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FOREIGN LANGUAGES IN USE: ACADEMIC AND PROFESSIONAL ASPECTS

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F 79 **Foreign Languages in Use: Academic and Professional Aspects**: збірник тез XV Всеукраїнської науково-практичної інтернет конференції за міжнародної участі (м. Хмельницький, 3 квітня 2023 року). Хмельницький: Хмельницький університет управління та права імені Леоніда Юзькова, 2023. 56 с.
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У збірнику опубліковані тези кращих доповідей, які були оприлюднені на XIV Всеукраїнській науково-практичній інтернет-конференції за міжнародної участі «Foreign Languages in Use: Academic and Professional Aspects», що відбулась у Хмельницькому університеті управління та права імені Леоніда Юзькова 3 травня 2023 року.

Розміщені у збірнику тези доповідей стосуються таких напрямів: «Legal Aspects», «Economy and Management», «Language Aspects. Country-Specific Studies», "Tourism", "Public Management and Administration", "German and French Workshops».

Збірник розрахований на наукових та науково-педагогічних працівників закладів вищої освіти і наукових установ, студентів та аспірантів, практичних працівників та широкий читацький загал.

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Організаційний комітет XV Всеукраїнської науково-практичної інтернет-конференції за міжнародної участі «Foreign Languages in Use: Academic and Professional Aspects» не завжди поділяє думку учасників конференції.

У збірнику максимально точно збережені орфографія, пунктуація та стилістика, які були запропоновані учасниками конференції.

Повну відповідальність за достовірність та якість поданого матеріалу несуть учасники конференції, їхні наукові керівники, рецензенти та структурні підрозділи закладів вищої освіти і наукових установ, які рекомендували ці матеріали до друку.

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THE IMPORTANCE OF ENGLISH IN FINANCE

English is one of the most popular languages in the world and it's not surprising that it will be used in finance and business. Due to the rapid development of international cooperation, in my opinion, every financial worker should know English as well as Ukrainian.

English is considered the global language of business and finance, and it plays a critical role in the world of finance for several reasons:

- Communication: English is the primary language of communication in the global finance industry. This means that those who work in finance need to be proficient in English to communicate effectively with colleagues, clients, and business partners from around the world.
- Documentation: Finance involves a lot of paperwork and documentation, from contracts and agreements to financial reports and analyses. Most of these documents are written in English, so a good command of the language is essential for accurately understanding and interpreting these documents.
- Globalization: The finance industry has become increasingly globalized in recent years, and English is the language that connects financial professionals from different countries and cultures. In many cases, English is the only common language spoken by individuals from different parts of the world.
- Education: Many of the world's top finance programs and institutions are located in English-speaking countries such as the United States and the United Kingdom. This means that finance professionals from around the world need to have a good command of English to succeed in these programs and institutions.
- Overall, the importance of English in finance cannot be overstated. It is a critical tool for communication, documentation, and collaboration in the global finance industry.

Banking is one field most people are attracted to, thus English has its importance in the field of Banking and Finance.

The question is as to why knowing English is so important?

Well, here is a perfect answer, "If you think in terms of most economies, then the fact is that English is a globally accepted language and most of the finance work is carried out in English. Additionally, having your command on the English language means that you will be a more transferable resource. You will get the opportunity to move out of your country if ever there is a reason to move out and understanding the functionality of another bank will become easier for you" (Specialist Language Courses, 2014 https://specialistlanguagecourses.wordpress.com/2014/03/18/how-important-is-the-english-language-in-banking-and-finance/).

In our increasingly digital and fast-paced world, customers expect quick, easy, and reliable services from financial institutions – and that includes multilingual customer support. Ensuring meaningful conversations in in-person meetings stems from good language and communication skills. Other than that, having the means to prepare specialized documents, and coordinating with international clients in a timely manner is also a key (Zagada M. 2019, https://www.gofluent.com/blog/language-skills-finance-industry/).

From this we can conclude that if a financier does not know English, he will not be as successful and it will be difficult for him or her to move along the career path, but for a person who knows the language, this movement will be much easier because he or she will be able to have more clients and be more successful. Also, with good luck and good skills, such specialists may be invited to a foreign company and it will not be difficult for them to abroad and provide their services.

In conclusion, proficiency in the English language is essential for finance professionals, particularly in banking and finance. The widespread use of English as the global language of business and finance means that those who work in the industry need to have a good command of the language to communicate effectively with colleagues, clients, and business partners from around the world. Being fluent in English can also open up more opportunities for career advancement and make it easier for individuals to work with international clients and companies. Therefore, it is crucial for financiers to invest in improving their English language skills to succeed in the global finance industry.

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LANGUAGE IMMERSION AS A METHOD OF LEARNING A FOREIGN LANGUAGE

Knowledge of a foreign language is one of the main mastery skills that opens up new opportunities for people from different parts of the world. Learning a foreign language has become one of the main subjects in regular schools. The number of specialized language schools that will help everyone feel comfortable while traveling abroad without experiencing the language barrier is increasing. Today, the method of “immersion” in the language environment is relevant, which helps to solve communicative problems in a short period of time and allows gaining knowledge of the grammatical, morphological and syntactic levels of a foreign language.

