is quite inexpensive and effective. You can post videos individually, without linking to a video, or by placing it on an advertiser's channel for a fee. In the future, interested people, after listening to information about the product or service, will follow the link left under the video and will buy it.

7. Arbitration of traffic

Traffic arbitrage is the purchase and resale of traffic on more favorable terms.

An example is when a person buys stocks on one stock exchange where the rate is lower and sells them on others where the rate is higher. Earnings are the difference between buying and selling. This is arbitration [2].

Pricing policy on the internet

Pricing on the Internet is quite inflexible, because buyers have a lot of information about prices from different sellers and can easily monitor them and choose products that are more affordable for them.

Thus, competition among firms is quite significant and many sellers, unable to effectively resist it, remain with minimal profits or leave the business altogether.

But sometimes too low a price for a product or service can create a misleading opinion of the consumer, because buyers almost always rely on the concept of price-quality. However, this does not always work, some rival companies may set different prices for products of the same quality. So, company with too low price will have much lower profits compared to another seller [3, c. 55-56].

Today, internet marketing is an integral part of commerce. It is impossible to imagine our life without searching for goods online, well-chosen advertisements that help you find the thing you need, bright pictures that attract the eye etc. Therefore, it is very important for future entrepreneurs to take into account all these details for the successful development of their business.

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DISINFORMATION DURING WAR, OR HOW TO PROTECT YOURSELF FROM INFORMATION THREATS

A person who owns information owns the world. However, we live in a time of war and every day from early morning till late at night people receive a lot of news, some of which is untrue. Nowadays, everyone knows that only information from official sources is worth believing. We hope that we always receive true and verified information. But when we get fed up with the news and read it constantly and chaotically, we become vulnerable to misinformation, we believe in hostile fakes. [2]

As it turns out, the main purposes of misinformation and fakes during the war are to provide false information, pressure on the pain points of society, the desire to quarrel with the people and undermine the unity and willingness to resist the invaders. Thus, the enemy is forced to betray or surrender. Misinformation is not inherently wrong when it comes to warfare — it's an essential part. Additionally, given the state of current technology and the sociopolitical climate, misinformation has the potential to play a very significant role in this war [4].

Misinformation has been leveraged in every war ranging from the Trojan War to World War II. Fundamentally, military strategies and tactics require commanders to make decisions on the battlefield. These decisions are fed by information, so misinformation can trick an enemy force into making the wrong decisions. During this war, this tactic was clearly employed when the russian forces claimed to be withdrawing their combat forces from the border on the days leading to the invasion [3].

Nowadays it is very important to understand that ***everyone is on the information battlefield***. Therefore, you need to know how to defend yourself.

First of all, the hardest part is filtering the information you get from Facebook, Twitter or other social networks. Our attention is arranged so that we first look at the picture, then - read the text and finally pay attention to who is the source of information. Even if you choose the sources and the circle of communication very carefully, there is always a danger that your tape will get misinformation or russian propaganda. Therefore, you should make it a rule: ***do not share any information until you are sure that it comes from a reliable source, is not outdated or erroneous***. It would be better if you did not spread anything at all than if you inadvertently became part of the mechanism of viral disinformation. Therefore, it is important to check the source of information. Check the URL of the publication! Government, education, non-profit organization, commercial organization, regional information, personal blog [4].

Secondly, limit the number of sources of information - regardless of the consumption schedule; choose 2-3 sources that you will check. It is not necessary to browse absolutely all news portals in search of something "new", because this way we increase the probability of catching a fake. Limit time on social networks - they are addictive, and the information in them is unsystematic and burdensome, because it is aimed at emotional involvement, not information. Choose the time (an hour at noon or two o'clock in the evening) when you go to Facebook, Instagram or Telegram; you should not constantly go during the day - it takes time, annoys and kills productivity. It is equally important to maintain the "hygiene" of your gadgets not only every day, but also during the war: we need to lock the devices every time we finish work; install applications only from official services; do not use unknown Wi-Fi. Also we should protect our social networks: to set strong passwords; do not add unknown accounts to friends [1].

Before believing the shocking news, turn on critical thinking. Experts recommend evaluating it on 5 points:

What? / What happened? If the news does not match the information you had before, or are questionable, try to analyze whether such an event is possible. Look for relevant facts.

Where? / Where did it happen? Is a specific location specified? Is there clear data? Most fakes are general ("NATO Biolabs in Ukraine" - where exactly?). If the location is specified - check the resources of the relevant local authorities - did they give confirmation?

When? / When did it happen? Pay attention to the chronology of events, whether they are intertwined, whether the logic is not broken. Is there a specific date at all? Does the information match this date? The Russian Federation repeatedly aired footage of "Crimea overcrowded with vacationers" on the central channels in 2015-2016, but these footage was taken in 2011.

Who? / Who stated? Is the source of information trustworthy? How official can this statement be?

Why? / Why did it happen? Is there a cause-and-effect relationship with this news? Most events are tied to the past, and fakes "create a separate reality."

Such questions teach not only to debunk fakes, but also to be critical of every news item. [1]

CONCLUSION. Rewriting history, distorting facts, omissions and changing contexts have long been used as real weapons. But in the digital society, information warfare has become as dangerous as the rocket. The enemy mercilessly attacks the civilian population. During the war, Ukrainians need to be productive, calm, healthy and resilient. Therefore, you should work on reducing your psychological dependence on news consumption. Take breaks, unsubscribe from writing chatter, read books, communicate with children, loved ones and friends, and do not let information flow drag you into a whirlpool.

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FEATURES OF THE EDITOR'S WORK IN SOCIAL NETWORKS

Today, social networks are one of the largest sources of Internet media visitors. The trend of Internet communication, such as mobility and the demand for maximum and instant interactivity, has not only led to the widespread popularity of these resources in the daily communication of Internet users, but also strongly influenced the functions of modern Internet services.

Researchers in the country and abroad, in particular O. Onishchenko, V. Gorovy, V. Popyk, L. Chuprina, O. Ryabokon, O. Kalmykov, J. Berger, K. Molochnik, L. Ivanova, O. Pustovalov, M. Ishmatov etc. The influence of social networks on a person was studied. However, editing on the Internet and the peculiarities of social networks are still insufficiently known.

Speech and textual means of influence are used in all social networks. Among the tools can be noted the form and content of information, fonts, graphics and more.

The specific of the formation of this influence is formed on the voluntary perception of information by the recipient [1, p. 55]. This should be taken into account by the editor of social networks, regardless of his goals: he is working on the page to improve the company's image, increase the number of consumers, and develop your own brand and more. That is, the editor should bring the content of the submitted information as close as possible to everyday (everyday) communication.

An SMM specialist should be able to present interesting information, ask simple questions, be interested in the post, its subject matter and communicate with the audience in one language. This contributes to better coverage of the post (it is more often shown to users).

Today there are two types of information: direct and indirect. The first can be realized through the meanings that are embedded in the information (content, regardless of its format), comments, page entries. The second should help to interest the topic, encourage the audience to distribute the post, to convince that the content is worth its time.

When working on texts for the network, the editor must take into account their communicative features: the tendency to informal communication, conciseness, expressive expression, and motivation for dialogue, the use of graphic elements (smilies and animations). And although the content plan is a mandatory element of work in social networks "the content is unstructured, discussions arise spontaneously" [2, p. 219]. These features are characteristic not only for the network, but also for interpersonal communication, correspondence, interaction in society.

In order to form a positive image of the company, the editor needs to express himself succinctly, competently, logically structure the information and prove the competence of the author, regardless of whether his name is indicated or not. To form a recognizable style for the company, you can experiment with lowercase and uppercase letters, divide the text into paragraphs, and add smileys. Use metaphors, irony, repetitions and ellipses aptly and appropriately in the letters (intentional omission of words that the recipient will understand in context or come up with him).

With remarks on the geopolitical situation in the country, the editor of the Ukrainian-language page on social networks should use the literary language at home: avoid jargon, the use of surzhik, borrowings. Slang, abbreviations and other modern tokens, on the other hand, need to be adapted to simplify the text. After all, the content in social networks is characterized by concise presentation of information through short sentences.

Experts from the Content Marketing Institute gave four good, in my opinion, advice for editors on social networks:

1. In order for the post to have more coverage, it is not enough to take an interesting topic, you also need to submit it correctly: remove the "water" from the text, edit it several times. And then add an interesting picture or high quality video that fits the theme.

2. If you want to choose between short and long, but convincing, texts, you need to choose the second option.

3. The editor must actively configure and use targeting.

4. Page statistics need to be measured in order to understand which posts are of interest to subscribers.

I, in turn, want to add that in some cases it is necessary to use storytelling in order to get closer to the audience.

To create a concise and at the same time effective text for social networks, you should use the following mechanisms:

- long phrases should be replaced by generalized constructions, use professional slang and terminology;
- use nominalization; replace verbs with nouns derived from them;
- it is better to replace nouns with other parts of speech;
- use lists, not long descriptions;
- avoid uninformative adjectives.

Each written word must have a semantic meaning, information load, something to denote tokens. And excessive detail and indefinite-quantitative numerals are considered impractical [3].

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PRIMING EFFECT IN ADVERTSING

With technological progress and the development of the Internet, the media side by side with advertising have permeated into all spheres of human activity. They are not only a significant source of information and an effective way to sell products and services, but also a major factor in formation of public ideas, opinions, culture and worldview. This confirms by the socio-cognitive approach, according to which most information is processed through observation, meaning we learn and adopt something by observing the behavioral patterns of others, especially through the media.[2]

The problem of the widespread influence of mass media and advertising on people's awareness and their development in the social space have led to active work on phenomena of the socio-cognitive approach, one of which is called "priming".[3]

Owing to audience distribution across a multitude of media, it is time to pay closer attention to secondary factors - the format, look and informational context of the media, rather than the content of the advertisement itself. The context of programs or films prepares the audience to pay attention to a particular advertisement. This ability of advertising "preparation" has come to be called "priming".

Priming is an unconscious form of memory that consists in altering a person's ability to identify, reproduce or classify an object as a result of a prior recall of the same or similar object. By a simpler definition, priming is the effect of previous information on subsequent information without the active participation of the individual, or in other words, the activation of specific associations in memory.[4]

The effect of interconnection of previous context and recognition of subsequent incentives was discovered by psychologists D.E. Meyer, R.W. Schvaneveldt and M.G. Rudy in the early seventies of the twentieth century.[4]

In social psychology, the effect of priming is seen as one of the aspects of the phenomenon of memory. When information is perceived, certain notions, thoughts or feelings stored in an individual's memory are recalled and associated with new information. They can stimulate other thoughts related to them and influence people's behavior, prompting them to take certain actions.

Today we can say that the studied aspects of priming open wide perspectives for advertisers to improve the effectiveness of advertising.

Media content "prepares" the audience to pay attention to an advertisement or a part of it. Context is not only a good base for advertising, but it can also be a tool to influence its effectiveness.[6] Readers or viewers can be prepared cognitively as well as affectively. In other words, presenting a particular media content may cause members of the audience to think or perceive certain aspects of the advertisement more intensely than under other circumstances.

Priming effects take place regardless of the person's intentions and the level of awareness of the presented information. The influence can be both positive and negative. On this basis, can be distinguished positive and negative effects of priming.[2]

If the context presents the product negatively, its advertising perception will be negative. Professionals should avoid advertising in unfavorable environments. For example, in today's conditions of war, advertisements which interrupt newscasts or placed in newspapers and on websites with information about the latest events will be less perceived by viewers and have low effectiveness. At the same time, due to the priming effect, people will be more inclined to buy products of a brand that has been shown to be socially responsible and supportive for the country (army donation, moral support and charity).

Researchers claim that in order to take full advantage of the priming effect, advertisers need to have fuller control over the content in the media where they advertise. Specialists in our country do not have the ability to place advertisements with certain content at the most suitable moments on TV.

Internet marketing, particularly contextual advertising is a good alternative. For contextual advertising, as a variety of ads (text, graphics, video) that are shown to users according to their search queries, interests or Internet behaviour, you can choose a platform where content matches the advertised message.

The priming effect is based on the fact that the less information people have about a product or service, the more likely it is that their perception of it will be formed by mass media messages.[2] Celebrities can show this effect. Consumers' attitudes and readiness to buy a product will be higher if they have previously faced celebrities' endorsement of something without having information about it.[5]

The effect of priming is not static and depends not only on the time of exposure but also on the individual's personality and perception. In particular, it is enhanced when people interpret the meaning of the media content in a certain way. For example, the effect of priming grows if the viewers identify themselves with the character.[3]

Likewise, consumers experience priming caused by implicit memory and form more favorable attitudes toward the advertised brand regardless of the level of attention they have paid to the ad. In addition, those who unconsciously process web ads do not remember seeing them clearly, but they are more likely to give preference to the advertised brand.

With the help of priming, you can easily move your customers through the marketing funnel in a way that is not intrusive for them. After seeing the product in a positive way in the media, the information will be stored in the consumer's memory and he will be aware of the product. Viewing an advertisement for this product in the future, he will have old associations and move to the stage of interest. Then he will move smoothly to the stage of desire, after he encounters positive reviews, the recommendation of an opinion leader, or another advertisement about the benefits of the product. This will increase the probability of making a purchase.

All of these ways of using the effects of priming are intended to influence mass awareness at the most perceptive moment, when it does not expect to be manipulated and is unprotected against such influence.

To sum up, experiments in research on the priming effect continue. Priming is a promising technology because its direction is strategic and constructive.[1] Particularly considering the fact that it is intimately connected with reality, the relevance of research on the nature, properties, and practical implementation of priming is obvious.[4]

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FUNCTIONS AND ROLE OF MARKETING FOR BUSINESS

The main purpose of this work is to understand the role and functions of marketing for the company. Today, it is very difficult to imagine any company that is growing rapidly without any marketing strategies and actions in this activity. Someone calls marketing the "Philisophy of business" because philosophy is the science of knowledge, and marketing, respectively, is the basis of any commercial operation.

Nowadays, in order to maintain their own business positions, with rapidly growing competition, entrepreneurs need the effective functioning of the marketing department in their project. Now the general functions of marketing include a wider and wider range of questions and answers to achieve the goals facing companies. Such a rapid development of this area is due to the fact that currently the functions of marketing play an extremely important role not only for businesses but also for the entire economy. Marketers are responsible for studying consumer behavior, analyzing the marketing environment and developing a comprehensive marketing strategy for the company. No decision on the overall strategy of the company can be made without consulting with experts in this field.

Well-known American marketing scientist, Professor Philip Kotler, gives the following definition: marketing is a type of human activity aimed at meeting needs through exchange. [2, c.37]

Speaking of marketing, it should be noted that it allows firms to better adapt to market conditions. In today's century, we can see how heavily congested all the markets in highly developed countries are and how much competition there is, all the markets are distributed among producers and saturated with a variety of goods. In such a situation, it is really difficult to do business and win the competition. Marketing creates unlimited opportunities for companies to be present in the market and gain a significant share of all potential customers of the company.

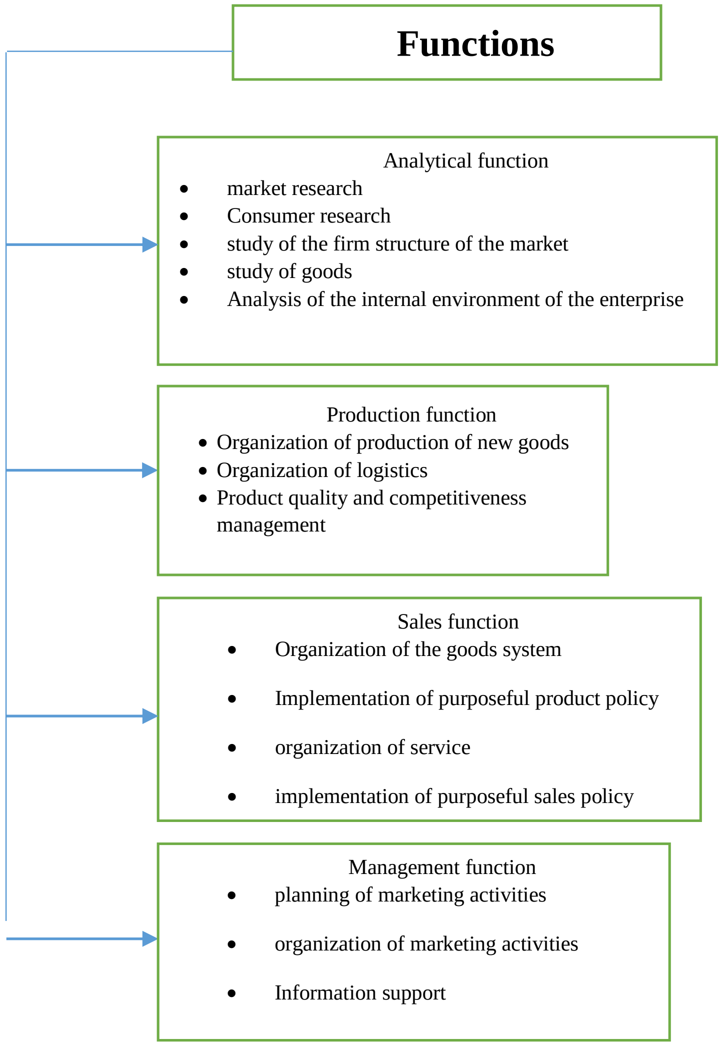
Thus, it was found that marketing activities play an important role and increase the efficiency of the firm. This is facilitated by the work of marketing services that work in the following areas: first, marketing services explore different aspects of the market that the company faces in the process of operation, and secondly, develops and implements tactics of market behavior [2, c.45].

Marketing tools - the only factor influencing consumer behavior to stimulate sales of its own products. Thus, it can be formed and implemented directly by the company.

The task of all these marketing factors on the consumer should create his certain behavior in the market.

Functions are a means of marketing distance. They, as components of the marketing system, have a significant impact on the formation and definition of strategic activities of the marketing department at the enterprise and its main tasks.

Marketing functions - individual types or complexes of specialized activities carried out in the process of functioning of the enterprise as a market participant. Focusing on the basic methodology of marketing as a market concept of management and sales, it is advisable to distinguish four blocks of complex functions, each of which contains in its structure a number of subfunctions (Fig. 1) [1, c.114].



The analytical function of marketing is realized by using a number of market analysis tools and its components to conduct marketing research of various scales and targets, the result of which is the development of sound marketing plans of strategic, tactical and operational level. The main content of the analytical function of marketing is to conduct marketing research to reduce uncertainty and risk and make sound marketing decisions.

The production function of marketing is designed to form and implement an innovative component in the product policy of the enterprise through the development and support of programs to create new products and improve existing ones.

The sales function of marketing is aimed at creating an effective sales network to maintain a competitive offer of the company and implement it with the greatest benefit for the company. Effective implementation of the marketing function is a very complex and problematic task, given the scale of the modern market, spatial and temporal barriers to the path from producer to end consumer, the need to involve intermediaries in sales, and others.

Marketing management is a systematic purposeful influence on marketing activities through planning, organization, motivation and control to achieve marketing goals of the enterprise.

In conclusion, I can say that marketing is one of the most important and effective tools to increase the efficiency of enterprises, because with the help of marketing companies increase their market share, increase customer base, but also receive economic profits.

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PERFOMANCE MARKETING

Was versteht man unter dem Begriff „Performance Marketing“ und welche Bedeutung hat Performance Marketing im Bereich der Werbung? Welche Marketingmaßnahmen gibt es im Performance-Marketing? Diese Fragen sind heute weltweit aktuell. Maßnahmen im Performance-basierten Marketing haben in der Regel einen direkten Effekt. Das bedeutet, dass professionell aufgesetzte Online-Kampagnen nicht nur direkt wirken, sondern sich diese anhand verschiedener Stellschrauben auch direkt beeinflussen lassen. So kann eine Kampagne schon während der Laufzeit stetig optimiert werden.

Unter Performance-Marketing versteht man eine Strategie im Onlinemarketing, welche mit dem Einsatz von Marketing-Maßnahmen messbare Reaktionen bei Bestands- und Neukunden auslösen soll. Als messbare Reaktion gilt in diesem Fall z.B. der Klick auf eine Werbeanzeige, die Anmeldung für einen Newsletter oder der Kauf eines Produkts in einem Webshop [2], s 1.

Sämtliche Markvorshungsziele, die ein Werbekunde im Vorfeld mit dem Marketer vereinbart, sind zu jederzeit auswertbar und lassen sich anhand der gesammelten Daten fortlaufend optimieren. Die Messbarkeit und die ständige Optimierung der Online-Marketing-Maßnahmen bilden das Fundament des Performance-Marketings [2], s 1.

Mit gutem Performance Marketing ist es möglich, nahezu jede Zielgruppe im Internet zu erreichen. Im Vergleich zur Suchmaschinenoptimierung bedarf es hier auch keiner großen Vorlaufszeit, da die Performance Marketing Maßnahmen sehr schnell aktiv eingesetzt werden können. Diese Form des Online Marketings macht für viele Unternehmen interessant, [1] s 4.

Werbung im klassischen Sinne hatte stets das Problem nicht wirklich messbar zu sein. Die Werbeanzeige in einem Printmagazin kann zwar ausgeliefert werden, aber ob der Leser dieser Anzeige letztlich Beachtung schenkt und zu einer Handlung animiert, ist nur schwer nachvollziehbar. Die ersten Versuche um die Performance einer Werbeaktion empirisch zu belegen stammten von Werbepionieren wie Rosser Reeves, welcher z.B. Käuferbefragungen und Produkttests durchführte, um so den Erfolg einer Werbekampagne messbar zu machen.

Das Internet und die Digitalisierung haben der Werbebranche inzwischen völlig neue Möglichkeiten eröffnet, Werbung zu platzieren und diese anhand der gesammelten Daten zu analysieren und zu optimieren. Nahezu sämtliche Interaktionen, die ein User auf einer Webseite ausführt, lassen sich inzwischen mit Webanalyse Tools wie Google Analytics nachvollziehen und messen. Mit Hilfe dieser Daten lässt sich im Nachhinein die Online-Werbung erfolgreich optimieren [2], s 2.

Performance-Marketing besteht im wesentlichen aus 4 Schritten die es zu beachten gilt:

Marketingmaßnahmen

Im Performance-Marketing gibt es mehrere Marketing-Maßnahmen, die je nach Markvorschungsziel sowohl einzeln, als auch kombiniert zum Einsatz kommen und sich optimal ergänzen. Die wichtigsten Maßnahmen sind:

- Suchmaschinenoptimierung (SEO)
- Suchmaschinenwerbung (SEA)
- Display-Werbung
- E-Mail Marketing, Affiliate-Marketing und Social-Media-Marketing

Die Erfolgsmessung im Performance-Marketing findet im Onlinemarketing über das Web-Controlling statt. Dies kann das eigene Web-Analyse-Tool sein oder die Statistiken des Anbieters, bei dem die Maßnahmen / Werbung umgesetzt wurden [3], s 1.

Markforschungsziel

Im Bereich der Werbung spielen Marketingziele eine besondere Bedeutung. Anhand dieser vordefinierten Ziele wird die Zielgruppe bestimmt, werden die Marketinginstrumente und Kanäle gewählt und entsprechende Maßnahmen ergriffen.

Kontrolle

Analyse-Tools liefern zum Teil Echtzeit-Analysen und sind sehr aussagekräftig. So lässt sich bereits kurz nach dem Start einer neuen Kampagne erkennen, ob diese erfolgreich ist und wie der Trend verläuft.

Optimierung

Die fortlaufend gesammelten Daten aus dem controlling werden im Performance Marketing genutzt, um Kampagnen zu optimieren. Je mehr Informationen man über die Zielgruppe sammelt, desto besser lässt sich das Targeting optimieren und Streuverluste minimieren [2], s 4.

Die Vorteile von Perfomance Marketing sind nicht zu übersehen. Die sollen eigentlich nocheinmall unterstrichen werden [2], s 5.

Für Werbetreibende und Werbeagenturen ergeben sich einige Vorteile bei der Durchführung von Performance Marketing.

- Echtzeit-Analysen erlauben exakte Auswertungen, sodass sich Erfolge schon relativ früh ablesen lassen
- Kosten sind transparent und können jederzeit gesteuert und an das Budget angepasst werden

- Aufgrund der definierten Marketingziele lassen sich die Maßnahmen gezielt ausrichten und erleichtern somit die Planung und Budgetierung von Werbemaßnahmen
- Performance-Marketing lässt sich sehr gut in Marketing-Kampagnen integrieren

Insgesamt zeigt sich hier der große Vorteil des Online Marketings für mittelständische Unternehmen. Im Vergleich zu Online-Kanälen bietet Werbung in Print, Funk und Fernsehen solche Zahlen schließlich nicht – hier ist oftmals die Reichweite oder Auflage bei einer Unternehmen bekannt [1], s 2.

Man uterscheidet vollgende Kanäle im Performance Marketing: Die Suchmaschinenwerbung mit Google Ads, Bing Ads & Co zählt zum klassischen Pull-Marketing innerhalb des Performance Marketings. Hierbei werden Nutzer bekannter Suchmaschinen bei ihrer Suche mit einer zielgerichteten Textanzeige abgeholt und zu einer Landing Page geleitet [1], s 3.

Zum Schluss soll Vollgendes hervorgehoben werden. Mit Informationen wie Impressionen, Conversion-Rates und Klickpreisen, auch Cost per Click (CPC), genannt, lassen sich moderne Unternehmen so optimieren, dass ihre Ziele erreicht werde [1], s 3.