“Language immersion” is a unique modern communicative method of learning foreign languages, which differs from the traditional one. The communicative method of learning a foreign language is considered the best in the world and has dominated our society since the 1980s. The immersion method was developed to teach people who are learning a second foreign language that is used for educational purposes. In fact, there are a large number of language immersion programs available today. They originated in the 1960s in Canada, when parents who spoke English in their daily lives wanted their children to learn French using a new experimental language immersion technique. In this way, the tutors tried to teach their students about French culture and traditions through evaluation and understanding.

In the United States in 2005, elementary schools had approximately 317 dual-language immersion programs with a huge selection of languages. Basically, there are three different types of immersion in the language, which primarily depend on which age group the students fall into. The first stage is usually called the stage of early immersion. Students begin to learn their second language between the age of 5 or 6. The second stage is Middle immersion, where students begin learning their second language around the age of 9 or 10. And the final stage is Late Immersion, which is typically the most popular, where the students learn between the ages of 11 and 14 (Technology. What is Language Immersion?).

The communicative approach is guided by British and American language schools Bell International, OISE, St. Giles International, Rennert Bilingual, NESE. The main task is to teach the student first to speak and easily perceive oral speech, and only then to write. The approach is primarily aimed at those who wish to adapt in a short period of time in the language environment (Basic approaches to learning a foreign language abroad, 2022).

The method of complete "immersion" in the language environment is effective and popular in the practice of learning foreign languages. This method includes an interactive view, because it considers language as a mechanism for creating and maintaining social connections, focusing on spoken language and everyday communication. The "immersion" method is carried out by creating artificial conditions of the language environment, inviting a native speaker teacher, isolating the learning group from its native language environment, etc.

The essence of the method of "immersion" in the language environment is that the teacher and students speak only in the language being studied, without using the native language of the students or any other intermediary language.

The geography of educational institutions that provide this kind of educational services is no less diverse. One can study English in England, the USA, Canada and combine it with the study of other languages in international centers in Belgium, Germany, Spain (Basic approaches to learning a foreign language abroad, 2022).

In previous years, the practice of language trips abroad was widely used. Here, teenagers could experience this real language immersion, because they spent all their time surrounded by a foreign language and had to communicate only in English. One of the advantages is the use of colloquial phrases that are characteristic of a certain people. This type of learning is not burdensome and tiring, because everything happens in the form of a game. Teenagers communicate on interesting youth topics, discuss current news, spend time with their peers. Due to the fact that the age difference with the teachers is only a few years, there are no misunderstandings and inconvenience in the team.

There are FLEX (Foreign Language Experience) Programs which consist of short but regular sessions over a certain period of time. Although only 1-5% of class time is spent using the foreign language, the main goal of FLEX programs is to spark an interest within children about foreign languages so that they may continue on in further education to learn that language (Technology. What is Language Immersion?).

To summarize, individual courses, intensive programs, full immersion are built on the basis of a combination of knowledge with rest, sports and creativity. Such courses will not only enrich everyone's vocabulary, but also bring language proficiency closer to native speakers what makes this teaching method so popular.

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THE CONCEPT CRIME IN THE CONTEMPORARY MASS MEDIA

Concept is one of the main terms of cognitive linguistics and is a subject of interest for many scientists. Concepts are mental constructs which a person uses in the process of thinking (S. Sukhorolska). Or, as in Wikipedia, concepts are fundamental building blocks of our thoughts and beliefs. Concepts are reflected in language. Some linguists consider that the most important concepts are reflected in grammar (TIME, PLACE, QUALITY, NUMBER, etc.). Other scientists turn to vocabulary in their investigation of concepts. Lexically specified concepts are social notions and relations (FREEDOM, FRIENDSHIP, WAR), moral concepts (TRUTH, LIE), emotional concepts (JOY), concepts of natural phenomena (TREE, FIRE), concepts of people (GENIUS, FOOL), scientific concepts and so on. (V. Maslova)

The aim of our paper is to describe the means of verbalization of the concept CRIME (war) in different contexts and their translation.

According to the etymological dictionary, the word **crime** comes from the Latin root cernō, which means "I decide, I judge." Originally, the Latin word crīmen meant "charge" or "cry of distress."

Summarizing the definitions of the CRIME lexeme from dictionaries, we can conclude that the most accurate definition, in our opinion, is given by the electronic Dictionary by Merriam Webster – "an illegal act for which someone can be punished by the government especially: a gross violation of law". Crime includes many meanings such as illegal act, criminal activity, serious crime, especially against morals or as a shameful, unjustified act, all of which together are constituent meanings of the CRIME lexeme, which complement each other and are the periphery of its nominative field.