LISTE DER VERWENDETEN QUELLEN:

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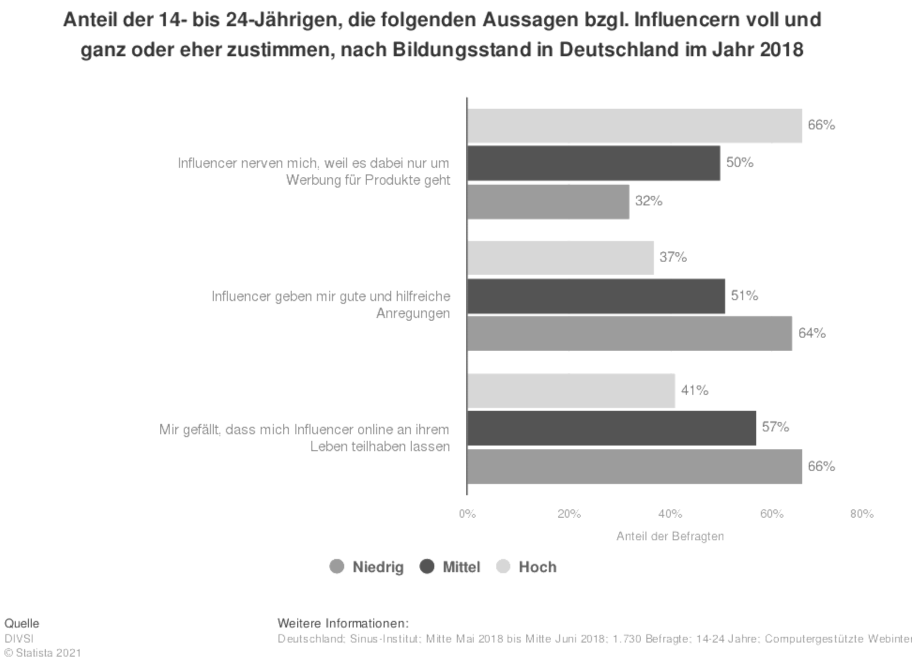
EINFLUSS VON INFLUENCERN AUF DAS KAUFVERHALTEN DER JUNGEN MENSCHEN IN DEUTSCHLAND

Alt trifft neu, klassisches Marketing versus Influencer Marketing: Wo ersteres sein Wirkungspotenzial bereits ausgeschöpft hat, hilft das Influencer Marketing mithilfe neuer und alter Strategien, dieses weiterhin aufrechtzuerhalten oder gar neu zu bewerten [1]. Als Influencer werden Personen bezeichnet, die ihre Bekanntheit in den sozialen Netzwerken nutzen, um beispielsweise Produkte oder Lebensstile zu bewerben. Influencer haben eine große Reichweite, hohe Followerzahlen und eine einflussreiche Präsenz in den Sozialen Medien. Sie produzieren fast täglich Content und interagieren mit ihren Fans. Influencer Marketing ist eine Marketing-Strategie, bei der gezielt reichweitenstarke „Meinungsmacher" von Unternehmen und Marken für Marketing- und Kommunikationszwecke eingesetzt werden. Vor dem Hintergrund der Paradigmenwechsel im Marketing und der Werbemüdigkeit der Konsumenten ist es also nicht verwunderlich, dass das Empfehlungsmarketing unter anderem in der Form des Influencer Marketings schneller, mächtiger, effektiver und weitreichender geworden ist. Zu den meistgenannten Vorteilen von Influencer Marketing im Vergleich zum klassischen Online-Marketing gelten die höhere Authentizität und die bessere Möglichkeit der Kommunikation mit einer Zielgruppe. Zu den meistgenannten Herausforderungen zählen die Messbarkeit von Influencer Marketing, die Zuverlässigkeit der Influencer sowie die Qualitätssicherung [2].

Die Professionalisierung der Influencer in der Marketingbranche hat eine besondere Bedeutung nicht nur für die großen Unternehmen, die sich die reichweitenstärken Social Media-Stars mit Millionen Followerzahlen leisten können, sondern auch für kleinere Firmen jeder Größe (und Branche), die zum Beispiel mit Micro Influencern arbeiten können. Eine wichtige Rolle spielt der Marken-Fit, der bei der Auswahl der Kooperationspartner stärker in den Vordergrund rücken muss: Die Passgenauigkeit von Unternehmen und Influencer in ihren Werten. Tatsächlich hängt dieses wichtige Kriterium eng mit Aspekt Authentizität zusammen, das in zwei Dimensionen auftritt: Wie glaubwürdig ist der Influencer für sich alleine? Und wie glaubwürdig interagiert er mit der Marke? Beispiel: Wenn eine Fitness-Bloggerin plötzlich eine Werbung für eine Chipsmarke macht, ist das ein Bruch in der Glaubwürdigkeit. Deshalb ist es sehr wichtig für die Kunden auf die Professionalisierung der Influencer zu achten. Manchmal sind die Influencer bereit die hunderte unnützlichen Anzeige auf Social Media zu posten, um die Ware zu verkaufen.

Das kritische Hinterfrage von Investitionen in Influencer und die erwartete Professionalisierung des Marktes führen im Idealfall auch zu einem strategischeren Einsatz von Influencer Marketing. Es gibt verschiedene sinnvolle Anwendungsfelder, wie junge Zielgruppe, Brand-Building-Toll oder Suchmachienenoptimeierung. Am häufigsten treten junge Leute im Alter zwischen 14 und 29 Jahren mit der neuen Marketigform in Kontakt, weil sie intensiv die verschiedenen Social-Media-Plattformen nutzen. Derzeitige Studien zeigen, dass Empfehlungsmarketing und Meinungsführerschaft den größten Einfluss auf die junge Anwendungsfelder haben. Es reicht einer Influencerin ein Video mit großartigen Kosmetikprodukten in Tik-Tok zu drehen und die tausende Mädchen laufen ins Geschäft solche Produkte zu kaufen. Das Konsumverhalten hat auch die



psychologische Gründe, und zwar: „du willst, was andere haben". Das gilt am häufigsten für Jugendliche, die immer „im Trend" liegen wollen. Die Grafik bildet das Ergebnis einer Umfrage unter 14- bis 24-jährigen zur Einstellung gegenüber Influencern nach Bildungsstand in Deutschland im Jahr 2018 ab [3]. Zum Zeitpunkt der Erhebung geben 64 Prozent der Befragten mit niedrigem Bildungsstand an, der Aussage „Influencer geben mir gute und hilfreiche Anregungen" voll und ganz oder eher zuzustimmen, während die Werbung von Influencern an die Nerven den Befragten mit hohem Bildungsstand geht. Laut dieser Statistik gibt es eine feste Verbindung zwischen dem Niveau der Ausbildung eines Mensches und seinem Aussagen bzgl. Influencern. Abschließend lässt sich sagen, dass Influencer auf Instagram, YouTube oder Tik-Tok das Kaufentscheidung der Teenager ohne hohen Bildungsstand steuern können. Ältere Verbraucher sind dagegen weniger manipulierbar. Jugendliche sind anderen und vermehrten Werbebotschaften ausgesetzt, als dies vor der Digitalisierung und Social Media der Fall gewesen ist. Das gilt insbesondere für Anhänger der Generationen Z und Y.

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CHATBOTS AS A TOOL OF DEVELOPMENT IN MARKETING

Nowadays, chatbots are becoming more and more popular in e-commerce while using social media and messengers. While one tries to answer everyone and collect all order information, another makes a chatbot and already sends products via post or provides services.

According to research, chatbots will soon handle 80% of routine customer queries [2, p. 3]. The size of the chatbot market is forecast to reach around 1.25 billion U.S. dollars in 2025, a great increase from the market size in 2016, which stood at 190.8 million U.S. dollars [8]. Moreover talking about real-time, the word efficiency could be the perfect fit to describe what a chatbot can do. This technology helps customers get the information they need right away; whenever they want. It introduces the possibility to be operative 24h a day, therefore increasing brand awareness and reputation, without depending on physical personnel. With real-time interaction, engagement is at its maximum peak thus consumer preferences and purchase decisions might be altered [3, p. 10].

Besides, this technology is only developing and in a couple of years, it may conclude more functions than it has now. However, the next step in development is the humanization of chatbots. Right now, they still struggle to process accents when accepting voice commands, process spelling errors and understand the psychology of human speech. The development of natural language processing and conversational AI will resolve these issues in the next 2-3 years, making chatbots a better version of human support agents for e-commerce [6]. According to statistics, about 27% of users who contacted customer support cannot say whether they spoke to a human agent or an NLP chatbot [4].

The most famous advanced voice bots are Apple’s Siri, Google Assistant, and Amazon Alexa. Yes, it took a lot of time and resources to build the best AI chatbots. But as the practice has shown, such bots help attract consumers and save companies’ expenses [4]. In marketing ways of thinking social media ads are already recognized as an efficient way to reach target audiences and convert customers into leads, but it turns out chatbots are considerably more efficient than standard targeted ads are [6].

Statistically, the conversion of chatbots is over 200% higher than that of an ad campaign. Thus, business owners are likely to consider social media as a primary way to generate new leads and invest more in increasing their presence on these platforms, as opposed to Google search rankings [6]. In addition, chatbots might simplify purchasing not only for providers but buyers. According to this

Salesforce survey, only 14 per cent of respondents would choose a sign-up form over a chatbot. When it comes to rating their experience with sign-up and contact forms, people describe it as inefficient, tiresome, and boring [9]. So, consumers will spend less time ordering a product.

Except for the perks of chatbots that were described previously *(24/7 availability, increasing brand awareness and reputation)* there are such as:

- ***Instant answers*.** The virtual assistant spends a fraction of a second preparing a response. One AI chatbot can respond simultaneously to a huge number of users, unlike a human employee. Approximately 69% of customers do highlight quick responses from bots as an important business advantage [4].
- ***Endless patience*.** Many companies strive for a high level of service quality. But employees may not always be patient enough for some consumers. The chatbot is not subject to its emotions since it doesn't have them. Therefore, virtual assistants can answer questions for an infinitely long time, repeat the same thing, and remain calm [4].
- ***Multi-language*.** You can have text or voice bots that can communicate in many languages. It's just a matter of programming and setup. This helps the business to attract more customers and not look for polyglot employees [4].
- ***Cost savings*.** According to various estimates, on average, a company can save $0.70 on each client request thanks to virtual assistants. And if you count how many requests there are per day/month/year, then the amounts will be impressive [4].
- ***Increased sales*.** According to statistics from companies that have successfully implemented conversational AI, their sales increased by 67%. It should be added that consumers trust the dialogue with the AI bot. About 22% of customers follow its recommendations for purchasing products [4].
- ***Increased customer interaction*.** People like to interact with simple or most advanced chatbots. This means that customers are more familiar with the brand. Nearly 80% of consumers say their experience with an AI bot has been positive [4].
- ***Reduce human error*.** Humans aren't robots, and they tend to make mistakes. Well-trained virtual assistants do an excellent job with a minimum number of errors. Organizational statistics show that real customer communication with human agents last year decreased by 70% due to the introduction of AI chatbots. You can imagine how much more accurate the processes of companies have become [4].

Moreover, chatbots promote the idea of universal friendliness in support services, since chatbots don't get tired or have an 'attitude'. For a human employee, being online 24/7 in a state of constant happiness is next to impossible, though that's the standard for chatbots [6]. Furthermore, customers usually not only appreciate easily accessible and flexible self-service channels but also value personalized attention. Thus, firms should not shift towards customer self-service channels completely, especially not at the beginning of a relationship with a customer [2, p.3].

In conclusion, chatbots maybe not be so popular, but it already has a success, for instance: 34% of retail customers preferred a chatbot to a human agent, according to Statista [7]; VentureBeat revealed that there are over 300,000 active Facebook chatbots [5]; and depending on ChatsbotsLife by 2021, 85% of customer interactions will be handled with no help from human agents [1]. Thus, marketing and advertising products and services will be simplified and there will be a unicity in a simpler way.

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<u>**SECTION 6**</u>
PHSYCOLOGY

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AGGRESSIVENESS IN COMMUNICATION

Aggression is an emotional state characterized by impulsive behavior, feelings of anger, rage, desire to harm (physical or moral) and contrary to the norms and rules of human behavior in society.

Conventionally, violence is understood to be often driven by negative emotions, such as anger or fear. For example, a person might become aggressive because they were enraged at another person, or they were afraid the other person might hurt them.

Examples of daily intolerance happen to us everywhere: during war, road accident, because of news, long queues, traffic jams…

Examples of an aggressive communication style include such phrases as:

- "This is all your fault."
- "Do what I say."
- "I don't care what you have to say."
- "You never do anything right."
- "I don't agree with you so I don't have to listen to your opinion."
- "Everyone has to agree with me."
- "I'm right and you're wrong."
- "You owe me."
- "I'm entitled to this."
- "I'll get my way no matter what."

According to the theory of American psychologist Albert Bandura, most of the features of our behavior develop by imitating the behavior of others. Domestic violence often leads to violence in later life. According to A. Bandura, aggression is the cause of the most common learning: it develops or decreases, or simply is not maintained as a result of observing scenes of aggression and analysis of visible consequences for aggressive people.

The fact that conflict in a relationship causes stress can affect us in many ways It can influence our stress levels, health, and happiness. Aggression and conflict can also damage relationships in a wide variety of ways.

Aggressive communication can lead to:

- Aggressive responses from others
- Barriers to communication
- Distrust
- Fear of sharing
- Feelings of disrespect
- Greater stress
- Lack of connection
- More conflict
- Negative interactions
- Poor goal achievement
- Secrecy

When people don't like the conversation or the mood of the speaker, they can just go and protect themselves from problems. But conflict cannot always be avoided if you are forced to be constantly in the company of an aggressive person.

Here are some tips to help you avoid conflict:

1. Give the person a chance to speak! Try to understand what hurts a person? Sometimes people don't know how to listen at all.
2. Control your own voice and emotions. The voice should be confident, moderately loud. You shouldn't hum under your breath, but you shouldn't shout at the aggressor, otherwise it will provoke even more anger. Dry reasoning is what is needed at this stage.
3. Express your condolences if necessary. Humanity is always respected.

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PSYCHOLOGICAL BASES OF PROFESSIONAL SELECTION AND PERSONNEL RECRUITMENT

Professional selection is a set of measures to identify individuals who are the most suitable for their individual qualities and opportunities for training and further professional activity in a particular speciality. The basis of professional selection is the assessment of a specialist’s professional suitability [1]. The indicators of the effectiveness of the selection process are the level of staff turnover, the proportion of employees who have not passed the probationary period out of the total number of employees hired, the financial costs of ensuring the process of searching and selecting personnel, the level of violations of labor and performance discipline among new employees (absenteeism, lateness, low efficient use of working time), the frequency of equipment breakdowns, the number of complaints and claims received through the fault of new employees from customers, suppliers, etc. There are also principles for organizing the personnel selection process, such as the connection between the search and selection of personnel with the strategy and purpose of the organization, scientific and methodological support, financial support, material and technical support (premises, office equipment for processing and recording information), legal support, ensuring a fair approach to the assessment of all candidates and applicants for a position, confidentiality [1].

The implementation of professional selection is carried out in two directions:

1. *Preparatory stage*. Determination, in accordance with the development strategy of the enterprise, of the quantitative need for personnel, as well as developing the requirements of the future employee based on the analysis of the vacant job and its description. At different stages of the organization’s development, the nature of the requirements for personnel inevitably changes (Table 4) [2].

This also includes the formation of a list of applicants for vacant positions, the dissemination of advertising information in order to attract candidates from the relevant target groups. These can be advertisements in the media (newspapers, magazines, radio and television), on advertising stands, on the Internet, distribution of promotional materials at fairs, presentations, congresses held by the enterprise, as well as using the services of private employment agencies. The number of personnel is calculated in such a way as to ensure the long-term fulfillment of the company's strategic objectives.

Table 4

The nature of the requirements for personnel depending on the stage of development of the organization and the management strategy

Stage of the organization's life cycle	**Type of strategy**	**Staff requirements**
Formation	*Entrepreneurial strategy*	Innovative activity, initiative, contact, long-term orientation, risk-taking, compliance
Growth	Dynamic growth strategy	Commitment to the organization, close interaction, flexibility in changing conditions, focus on problem solving
Stabilization	The strategy of maintaining the achieved level of profitability	Achieving maximum results at low costs and low risk, following the rules, maintaining stability
Decline	Liquidation strategy	Willingness to work for a short time, narrow orientation, attitude to retraining, willingness to endure temporary discomfort in terms of payment of salary or wages

2. *Carrying out the selection procedure.* This should include the primary selection, which involves the study and analysis of documents (application, autobiography, certificates of education, questionnaire, photograph, medical report), assessment of candidates and interviews with candidates.

When choosing methods of evaluation, costs must be compared with the significance of the position in the enterprise. When organizing psychological testing, depending on the requirements of the position, professional motivation, intellectual development, emotional sphere, individual psychological qualities, temperament properties, managerial, psychophysiological qualities are assessed. E. A. Mileryan introduced the concept of "quality of work", characterized by reliability, efficiency, versatility, flexibility and pace of work, to assess the work of employees [3].

Reliability can be expressed by the stability of a rational level of performance in extreme working conditions. The more complex the activity is, the more indicators are used to evaluate it. During the preparation and conduct of the interview, the personnel officer seeks to verify or clarify the information that is significant for the final decision. When conducting an interview, it is also necessary to pay attention to the manifestations of the candidate's non-verbal behavior (most often gestures). The following semantic groups of gestures are distinguished: openness (open palms, unbuttoned jacket); disagreement, protection (arms crossed on the chest, fingers, clenched fists); difficulty, uncertainty (rubbing the tip of the nose, chin, earlobes, scratching the back of the head); secrecy (covering the eyes or mouth with the hand); doubts, reflections (fist supports chin or cheek).

For a correct understanding of the psychological meaning of manifestations of non-verbal behavior, one should pay attention to the informational context. Based on the analysis of the interview results, the head of the department, with the participation of an HR specialist, selects the most suitable candidate. The criteria for psychological selection are determined in connection with the specific characteristics of the professions for which the selection takes place. A professiogram helps to explore professional suitability, in particular, its psychological part – a psychogram. A psychogram determines the "center of gravity" of the profession regarding the load on psychophysiological functions and the requirements for the personality traits of a specialist. The list of such requirements makes the basis of psychological examination in the selection of a candidate for a working post or position. The strength of the nervous system is determined by a greater or smaller ability to withstand prolonged concentrated excitation until the development of foreign inhibition. The level of mobility of nervous processes is characterized by the limiting rate of occurrence, flow, termination, change of excitatory and inhibitory processes. Balance is manifested in an equal ratio of the processes of excitation and inhibition, or the predominance of one process over the other in strength or mobility.

Compliance with the degree of manifestation of a certain individual psychological quality of a high level of professional performance allows us to consider this property as professionally significant, that is, to attribute it to abilities. The traits of an individual and personality relationships can represent his or her abilities. Therefore, taking into account the theoretical provisions and achievements of the Ukrainian science in labor psychology, the main methodological approaches to psychological research for the purpose of professional selection should be considered: the study of a holistic personality; study of the dynamic aspects of a personality; comparative study of human activity in optimal and extreme modes (selecting according to professions associated with great neuro-emotional tension); a special study of individual personality traits that are of particular importance for this type of work activity, among many individual psychological differences, the most stable ones, mainly with a conservative biological basis, should be chosen. Such a basis is the physiological characteristics of a person, that is, the basic properties of the nervous system or higher nervous activity, including the three main parameters of the nervous system: strength, mobility, balance.

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PSYCHOLOGICAL ADAPTATION OF A PERSONALITY UNDER STRESS CONDITIONS

Modern life is characterized by a high need for human adaptation to changing social and technological conditions. Every day we face various challenges: transformation of human values, change of the country, place of work, social status, life in the conditions of the war, etc. However, a person is able, in most cases, to find a resource that helps him or her to overcome the uncertainty in which this person lives – creativity, reflexivity of thinking, stress resistance and the search for new knowledge [1].

Psychological adaptation is a person's ability to adapt to the requirements and criteria of a changing society, to a new system of social conditions, new relationships and the content of human activity.

It is the mechanism of adaptation, developed as a result of long-term evolution, provides the possibility of human existence in a constantly changing environment.

According to the structure of a personality, all people occupy different places in society and, accordingly, have different levels of adaptation to stressful situations. In particular, a person may be of a low, medium or high level of adaptation. It is clear that the higher the level is, the easier it is for us to adapt to the surrounding living conditions. This category includes people with a high level of self-awareness and self-esteem. After all, as a rule, they have high stress resistance, determination, steadfastness of their own beliefs, a higher percentage of opportunities, a strong spirit. In most cases, they are healthier, more independent in their judgments, and less vulnerable to outside influences [1].

The adaptation of personality is influenced by **3 main psychological factors**: flexibility of the psyche, self-knowledge and openness to new and positive thinking.

The flexibility of the psyche influences how quickly a person can and is ready to adapt to new stressful conditions. And above all, it depends on a person's personal capabilities. Some people adapt very quickly and some do not succeed in 10 years.

No less important is the adaptation and **self-knowledge**, i.e. whether a person knows himself and his reactions or understands that he reacts in a certain way because he is used to it differently.

In addition, the key to successful adaptation is **openness to new and positive thinking**. That is, an objective assessment of reality and focusing on solutions to the problem, not on the problem itself.

The presence of all these factors will allow you to quickly adapt to new conditions and, as a consequence, integrate into a new society [2].

It should be noted that stress is a normal reaction of a healthy person, a protective mechanism of the biological system, but the ability to adapt is not unlimited.

Hans Selye identified **3 stages of stress as a process** that are inherent in any adaptation process.

In the first stage – **anxiety** – the body has direct reactions to the impact: muscle tension, rapid breathing, rapid pulse, high blood pressure, anxiety. The body's resilience is reduced and if the stressor is strong enough, it can even lead to death.

The second stage – **resistance** – is the most effective adaptation. The body begins to adapt to stressors. During this stage, increased stress resistance is established.

The third stage – **exhaustion**, which occurs under the influence of excessive or prolonged stimuli, is characterized by impaired adaptation process. It is accompanied by a decrease in the body's resistance and in severe cases it can lead to death [3].

In addition, it was previously believed that women are less likely than men to be affected by strict rules of the game in society and the problem of stress is not relevant to them. However, with the arrival of women in leadership positions, these views change. The difference in stress symptoms of men and women is the manifestation of mental symptoms that occur due to stress, adverse life circumstances and anxiety. In particular, in stressful situations, women are more prone to over-controlled, passive behavior. They are more likely to be depressed, in a state of fear. But men often react with aggressive behavior, they are prone to "hyperactive" behavior, they more often "break down" and scandal [4].

Thus, different people perceive the same events differently, define what "stress" is differently. Adaptation includes efforts to reduce and overcome the effects of stress, as well as to develop resilience to the factors that caused stress. With this in mind, we must be attentive to our feelings, states, moods, try to learn and develop our capabilities constantly.

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THE PSYCHOLOGICAL IMPACT OF WAR IN UKRAINE ON PEOPLE

Preserving the mental health of the citizens of our society, of the whole nation, is an important task today. The main social factors that determine the mental health of citizens include, for example: social and political conflicts and instability; position and content orientation of mass media; a certain socio-mental state in which society is; prolonged exposure to negative emotions; social optimism; socio-mental unity of society. The social psyche of the people is a complex, multilevel, systemic entity, which is manifested as an integrated interaction of mental, spiritual, perceptual, psychocommunicative, emotional, and at the same time is the basis, driving and governing force of national life and prosperity. It reflects the integrated unity of the set of socio-psychological phenomena, processes, concepts, values, attitudes that affect the behavior and activities of the people and their socio-mental state [1].

Mental health can affect daily living, relationships, and physical health. Factors in people's lives, interpersonal connections, and physical factors can all contribute to mental health disruptions. Conditions such as stress, depression, and anxiety can all affect mental health and disrupt a person's routine. According to the World Health Organization (WHO) Trusted Source: mental health is a state of well-being in which an individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively, and is able to make a contribution to his or her community [4]. Psychology is the study of the mind, how it works, and how it affects behavior, according to the American Psychological Association. The APA adds that it embraces all aspects of the human experience, from the functions of the brain to the actions of nations, from child development to care for the aged. Psychology is a multifaceted discipline and includes many sub-fields of study such areas as human development, health, clinical, social behavior and cognitive processes [6, 7].

When something terrible and unexpected happens, people first feel the shock, act automatically, according to the survival program. The mind tries to sort out the options of the future in order to somehow prepare for it, but planning is limited to a few hours. Then the basic emotions return, and after the shock despair, horror, denial may come. Ukrainians decided en masse to feel strong euphoria from the fact that we endured these first hours and days and rushed to battle. It shows the strength of our mental resource. But euphoria can't last all the time - it is not economical for the resource of the psyche. Therefore, we should remember that mood swings are OK. After all, the worst thing is not to know what is happening to you and to think that the feeling of, say, fear will be with you now forever. It is not good for our body to be afraid or anxious for a long time, and it will find a way to cope with these feelings [2]. Millions of people living in Ukraine had to flee their homes after Russia invaded the country in February. They left behind everything they've ever known. Thousands have been killed and injured, including children. Daily pictures and video of atrocities suffered in Ukraine are splashed across the media. The atrocities seem unimaginable – and those pictures alone are traumatic enough. Living in constant fear while struggling to find some measure of safety and security has taken a toll on Ukrainians' mental health.

War is a factor of tremendous shock to the psyche. During the war, one of the basic human needs – the need for security – was knocked out. Fear is exactly what should be included and save us from danger, from stress. There are three main protective reactions to stress: beat, run or freeze. And this is what we see now – someone is freezing and boiling in their brains, someone is running, doing something chaotically, and someone is fighting. Survivor's guilt syndrome is a feeling of guilt in people who have survived traumatic dangerous events and escaped. We can already see such conditions in people who have been able to go abroad or to safer cities. This syndrome is dangerous because it can lead to depression and panic attacks [3]. Post-traumatic stress disorder (PTSD) is a mental health condition in which people experience a variety of symptoms following exposure to a traumatic event. These may include flashbacks, nightmares, intrusive thoughts, anxiety, avoidance, and changes in mood and thinking. Symptoms may include re-experiencing the traumatic event, avoiding reminders of the trauma, startling easily, and having negative thoughts and beliefs [5]. In the current version of the diagnostic manual survivor's guilt is a symptom of PTSD. It may be viewed as one of the cognitive and mood-related symptoms of PTSD, which include having distorted feelings of guilt and negative thoughts about oneself. It is important to note, however, that people can experience survivor's guilt without having PTSD. They can also have PTSD without feeling survivor's guilt. War adversely affects everyone both physically and emotionally. Death, injury, sexual violence, malnutrition, illness, and disability are some of the most threatening physical consequences of war, while PTSD, depression, and anxiety are some of the emotional effects. The terror and horror spread by the violence of war disrupts lives and severs relationships and families, leaving individuals and communities emotionally distressed. The combined effects of war frequently extend to civilians, particularly for those caught in war zones or forced to participate in war-related activities, such as murder or rape, against their will. The psychological resilience is, in fact, the standard response to traumatic life events for adults and is typically mediated by demographic and social factors occurring during and after the event.

It's hard enough for an adult to try to cope with the brutality of war. For a child, the impact is immeasurable. Psychiatric and psychological research has shown that war has long-term consequences for children and adolescents. During the war, children face two types of traumatic events: unexpected traumatic events and long-term adverse events that lead to unproductive coping strategies. As a result, children are much more likely than their peers without experience of war to suffer from anxiety disorders, PTSD, depression, dissociative disorders, behavioral disorders. Thus, the long-term impact of violence on children increases the risk of many and often long-term forms of physical, psychological and social maladaptation [5].

To sum up, seeing people around you killed, ripped apart or vaporised in a red mist, people that you once knew personally, ate with, joked with and bunked down with in the same hole. Seeing what entire villages and towns look like after the populations have been rounded up and massacred…It's too hard for the human psyche. William Tecumseh Sherman famously said "war is hell", but that was until the Great War or the Second World War. It brings fear of invasion, pain of wounds, sadness of deaths and hatred of one's enemies. Many people survive violent brushes with death with no long-term damage to their psyche. It's impossible to say how their psyche will be affected by a brush with death. Even people who develop PTSD don't manifest their symptoms in the same way. During war, people can be exposed to many different traumatic events. That raises the chances of developing mental health problems and poorer life outcomes as adults.

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EFFECT OF PHYSICAL ATTRACTION

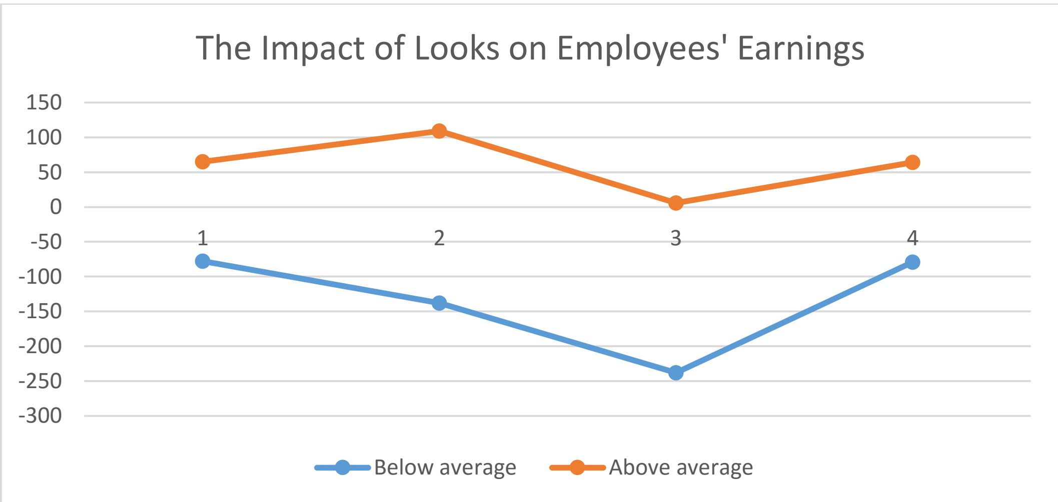
The human brain's a mystery. Every year, scientists try to find out more and more about the main organ of a person. Which makes us help this man, not another. Which candidate will be accepted for work if both have the same qualifications and experience? Any different effects and distortions that describe the brain and its perception of external factors.

In this work, I want to look at one of the reasons that affect our decision in everyday life. Is physical attractiveness. It's called the Hala effect. It manifests itself when we automatically give attractive people such good qualities as talent, kindness, honesty and intelligence.

This influences our decisions every day or pushes us to one or another choice. I suggest that we address this issue with examples.

First example: less beautiful people make 5-10% less than their most beautiful co-workers. [1]

Research by Daniel S. Hamermesh and Jeff E. Biddle, analysis of the USA and Canada data from 1977 to 1982. They took the test subjects with the most similar characteristics: seniority, profession, education, age, etc. The study was conducted both in terms of bonuses and fines. The result showed that the penalty for homely was much more than the premium for a beautiful colleagues. This difference creates 5-10% between plainness of employees and beauty. (picture 1)



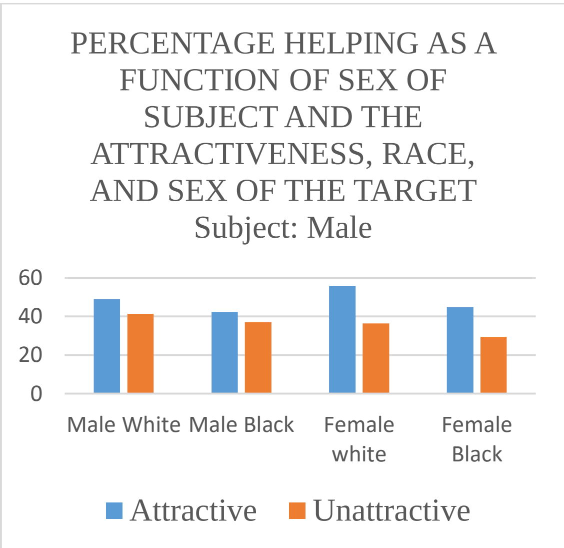
Picture 1

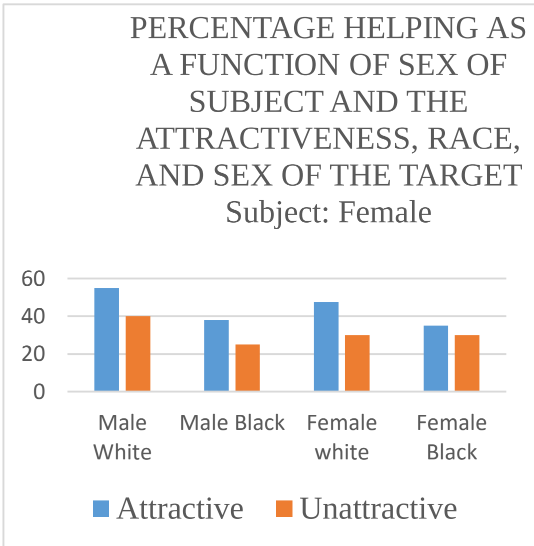
There are four categories on the chart. Each describes their compensation profile that they can more accurately analyze the difference in pay based on their appearance.

Second example: good-looking people are often assisted.

Peter L. Benson, Stuart A. Karabenick and Richard M. Lerner wrote an article that explores how people help according to their appearance. The experiment subjects and design were: "604 white adults (442 males and 162 females), judged to be between 18 and 70 y. of age, who used a public telephone at a large Midwestern metropolitan airport between 10:30 AM and 7% PM on 7 days in the fall of 1974. Stimulus materials in the study were placed in a phone booth located in the large center lobby area that contained many booths. Upon entering the booth, the subject encountered a completed graduate school application form which included a picture of the applicant." [3, p. 410] The subject should have seen the letter at least 2 seconds to analyze all the data on it and see the photo. The data was: "Dear Dad, Have a nice trip. Please remember to mail this application before you leave Detroit on your (time of departure) flight to New York. Love, Linda (Bob)." [3, p. 411]

The mailbox was 40 m from the cabin and scientists were looking at how the subject reacted. At the end, they got interesting data. (pictures 2,3)





Pictures 2,3

Men helped attractive white women most often (53%), the smallest rate in women with unattractive black males (25%). [3, p. 413]

These experiments show that people are more inclined to help and less cruel towards handsome people. Beautiful people are more confident than plainness, which explains why wages are higher.

In the second study, there is a paradigm according to which beautiful people are more pleasant to our brain, and they are more likely to help. Furthermore, remember about paradigm that "an attractive person is smart, kindness, honesty and intelligence". In this way, our brains subconsciously opt for a good-looking man and ignore those who are less attractive.

To summarize, I would like to say that this study gives a lot of ground for thought. With the recognition of this brain function, we can influence people's decisions. And also, better control oneself and analyze not only appearance but also features with circumstances.

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MANIPULATIVE INFLUENCE ON PEOPLE IN WAR TIME

Human's psychology is quite a little-known science, compared to other sciences, that exist from ancient times, however humanity knows a lot of features of that human's aspect, even though they did not have much time to learn it. Some knowledge about weaknesses of human's psychology, began to be used for mercenary purposes, particularly in the political world. To gain the support among people, needed to change their worldview, that afterwards, will be hardly altered. Because of this, manipulating of public opinion became widely used, and that is why a small conflict or even a full-scale war can be occurred, even if there are no reasons for that [4].

In order to manipulate successfully, it is not enough to know the psychology. It is necessary to have some leadership and oratorical skills, that literally make the people trust you. In a modern world, it is becoming a bigger problem, when people learn a lot of information about events around. Is it all true? Certainly not, but it is interesting that among people who have a false belief about some aspect or event, most refuse to acknowledge the influence of third parties on their personal opinion [5].

Are all people vulnerable to manipulation? Research shows that yes, but the degree of susceptibility varies depending on the psyche [1]. Human's psychology is arranged in such a way, that our brain have to perceive any information, although it is subjective and does not accord to our beliefs, but due to some skills like intuition or just a logical thinking, person is able to filter the information. It does not work all the time, because manipulations are aimed at feeble spots of our psychics, and that is because everyone is at risk.

The world history remembers many leaders, who has a set of the very leadership, needed to manipulate the people. Adolf Hitler can be considered, as a striking example of such a leader, who did not even have at his disposal a lot of mass-media, was able to unite Germans around himself, seemingly with a mad idea. Therefore, now, having a large number of mass-media, it is becoming easier to make people think the way you need. Without doubt, to win the people's confidence, a few-month campaign of propaganda is not sufficient. Sometimes, it requires the years, and then, people will not be able to differ the reality from that, they hear from news.

There are many different methods of political propaganda, which together can ensure the desired result. Firstly, people simply do not see the whole picture of what is happening in their country. They only see the good points emphasised by the media, and this is because they might have a reasonable question: Why does someone think that the government of my country is bad when everything around is good? Further, the image of a so-called enemy who is jealous of you and only wants to harm you is necessary [2]. Nevertheless, whether this enemy exists or not, the answer the question posed above appears, and so one becomes more and more certain that one is right. Then, people begin to understand, that in truth, nothing is as it seems, but propaganda leaves no chances to know the true. To assure them, that there is no reasons to worry, gets easier every day, because the more mad the lie is, sooner people will believe in this. Any attempts to persuade such a person, eventually ends up with failure. Consequently, total obedience of the system is the place to be, and the government gets a lot of people, who are ready for anything for their country.

It has recently become apparent that the minds of people who do not watch television are beyond control. Therefore, in addition to classic propaganda, social media propaganda is being added. In the age of high technologies, even an ordinary student can manipulate at the informational front, having only basic skills of using a smartphone or computer, and therefore, it will not be a problem for dictator, who wants to seize power, anyway. Creating fake social media accounts, propaganda videos that are magically visible to all without exception, publishing false results of social surveys - all this happens in today's world, and after all, even a 13-year-old with no clear civic position unknowingly begins to absorb information that over time simply destroys his ability to express his own opinion [3].

Because knowing how our psychology works can save your life or someone else's, because politics is all around us today, and the hidden influence on our minds can happen when we are not even aware of it, and also, unknowingly, we can destroy thousands of lives just by watching the news.

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PSYCHOLOGICAL WARFARE

Psychological warfare is the planned tactical use of propaganda, threats, and other non-combat techniques during wars, threats of war, or periods of geopolitical unrest to mislead, intimidate, demoralize, or otherwise influence the thinking or behaviour of an enemy [1].

Modern psychological warfare tactics were first used during World War I. Technological advances in electronic and print media made it easier for governments to distribute propaganda through mass-circulation newspapers. On the battlefield, advances in aviation made it possible to drop leaflets behind enemy lines and special non-lethal artillery rounds were designed to deliver propaganda. Postcards dropped over German trenches by British pilots bore notes supposedly handwritten by German prisoners extolling their humane treatment by their British captors [3].

There are three shades of propaganda:

1. White propaganda. The information is truthful and only moderately biased. The source of the information is cited.

2. Grey propaganda. The information is mostly truthful and contains no information that can be disproven. However, no sources are cited.

3. Black propaganda. Literally “fake news,” the information is false or deceitful and is attributed to sources not responsible for its creation.

While grey and black propaganda campaigns often have the most immediate impact, they also carry the greatest risk. Sooner or later, the target population identifies the information as being false, thus discrediting the source. As Lerner wrote, "Credibility is a condition of persuasion. Before you can make a man do as you say, you must make him believe what you say” [1].

Psychological warfare: how to win?

The mind is the ground where all battles are won or lost, and it is the only battleground that you have full control over from start to finish. The key is to know that you actually have control and then training yourself to control your mind through these exercises.

Martial Arts Training Tactic No. 1

Do not be thrown off emotionally. Mental Attacks and attempts to defeat you will always start with an attack on your emotional balance. Remain rooted in objectivity. The samurai called this mushin, meaning mind no mind.

Martial Arts Training Tactic No. 2

Confuse your opponent with a very slight smile, as if you know something he doesn't. This will instil doubt and fear in your opponent.

Martial Arts Training Tactic No. 3

When faced with a mental assault, match and mirror your agitator's attitude and outlook. Become a fellow observer and a kindred spirit. Once you match his tempo, shift and strike with an attack of your own. Doing so will off-balance and weaken him.

Brooks' advice is to try your utmost to avoid feeling anxious while negotiating. "How can you manage that? Train, practise, rehearse and keep sharpening your negotiating skills," she says [2].

Martial Arts Training Tactic No. 4

A fixated mind is a diseased mind. A fixated mind will miss the red light (the warning) and the green light (the opportunity). Keep your mind unhindered and you will intuitively spot the opening and defeat the enemy [3].

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FEELINGS OF THE GUILT DURING THE WAR

The war with the Russian occupiers has been going on in Ukraine for many weeks. During this time, 1.7 million Ukrainians have gone abroad and hundreds of thousands more residents of the eastern regions have temporarily moved to western Ukraine. Now refugees are massively publishing appeals to their compatriots on social networks that they feel guilty about leaving their homeland. Many do not understand whether they did the right thing when they decided to leave their homes. Instead, some of those who remain are outraged by the behavior of refugees and condemn them.

Practicing psychologist and Gestalt consultant Olena Gerzheniatold about how not to blame myself for refugees who have temporarily left Ukraine. How to overcome the syndrome of guilt of the survivor and how to control yourself so as not to condemn the behavior of compatriots who are now abroad.

We are now seeing a survivor guiltsyndrome.This is a socio-psychological phenomenon that occurs in those who have survived or witnessed traumatic events, in this case war. This syndrome is characterized by apathy, loss of physical strength, desire to do anything and even live. It comes down to suicidal thoughts, self-harm. There are also obsessive thoughts that people could have done something but didn't. They cannot sleep, refuse food or have no appetite. They may have nausea - the body seems to protest, rejects it all, can not accept. People don't want to communicate with anyone. Shame and guilt are added that they survived, and people die there. That is, despair and a constant feeling of such grief, helplessness are characteristic of this syndrome. Many Ukrainians feel it now. They compare themselves with those who are worse now or with those who have died and feel pain and sorrow, anger, shame, for what is better for them.

How can one overcome guilt? The main thing is to make sure that this feeling does not destroy you, but motivates you. It did not paralyze, but gave impetus to some action. You need to understand that by saving yourselves and your families, you are saving a part of Ukraine. That is, if a person is healthy, full, sleepy, calm, he can bring much more benefits than when he is in bad shape. Therefore, first of all, in order to be able to act as correctly as possible, you must take care of yourselves - sleep well, eat, be as optimistic, pragmatic as possible. If there are feelings of shame and guilt, it is desirable to determine what exactly you can do to stop feeling it. That is, somehow help others. You can write a list of "how I can specifically help those who are harder." These can be small things, such as helping a neighbor carry food if he can't. Take care of someone nearby in the bomb shelter. That is, it is better to do something small.Do what you can do. Someone can provide a free massage, and someone can weave nets.

In order to improve your emotional stateyou need to find a safe way out - to shout, wave your hands, stamp your feet, beat something soft, you can take a towel to stretch, beat him on the floor. Stress hormones that have accumulated should come out. And through such actions people will become easier and will be able to think more rationally, calmer. The same goes for tears - you don't need to stifle them for days. It is better to take 10-15 minutes, shout, roar, because restrained emotions will then create health problems.

We are now going through the stages of accepting life changes and losses. It is denial, anger, depression and acceptance. They may alternate or live in a mixture. And it is anger that comes as a result of realizing that someone left and I stayed here because they had the opportunity, the money, and I didn't. People who have left must understand those who remain. Their emotions are also normal and they have the right to be angry. But refugees should not take this at their own expense, because everyone has different situations and life circumstances.

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PSYCHOLOGICAL ASSISTANCE FOR CHILDREN DURING THE WAR

The invasion of the Russian Federation on the territory of Ukraine on February 24, 2022 changed the life of every Ukrainian. Some people have been sitting in shelters, subways or basements for weeks, hiding from constant shelling by the occupiers. Some were forced to leave their homeland and seek refuge abroad, while others put themselves in danger every day, protecting relatives.

The war has been going on for more than a month and it has already caused a lot of damage not only to our infrastructure, but also to our physical and mental health. Constant explosions and air strikes, rapes, thousands of corpses and water and food shortages in some areas. It is impossible to remain indifferent while watching these events. Most people experience anxiety, fear and psychological exhaustion. At the same time, they need to explain, support and care for their own children.

The nervous system of children and adolescents is not able to resist the effects of the external environment, because it is still developing. That is why individuals under the age of 18 are a particularly vulnerable category. The child's psyche is not adapted to the new realities of life. The children ask many questions: why this has happened to them, why the Lord does not help, why dreams do not come true, when the war will be over and they will return home, and how much more ammunition the enemy has.

Numerous studies conducted in different countries and at different times during the war have shown that a child's behavior and emotional state deteriorates significantly. Bright examples were given in the materials of psychological work in Beslan in 2004-2006. On September 1, T., a first-grader, and his four-year-old brother, S., became hostages of terrorists. T.'s defenses were a loss of interest in learning, a return to preschool, and night terrors. The regression occurred through subconscious infantile behavior. A person tries to return to the usual system of behavior with others, because it will ensure the safety of life. [1, c. 25].

Another example is a study conducted among the Gaza community (children aged 10-19), which showed that:

– About 46% of children who witnessed the conflict in Palestine in 2000 behaved aggressively
– 38% of school performance deteriorated

– 27% had urinary incontinence

– 39% complained of nightmares. [2, c.3]

How to help a child during the war and increase his psychological resilience?

1. Since the psychological well-being of a child depends on the mental state of an adult, it is first necessary to take care of yourself. Use time to relax, do your own vitality. Calmness is the best companion in difficult times. Avoid tantrums, however, do not completely hide your emotions. Children need to understand that emotions are normal.

2. Talk to your children honestly: simply and confidently. Depending on their age, explain what is happening around you and what may be happening. The child should know about shelter and safety rules. It should also be emphasized that the child should not be afraid, because the parents take care of him and the military protect civilians, so they are safe.

3. Don't ignore the child's feelings. One of the most important skills of stress management is the ability to recognize and experience their emotions. Speaking of events and feelings helps individuals to overcome traumatic experiences. This can be done not only verbally. If you have the opportunity, encourage children and adolescents to keep a diary. There you can write down your own experiences or good things that happened that day. The child can also express emotions with the help of colored pencil drawings.

4. Remember that children want to help. To make the child feel that he is also doing something important, you can create pictures of support and cover them on social networks. You can also give them tasks: help with household chores or cooking.

5. Routine will help to stabilize the nervous system. If possible, do not neglect moving games, training and breathing exercises. Do not deprive the child of a birthday: arrange a small party with delicious sweets and tea.

6. Physiological and psychological change in behavior. As mentioned earlier, children may behave differently under stress. For example, being more aggressive, anxious, biting your nails or urinating in bed. Don't punish them for it. Instead, try to understand and support. Hug and kiss the child more often, make it clear that they love him.

7. You can read books while you sit in the shelter. This will not only distract from destructive thoughts, but also develop the child's brain. By the way, many Ukrainian publications allow you to read e-books for free. You can also dream and invent fairy tales yourself, or express your wishes.

So, war always affects the psyche of the people, especially children’s one. However, it should not ruin your whole life. Thoughts about a bright future and their visualization will help to cope with difficulties and stress.

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WHAT UNCERTAINTY IS AND HOW A PERSON LIVES WITH IT

The analysis of scientific research on this issue indicates a variety of interpretations of uncertainty. Leontiev D. interprets uncertainty as a situation with unknown variables or relative uncertainty of what is happening [3]. Krinchik E. considers the situation of uncertainty as the presence of incomplete information about what is happening here and now in the conditions of the need to make a decision [1]. Uncertainty is interpreted as a situation of duality, contradiction and incoherence of the incoming information by Hallman R. [7]. Gusev A. sees a reserve of various ways of personal development and the formation of a new identity in situations of uncertainty [2].

In fact, our whole life is made up of uncertainty that accompanies a personality in all areas of life: economic, political, social, cultural, professional, personal, etc. Even if we try to ignore the war, even in peacetime, none of us knows what will happen to him in 5 minutes, tomorrow, a year later, when he or she goes outside or enters the room.

It has been established that the reasons for the situation of uncertainty are the situations of choice and making a certain decision in life, the presence of several options and the inability to choose among them the contradictions of internal instances of an individual, the confusions of positions and priorities, the struggle in the value and senses and motivational sphere of personality, misunderstanding of oneself, misunderstanding of one’s own desires, opportunities, goals; lack of action plan, inaccuracy in plans, misunderstanding of what and how to do, inability to predict the results and consequences of actions; the uncertainty of the situation itself or distrust of information, mystique, mystery of events, inconsistency with the ideas about the situation; the uncertainty of the future, instability; lack of life experience in certain situations and the emergence of new social roles and some global reasons – a war, terrorism, loss of home, loved ones, jobs – they have a cumulative effect, and they are becoming increasingly difficult to deal with [4].

It is found out that the situation of uncertainty is always accompanied by strong emotional experiences, negative in most cases: agitation anxiety, doubts, lack of confidence, discomfort, anxiety, fear, panic, perplexity, which disharmonizes an individual and cause mental suffering.

There are also some cases in which the uncertainty causes positive emotional states: contentedness, self-confidence, hope for the best, and enthusiasm. For example, I was fired – I will find a new job, it will be interesting there, I will get new experience and meet new people [6].

There is a concept of resilience – the ability of the individual to recover and continue to work even when things are not going as planned, to gain new experiences, to experience these events. Nurturing this ability allows us to increase our resilience and feel uncertainty with the least loss to the individual.

In order to prove the resilience and tolerance to uncertainty, you need, again, to be attentive to yourself, your emotions, desires, needs, and reactions to what is happening around. And it is worth remembering that this should be done when you are in a state of relative calm, because in a state of stress to analyze events and perceive information adequately can be difficult (depending on the person, some, vice versa, easily accumulates their strengths and skills and make decisions and act adequately in stress).

You should identify your capabilities and resources very rationally and critically. If there is a feeling that they are not enough, it is just as rational and critical to assess the external environment in terms of who, if necessary, what and how can support [5].

When you feel that the emotions are not so outrageous, and you can analyze, then try to untwist "the worrying ball". For example, you can think like that: now I am stressed out, feel anxious and have a hard time; my hands shake, shallow breathing and chills; It is all because I had to leave my home due to the war, I hope it is temporary to save myself and my children, now I must find a shelter for the next month, learn about programs for migrants, meet people who are in such positions, so it will be easier to find support, find a job or part-time job, find a kindergarten, school or social club for children so that they can find new friends; Assuming the worst thing is that I will not be able to return home in the coming months, so I will have such a plan, the main thing is that we are in safety now. When you untwist the chain of causes of your stress, and conditionally show yourself the prospects for any development, the level of anxiety will decrease, you will be able to perceive events adequately no matter how catastrophic they may be [6].

Uncertainty is a part of our lives, whether in peacetime or in wartime. Do not fight it, but accept it as a natural part of life. By nature, man tends to counteract uncertainty, surrounding himself with comfort and security. But even in safety, no one can say for sure what will happen in the future. It's perfectly normal if you don't know something. You will never have the answers to all your questions. But it is the decisions made in conditions of uncertainty help to live.

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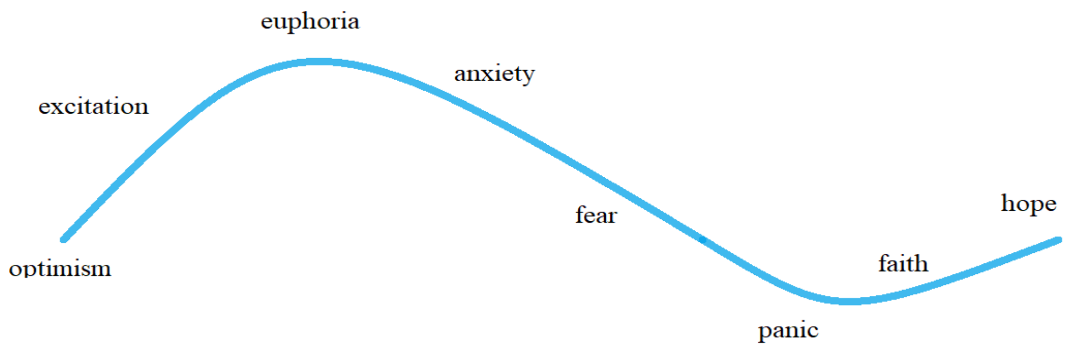
HOW TO SAVE YOUR MENTAL HEALTH DURING THE WAR

War doesn't just bring ruined buildings, wounds and death. It leaves its mark on all of us. You can assure yourself that all is well, but now you have been experiencing continuous stress. I have gathered advice about how to deal with fear, alarm, panic attacks, exhaustion, feelings of guilt, how to explain to a child what war is and how to help others.

The war consists not only of bombing and open combat but also of information and psychological attacks. We have already experienced all the states of psychological activity. And now a large number of people are experiencing exhaustion.The most interesting state is euphoria, which supporting by wild hatred of the enemy and inexhaustible pride in our army. During the euphoria, the Ukrainians united as much as possible, gathered, and charged with fighting spirit. They could not sleep, eat or function to be prepared in full combat readiness. According to psychologists, it is energetically difficult for the brain to be constantly in this state. That's why it turns on the function of protection; people feel exhausted, feel despair, and show signs of depression [2].

Mood swings in war



So we have determined how our mental health behaves. The main thing we must understand is that stabbing psychic co-existence is a necessity. Now let's look at the solution to the most popular problems that anyone can face.

If you suffering from depression, panic, and other mental problems First of all, try to take your medications on time. Try to take them always at the same time. If possible, stay in touch with your doctor. If you see that your medications are running out and your nearest pharmacy does not have them, try to find similar ones. You can also reduce the dose so that they will last longer – but this should be done only on the advice of your doctor. If your symptoms are becoming more acute contact a specialist. Many doctors are consulting without charge. If you can not find one, call the hotline at 7333 [2]. Sleep as much as you can if you are in a relatively safe place. If you have ways of dealing with stress, use them. If not, try listening to music, watching television, meditation or sport. Keep in touch with friends and relatives. Prepare a note with the details of your condition, necessary medicines and telephone numbers where you can ask for help.

If you are under attack in a shelter give that note to someone also there. If you feel guilty that you are safe, it is normal. At the moment there are many calls on social networks for people to help those suffering, soldiers, evacuees and those who need to be evacuated. If you realize that you are currently not able to help them, do what you do best: if you write well, join the SMM divisions of volunteer initiatives or news providers. If you're a good organizer, join coordination teams, if you cook well, help at a volunteer kitchen. If you have many contacts in social networks, repost these questions for help.

If you don't feel that you have the strength to engage, this is normal. Remember that you and your safety are most important. No one will judge you for having chosen evacuation instead of staying in your city. Do not let your distress turn into "survivor's guilt" , a part of post traumatic stress syndrome which used to be considered a separate problem. This is a chronic state which can follow you after the war. Allow yourself to experience the entire spectrum of emotions: fear, sadness, despair and sorrow. But return your attention to life with new goals and a search for the sense in what you are doing. Remind yourself that you did not start the war and, if you had stayed in your city, it would be unlikely that anything would have changed. Avoid large quantities of alcohol or drugs. Eat regularly and don't ignore your experience and feelings [1].

If you feel extreme exhaustion and lack of strength it is also completely normal. At the moment your body and mind are undergoing daily stress. Exhaustion will only be increasing so it is important to listen to your needs and not do things simply because they are necessary. Get enough sleep, but if you don't want to sleep, don't force yourself. Try to eat regularly and eat what you can and what you like. Also, drink enough water. Try to avoid energy drinks, coffee, black tea. If you can't avoid them completely, cut down. Wash yourself regularly, change your clothing and air out your living quarters. It is important to create a modicum of comfort where you spend most of your time. Take pillows and warm blankets to your shelter. Take something that has no practical use but will give you a feeling of home. This could be a soft toy, a photo of your family, a poster, a favorite cup or even a house plant. But whatever it is, it should not hinder you from moving to another place quickly [3].

The most important is to explain to a child that a war is going on. You should tell the truth and not use metaphors like “we’re taking a trip to Lviv” or saying that sirens are “just checking communications”. Children have a right to know what is happening. If you lie or do not give your child enough information, your child will use its imagination to explain what is happening, which can cause psychological harm. Your insecurity is very traumatizing to your children. Try not to show your fear to your children. They need to know that there is someone there to protect them. That is why it is necessary, especially in times of danger to reassure a child with “I will protect you” ,” we won’t allow anything to happen to you”, “I’m right here with you and, together, we’ll get through this”. You need not explain the reason for the war. You can use the terms “ours“ and “theirs“. If you offer more detailed explanations a child can get the feeling that everything is terribly complicated and you, yourself, are not confident in the future. If you or your husband or wife are going to fight in the war. Do not hide the fact. You should, however, calm the child by saying that you will soon conquer all enemies and will return. Again, you need to show confidence [1].

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SPIELE DER ERWACHSENEN IM XXI. JAHRHUNDERT

Bei einem Spiel handelt es sich um einen festgelegten Ablauf mit einem verdeckten Motiv. Dieses ist dem Bewusstsein vielleicht gar nicht zugänglich und wird erst in dem Moment offenbart, in dem die Beteiligten ihr Verhalten ändern. Es führt dazu, dass jeder Beteiligte sich unverstanden oder verwirrt fühlt. Die Grundlage für solche Spiele wird, durch soziale Verbindungen geschaffen.

Um Eric Bernes Spieltheorie zu verstehen, muss man sich kurz auf seine Auffassungen über den angestrebten Nutzen aus sozialen Verbindungen einlassen [1, S. 1-8].

Ausgehend vom Kleinkind betrachtet Berne den Wunsch nach Streicheleinheiten als Motor des positiven Lebens auch im Erwachsenenalter. Er bezeichnet in Anlehnung an archaische Formen des sozialen Umgangs zwischen Mutter und Kind jede Anerkennung des Gegenübers als "Streicheln" und sagt, dass das Streben nach Anerkennung und positiver Annahme in sozialen Verbindungen der Menschen ein Streben nach Streicheleinheiten ist. Sogar Auseinandersetzungen können als Streicheleinheiten gewertet werden, weil es immer noch besser ist, kritisiert zu werden, als gar nicht beachtet zu werden.

Die Psychologische Spiele sind ein ***Konzept der Transaktionsanalyse***, das sich mit kommunikativen Mustern manipulativer Natur beschäftigt. Meistens sind diese Psychologischen Spiele destruktiver Natur. Das Wort "Spiel" darf nicht darüber hinwegtäuschen, dass solche Spiele unter Menschen eine todernste Angelegenheit sein können. *Das grausamste Spiel, das Menschen miteinander spielen können heißt: Krieg oder Gewalt.* Ein anderes sehr bekanntes ist der „Rosenkrieg“. In der Transaktionsanalyse werden in diesem Zusammenhang Spiele ersten, zweiten und dritten Grades unterschieden. Die Spiele dritten Grades sind in der Regel solche mit Todesfolge [2, S. 1-18].

Aber Spiele haben eine positive Intention! Auch Spiele sind „Verhalten“ und haben damit - aus NLP-Sicht - eine positive Intention. Spiele stellen etwas sicher. Könnte der Mensch sich anders und ökologisch sinnvoller verhalten – so würde er dies tun. Die Spieler ziehen also in irgendeiner Form einen "Nutzen" aus dem Spiel, sonst würden sie es nicht spielen. Das Drama-Dreieck sichert intensive, wenn auch negative Zuwendung. Viele Menschen nehmen lieber negative Zuwendung an, als gar keine zu bekommen. Das ist wie bei Kindern. Ein Kind das gelobt wird, gedeiht. Ein Kind das nicht beachtet und vernachlässigt wird geht ein. Ein Kind das Prügel bekommt, wird immer wieder dafür sorgen geprügelt zu werden, um wenigstens diese negative Aufmerksamkeit zu erhalten. In der

Verfolgerrolle des Drama-Dreieckes geht es darum, sich selbst durch ein bestimmtes Verhalten aufzuwerten - wenn auch meist nur für kurze Zeit. In der Opferrolle wird häufig versucht eine gefürchtete Situationen zu vermeiden. Ungeliebte Aufgaben werden mit der Zeit nicht mehr an einen herangetragen. Es wird alles dafür getan, damit die eigenen Glaubenssätze in Erfüllung gehen. Eric Berne unterscheidet je nach Inhalten sieben verschiedene Arten von Spielen: Lebensspiele, Ehespiele, Partyspiele, Sexspiele, Räuberspiele, Doktorspiele und "gute" Spiele [3, S. 10-25].

Ebenso unterscheidet man Gründe für Spiele. Wenn wir Spiele spielen, befriedigen wir unsere Bedürfnisse mit **gewohnten**, aber überholten Strategien aus der Kindheit. Spiele ermöglichen uns:

- Gegenseitige Aufmerksamkeit und Zuwendung zu erhalten, wenn auch in negativer Form;
- Die Vermeidung von Verantwortung, Engagement, Konfrontation oder verbindlichen Abmachungen;
- Nahestehende Personen auf Distanz zu halten, aber trotzdem einen intensiven Austausch zu haben;
- Unsere Grundeinstellung, Weltanschauung und Überzeugungen zu bestätigen;
- Situationen zu vermeiden, die unsere Sicht der Dinge, also unseren Bezugsrahmen, in Frage stellen könnten;

Mit Spielen vermeiden wir, unser volles Potential zu leben. Wir bestätigen negative Teile unseres Lebensskrapts und wir vermeiden intime Beziehungen. Die Auflistung mit der Sonderkategorie "gute" Spiele zeigt, dass die Spiele der Erwachsenen meistens destruktive Spiele sind. Voraussetzung ist, dass der Agierende einen Schwachpunkt beim Gegenüber vorfindet, z.B. Furcht, Leidenschaft, Sentimentalität, Habgier, an dem er "einhaken" kann. Der reagierende Partner, das "Opfer" in einem Spiel bietet durch seine Schwäche einen Ansatzpunkt.

Hat der Agierende eingehakt, betätigt er einen imaginären Schalter und ruft so bei seinem Opfer ein Moment der Verwirrung hervor. Anschließend kassieren beide den "Lohn" des Spiels in Form von unterschiedlichen Gefühlen.

Nach Berne hat ein Spiel vier Merkmale:

- Schwindel
- "Schalthebel"
- Verwirrung
- Lohn [3, S. 10-25].

Spiele laufen unter Beteiligung von Ersatzgefühlen ab oder enden mit diesen: beleidigt, trotzig, überheblich. Auch diese werden in der Kindheit gelernt: Modelllernen: wenn die Bezugspersonen niedergeschlagen und traurig ist – anstatt ihre Wut zu zeigen Zuwendung: Die Eltern/ Autoritätspersonen das Kind nur beachten, wenn es wütend ist – nicht aber, wenn alles ok ist. Anweisungen: „Du bist nicht wütend, Du bist nur müde“ In diesen Fällen lernt das Kind nicht, seine echten Bedürfnisse zu befriedigen. Stattdessen lernt es über Ersatzgefühle Aufmerksamkeit zu erhalten.

Die Gesetzmäßigkeiten der Spiele lassen sich deutlich bestimmen. Auf mehreren Ebenen sind Spiele von einer Kommunikation geprägt. Das zentrale Element sind Abwertungen bei sich selbst und bei anderen Personen. Damit es zu einem Spiel kommt, muss der erste Spieler auf einen "wunden Punkt" - einen Auslösereiz - beim Anderen treffen. Dieser reagiert instinktiv und bedient damit das Spiel. Spielbeginner haben meistens ein untrügliches Gespür für die wunden Punkte ihrer Mitmenschen. Durch sprachliche Generalisierungen, Tilgungen oder auch durch Missachten von Bedürfnissen treffen sie die Trigger präzise. Während eines Gespräches können die drei Rollen Verfolger, Retter und Opfer öfters getauscht werden. In allen drei Positionen des Drama-Dreiecks ist eine erfolgreiche und lösungsorientierte Kommunikation nicht möglich: • Eine Scheinkommunikation oder Pseudo-Diskussion läuft ab, die schließlich hochkocht. Zum Schluss regen sich alle auf: „Jetzt reicht`s“. • Die negative Anerkennung gibt einen Reiz. Der wirkt wie eine heimliche Belohnung. • Diese Reize sammelt man wie in einem Rabattmarkenheft, immer wieder. Wenn das Heft voll ist wird es in Form eines großen Kraches (= großer Reiz = größere Belohnung) eingelöst. Anschließend beginnt ein neues Rabattmarkenheft.

Schlussfolgernd muss man bethonen, dass Spiele durch mögliche Interventionen unterbrochen werden können. Wenn die Struktur des Spieles erkannt wird, kann eine geeignete lösungsorientierte Strategie entwickelt werden. Dies erfordert den Wechsel zum Erwachsenen-Ich und die Beendigung von Abwertungen.

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DIE ROLLE DER EMPATHIE IN DER PSYCHOLOGIE

Empathie ist ein breites Konzept, das sich auf die kognitiven und emotionalen Reaktionen einer Person auf die Erfahrung eines anderen bezieht. Empathie erhöht die Wahrscheinlichkeit, andere n zu helfen und Mitgefühl zu zeigen. „Empathie ist ein Bestandteil der Moral.

Die Wichtigkeit des Konstrukts „Empathie“ ergibt sich einmal aus sozialen Gründen. Empathie spielt im zwischenmenschlichen Alltag eine grosse Rolle und ist wesentlich für den Aufbau und den Erhalt von tragenden Beziehungen [2, S. 1-5].

Forscher unterscheiden zwei Arten von Empathie. In der Sozialpsychologie bezeichnet Empathie die emotionale oder kognitive „Antwort“ (Reaktion) auf einen Reiz. Emotionale Empathie besteht aus drei separaten Komponenten. Das erste sind die gleichen Gefühle wie die andere Person. Die zweite Komponente, das persönliche Leiden, basiert auf der eigenen bitteren Erfahrung als Reaktion auf die Wahrnehmung der schwierigen Situation eines anderen. Die dritte emotionale Komponente – Mitgefühl für eine andere Person – wird am häufigsten mit dem Studium der Empathie in der Psychologie in Verbindung gebracht [3, S. 3-7].

Die Wichtigkeit der Empathie in der Psychotherapie wird vor allem in der personenzentrierten Psychotherapie, insbesondere bei Carl Rogers, thematisiert. Für Rogers war die empathische Bezogenheit des Therapeuten auf den Klienten neben der Kongruenz und Akzeptanz eine der drei notwendigen und hinreichenden Bedingungen für jeden Therapieerfolg, die der Therapeut beizutragen hat. Selbst Rogers revidierte sein Empathie Verständnis mehrfach. Hauptsächlich ist für Rogers wichtig, dass man als empathischer Therapeut das Bezugssystem des Klienten übernimmt, d.h. dass man die Welt so betrachtet, wie der Klient sie sieht [1, S. 12-25].

Therapeutische Empathie eine affektive, moralische, kognitive wie auch verhältnismäßige Dimension aufweisen muss. Einerseits ist es für den Therapeuten wichtig, dass er die Gefühle der Patienten affektiv teilen kann. Gleichzeitig muss der Therapeut moralisch motiviert sein, das Gute für den Klienten zu erstreben. Auch die kognitive Dimension der klaren Identifikation und des Verständnisses der Gefühle des Klienten sind maßgeblich. Eine besondere Stellung im klinischen Setting hat schließlich die Fähigkeit des Therapeuten, das Verständnis der Emotionen effektiv kommunizieren zu können [3, S. 3-7].

Viele Menschen glauben fälschlicherweise, dass Empathie nur von Natur aus gegeben ist und dass es unmöglich ist, Empathie zu trainieren. Auch wenn uns die Natur eine hohe Sensibilität gegeben hat, gibt es keinen Grund zu hoffen, dass Sie Ihre Empathie nicht verbessern können. Empathie hat neben der „Naturbegabung“ auch eine technische Seite, und vieles davon ist erlernbar. Natürlich ist dies nicht das gleiche Niveau wie bei einer Person, die diese Eigenschaft von Geburt an hat, aber dieses Maß an Empathie wird für erfolgreiches Management, Kommunikation und so weiter ausreichen. Empathie lernen ist also nicht nur möglich, sondern auch notwendig!

Sehen wir uns nun an, wie Sie Ihre Empathie verbessern und entwickeln können:

Erleben Sie komplexe Eindrücke, die Sie über die Komfortzone hinaus treiben. Lernen Sie eine neue Gewohnheit – zum Beispiel ein Musikinstrument zu spielen, zu zeichnen oder eine Fremdsprache zu lernen. Gewinnen Sie Fachkompetenz in einem Ihnen bisher unbekannten Bereich. Wenn du in etwas „null“ bist, absolut „nicht im Material“, erzeugt das Demut. Dies ist der Schlüsselfaktor für Empathie. Reisen Sie auch so viel wie möglich, erweitern Sie Ihren Horizont.

„Hochempathische Menschen“ haben ein unwiderstehliches Interesse an Fremden. Sie werden mit denen sprechen, die im Bus neben uns sitzen, und dabei die natürliche Neugier bewahren, die wir alle als Kinder hatten, die aber die Gesellschaft so sehr in uns zerstört. Sie finden Menschen, die für sie interessant sind, stellen sie aber nicht in Frage, getreu dem Ratschlag des Oral Historikers Studs Terkel: „Sei kein Prüfer, sei ein interessierter Forscher.“

Interesse erweitert unsere Empathie, denn wenn wir mit Menschen außerhalb unseres gewohnten Kommunikationskreises sprechen, lernen wir ein Leben und eine Weltanschauung kennen, die sich von unserer eigenen stark unterscheiden. Gespräche mit Fremden können in der Tat unsere Annahmen über Menschen verändern, und wir erkennen, wie falsch es war, aufgrund ihres Aussehens oder Akzents voreilige Urteile über sie zu fällen.

Zur Interessensentwicklung gehört mehr als ein kurzes Gespräch über das Wetter. Das sind wirklich wichtige Dinge im Leben eines jeden: Liebe, Tod oder Politik. Setze es dir zum Ziel, jede Woche ein Gespräch mit einem Fremden zu führen. Alles, was von Ihnen verlangt wird, ist Mut.

Wem das alles zu ungewöhnlich oder zu schwer klingt, der kann jederzeit auf den „Empathy Chair“ zurückgreifen. Es geht darum, Bücher zu lesen und Filme anzusehen, die uns in das Leben anderer Menschen entführen, das sich sehr von Ihrem eigenen unterscheidet. Der Film „City of God“ beispielsweise zeigt die gewalttätige Welt zweier Jungen, die in den Slums von Rio leben. Oder der Roman „Kill the Ridiculer“ mit seinem klassischen Satz: „Du wirst einen Menschen nie verstehen, bis du anfängst, die Dinge aus seiner Sicht zu betrachten, bis du in seine Haut schlüpfst und hineingehst.“ Tatsächlich hat die jüngste Massenforschung in Neurobiologie und Psychologie gezeigt, dass der Zugang zum Leben anderer Menschen durch Bücher und Filme eine der besten Möglichkeiten ist, Empathie zu lernen.

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THE BENEFITS OF BILINGUAL EDUCATION AND ITS IMPACT ON STUDENTS' LEARNING AND PROFESSIONAL GROWTH

To uncover the main categories and characteristics of bilingual education we should make a clear distinction between "bilingual education" and "bilingual learner". According to the paper published by Cambridge Assessment International Education, a "bilingual learner" describes a student who uses their first language at home and is learning through a second language. Cambridge uses 'bilingual education' to refer to the use of two or more languages as mediums of instruction for academic content [1].

In the modern globalized world, there is a critical need for fluency in at least one foreign language, which has led to the emergence of such a phenomenon in world educational practice as bilingual education. For Ukraine, the development of bilingual education is due to the general trend of integration into the European space, the desire for intercultural dialogue and intercultural communication.

Bilingual education can become a powerful tool in training professionals from various disciplines - professionals with highly developed competencies. There are two primary preconditions of widespread introduction of bilingual education in Ukrainian universities, amid that 1) high percentage of foreign students studying at the university; 2) when such a need is dictated by high internal standards of the universities [2, 109].

Bilingual specialization courses are introduced for undergraduate students and this is explained by the desire to train specialists who will be able to use the world achievements of the chosen field. The benefits are first-hand access to original resources, foreign databases, international learning platforms, etc.

The introduction of bilingual education in schools and higher educational institutions leads to the acquisition of both, mental and professional, benefits. The cognitive benefits encompass a broad range of advantages from the overall enhancement of academic performance to actual health benefits, the cognitive effects on their own may be enough to become the reason for the implementation of bilingual educational practices on a permanent basis. The following are just a few of the cognitive advantages of bilingual education:

- improved problem-solving skills, concentration and decision-making;

- enhanced cultural awareness and communication skills;

- mental health benefits (for example, higher level of resistance to such disorders as dementia), etc [3].

"Bilingualism is an experience that shapes our brain for a lifetime," the quote of Gigi Luk, an associate professor at Harvard's Graduate School of Education. The primary reason why it is believed to be advantageous is the need of the brain to simultaneously process and manage both languages even in case only one of them is being used. On the whole, the process of managing multiple languages simultaneously creates the changes to the human brain such as improved overall brain function, increased gray matter volume and density, and strengthened connections between neurons [3].

Implementation of two languages in the educational process fosters the development of appreciation of the world of diversity – differences in cultures, languages, general life viewpoints. Bilingualism is not solely the mere ability to use a language on a decent level to communicate effectively— it should be seen as a multicultural approach to interpersonal interactions that can surprisingly improve an individual's social skills and moreover, comes in handy when you live in the modern diversified and globalized world.

Bilingual education assists students in the process of increasing their possibilities to develop their emotional intelligence, effectively connect with people of different cultures and backgrounds and obtain the feeling of being a part of the world community. [4].

Taking into account modern trends in the corporate world, we have to say that bilingual university graduates are highly demanded among successful employers. Due to the globalization trend in the world market and in the sphere of social relations, the vast majority of corporate world's representatives seek employees that are willing and able to speak a few languages fluently which helps them to stand out from the crowd and perform the work more effectively than their monolingual colleagues. That is one of the main reasons why students who have undertaken quality bilingual education will have a broad range of professional opportunities available to them.

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THE IMPORTANCE OF PSYCHOLOGY IN ENTERPRENEUSHIP

Nowadays we live in capitalistic society, in which economy sphere plays tremendously big role, and the most common occurrence today is propensity for starting a business. Therefore, here comes up an important question: "How to make it successful?"

There are plenty of factors that have a big impact on entrepreneurship as well as psychology. Being a phenomenon its role in business administration and management is constantly evolving and growing in importance. So, this time I want to focus on the psychologic aspect as an enormously important part of creating and running company successfully.

Entrepreneurship is considered as a type of people activity of setting up a business or taking on financial risks in the hope of profit but at the same time it is a characteristic of an active person, who regularly and effectively reaches his or her goal.

All the stakeholders from the shareholders to the managers, authorities, employees are people. Since, where people are involved, psychology is involved, it helps us understand the human behavior and reasoning behind thoughts, processes, actions and goals.

So, even in a broad sense the words "business" and "enterprise" have a certain psychological meaning. Efficient business activity requires the presence certain psychological qualities in its subject, finding and development of which is one of the tasks of the business activity psychology.

For business psychology, business refers to as multifaceted phenomenon. This scientific study of the human mind and its functions considers the psychological mechanisms and laws of a business as a complex psychological occurrence in such area as the personality of the businessman, the relationship between an organization and its stakeholders, patterns of company`s life cycle, features of human behavior in the business environment, consumer psychology and mechanisms of business product promotion, management functions, HR, interaction within the staff, partnership relations, and behavior of competitors. Business psychology acts as a bridge between psychology and its practical application in business, aiming to improve human performance and explore the qualities required for entrepreneurship [2].

Understanding the human psychology, being it of either executives, employees or customers or business partners, helps companies in better management and their business growth. Influence is taken by psychology enables to organize work in such way for employees to be satisfied not only with the payment for their labor to the maximum extent, but also to enjoy the process of work itself.

To this effect leadership work should be filled with conscious psychological content and it is a requirement for managers of all ranks. To be a good businessman doesn`t mean only desire. The entrepreneur psychological portrait has to include ability to focus, to delegate; flexibility of thinking; ability to analyze and make conclusion; self-control; the ability to communicate with the employees, to appreciate professional qualities in others; tendency for self-development; understanding and practice of employee motivation.

The psychology of the employees is particularly difficult to explain because of all employees are at different levels of the hierarchy. They all are different and have various kinds of motivations and needs. The top level usually controls the labor force. They should be efficient and organized. They should be strategic thinkers and also have the ability to predict or understand how people would react to changes. They should have the ability to be good leaders. The middle level needs to lead the lower level but also work according to the rules provided by the top management. They should be comfortable with this appearance of conflicts. Identifying potential problems and solving them before their emergence of the company is necessary skill for them [2].

Psychological knowledge helps managers and entrepreneurs to interact with people better, to establish psychological contact with them, to impact them, if it is necessary, to communicate with people effectively, to guide the staff, to train and educate young employees, to establish a favorable microclimate in a collective, to shape and develop positive motivation of work and creative activity.

Creation of a collective's social and psychological climate along with psychological compatibility are the most important goals of an executive. Psychological climate is the prevailing mood, the totality of group members' attitudes to the conditions and character of common work. The level of psychological compatibility is determined by both similarity and the difference of collective members. The presence of high psychological compatibility of employees predicts their harmonious work, and as a result – to high work efficiency. Instead of it there is psychological barrier when people don't wish to communicate, don't accept each other, don't wish to cooperate in any sphere [3, p. 104].

When forming any production group, it is necessary to take into account not only each person's individual-and-psychological qualities, but also possible results of common activity which are determined by the process of their placing together. No group is a simple sum total of individuals comprising it. The integrity principle says that a group is a single inseparably connected organism.

Consumer psychology is another very important aspect. Understanding customers' needs, wants and desires is integral. Tools like market research, surveys, etc. helps in determining which product would be well received and which would not. Decisions to increase or decrease production, decisions on distribution channels, sales promotion techniques all depends on the psychology of the customers. Tactics used to influence customers could be influence and persuasion. Understanding the psychology of the customers is the key to maximizing profits of the company. Companies also use consumer psychology to predict what kinds of products customers would want in the future. Research and development are then conducted on these ideas and theories to make products the customer wants [2].

To confirm all of the above I would like to mention one great research about influence of psychological aspect on highly productive performance of a company and as a result its success.

Based upon self-determination theory, that study aimed to explore the mechanisms underlying the impact of perceived organizational support on proactive innovation behavior and reveal the serial mediation effects of basic psychological needs. They collected data of 481 employees from research institutions in China, and structural equation modeling analyses were carried out to test the hypotheses. Self-determination theory suggests organizational factors have an impact on promoting motivation and behavior through the mediating role of basic psychological needs. In addition, supporting and satisfying three basic psychological needs are highly correlated at a general level because when employees have a sense of autonomy, they attempt to meet the other needs [1].

The results indicate that under a high level of organizational support atmosphere, individuals will have a certain sense of obligation and they will be willing to turn it into positive innovation behavior to reward the organization.

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SELF-LOVE IS NOT A MANIFESTATION OF SELFISHNESS

"Self-love is a sense of self-importance" "Self-love is the same egoism" "Do you love yourself? You definitely don't care about anything else! ” Nowadays it is generally normal to hear such statements. Many of us are convinced that to love ourselves means not to love others. Freud once said that self-love is narcissism, the appeal of libido to oneself. If the libido is directed at other people, it is love, and if at yourself - selfishness [2, c.93]. Therefore, often people cannot love themselves because they compare these meaning.

Self-love is an active interest in one's life, awareness of one's individual uniqueness. It`s taking care of yourself, responsibility for your life and development, self-knowledge. It is an active struggle for development and happiness. How is self-love different from selfishness? Oscar Wilde's quote best describes this: "Living the way you want is not selfish. Selfishness is when others have to think and live the way you want to ”[1]. This is a true statement from a psychological point of view. Selfishness means behavior that is completely determined by the idea of self-interest, when the individual puts his interests above the interests of others. The selfish person is interested only in himself, wants only for himself, feels pleasure not in giving, but in taking. The external world is perceived only from the standpoint of what can be obtained from it, the egoist has no interest in needs and respect for the dignity and worth of others. The egoist is not able to love, he tries to get by force from others what he does not have - love.

Most people are afraid to love themselves. Of course, most people hate themselves from childhood or adolescence. We can usually claim that we are not beautiful enough, slender, smart, or compared to others, exceeding them. We are forming complexes and there is a decline in self-esteem. But, self-pity will not help to survive in this world and love yourself. Loving yourself is not the same as feeling sorry for and exposing the poor and unhappy, but working on yourself every day and getting better.

Another proof that self-love and selfishness have the opposite character is love for others. It is believed that love for others begins with love for oneself, they are connected to each other. Happy, harmonious and healthy relationships with the other half, career success, understanding with family - all this will turn from an unrealizable dream into reality only when you love yourself. Selfish people are too weak to love and respect others. They have only a greedy interest in others, they do not know sincerity at all.

Thus, the stereotypes imposed on us by society should not distract us from the real perception of reality. We live in a modern world where everything depends only on us, so the opinion of other people should not bind us to dislike ourselves and identify different concepts with each other. Self-love has always been and will be one of the main qualities of a happy life.

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