The most popular topic of crimes is **murder**. Analyzing the articles about it, you can see that the author describes the commission of crimes quite professionally, and the main emphasis is on the person who committed the crime and his motivation, or on the victim, for example: "*A central Indiana man who was one of three Republican candidates who advanced in the primary for a township board position has withdrawn after being charged with murder in connection with the March death of his wife*." (The

Washington Post, May 18, 2022). The author focuses attention on the description of the criminal himself, his status, but the details of the murder itself are missing.

A socio-image stereotype of the image of a criminal, which contains the attributes of education and social position. The attribute of education indicates the low level of knowledge and development of the criminal: "*Yet he wasn't a mastermind criminal. He was a factory worker with an IQ well below that of the average Joe*".

Everything that concerns the young years of the criminal and the conditions in which he lived refers to the attribute of social position and helps us to find out what motivated him to commit a certain crime, so if the criminal was abused in childhood, or had a difficult childhood, it is one of his motivations. Here's an example - "*Bundy had a complicated childhood having mostly grown up thinking his mother was his sister and his grandparents were his parents to avoid social stigma since his father was unknown*" (The Washington Post)

«Ted Bundy was a charmer, the kind of guy that made it easy for people to be swept into his web. "I liked him immediately, but people like <u>Ted can fool you completely</u>," said Ann Rule, about her experiences with Bundy, a man she considered a friend. "I'd been a cop, had all that psychology — <u>but his mask was perfect</u>."».

In the given text fragment, the crime is pretending to be another person, masking one's true desires, CRIME IS A DISGUISE. (*Ted can fool you completely* - Тед може цілком запудрити тобі мозок). This metaphor summarizes the author's idea and has a neutral color.

The Russian aggression in Ukraine resulted in a big number of war crimes, especially against civilians. Describing these crimes, the leading American mass media use such lexemes as *kill, shoot, destroy* which verbalize the concept WAR CRIME. Other lexical units describe extreme cruelty: *behead, crush by the tank, throw smoke grenades.*

«President Volodymyr Zelensky demanded world leaders respond, after a video emerged online that appeared to show a <u>Russian soldier beheading a Ukrainian prisoner</u>.» (Російський солдат обезголовлює українського полоненого)

BBC News also reported that bodies of civilians found in a local temple had their <u>hands and legs tied and that some were also crushed by a tank.</u> (руки й ноги зв'язані, а деякі були розчавлені танком)

In Vorzel, west of Bucha, Russian soldiers <u>killed a woman</u> and her 14-year-old child after <u>throwing smoke grenades</u> into the basement in which they were hiding. (вбили жінку ,кидаючи димові шашки)

The mayor of the city, Anatolu Fedoruk, said that these <u>individuals had all been shot in the back of the head</u> (всі люди були вбиті пострілами в потилицю)

Those examples reconstruct the metaphor of WAR CRIME IS VIOLENT MURDER. At the same time the journalists express their sympathy to the Ukrainian people and condemn the atrocities of the russian troops.

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MAIN LEXICAL AND GRAMMATICAL DIFFERENCES BETWEEN THE BRITISH AND AMERICAN VARIANTS OF ENGLISH

English is one of the most common languages in the world but at the same time it has many dialects in particular British and American. These two variants of the English language are the most spoken and they have a lot of differences in grammar, vocabulary and pronunciation which can lead to misunderstanding and mistakes when you try to learn it. Understanding of these differences is necessary for translators in order to convey the content correctly and also for those who plan to visit the countries where these two variants of English are used.

The American variant is the most common dialect of the English language which appeared in the XVII-XVIII centuries thanks to the colonization with British settlers.

First of all, the language which had been spoken by the settlers was British English. However, over time under the influence of the local conditions, experience and interaction with other cultures, the language began to acquire characteristic differences from its original. These differences can be seen at the phonetic, grammatical and lexical levels of the language. Let us consider the lexical and grammatical levels in detail:

Grammatical differences

In general, the grammar of the American and British variants of English has a lot in common but there are some cases where the two languages are different. It mostly concerns the use of tenses, adverbs and forms of some verbs. British dialect is more conservative and it is classical in all senses of the word and has many of those «difficulties» which American English does not have. The last is characterized by vast number of slang words (Tytova, 2019). Let us consider the classical differences of grammar in more detail:

1. Past Simple is more often used in the American version as opposed to Present Perfect as the British do. It is relevant when the speech pertains to everyday topics. For example, Americans, probably, prefer to say something like (Tytova, 2019):

He bought a car

And in the British option it is better to use Present Perfect

He has bought a car

2. The use of irregular verbs in the American variant differs significantly from the British variant. For instance, spell, smell and words derived from them receive the ending -ed, which is typical of regular verbs – spelled, smelled. In the British version suffix -t is used: spelt, smelt.

3. Another difference in grammar of both languages is the use of constructions: to have smth and to have got smth. Both constructions have the same meaning: expression of ownership or possession smth. As far as the first construction is concerned it is typical of American English because it is commonly known that Americans by all means try to «shorten» their speech in order to sound more laconic and euphonious during the conversation. The construction to have got smth is a modern variant of an expression to have gotten smth which originates from an Old English word gitan which means get. But over time this construction evolved into have got smth and became widely used in the British version.

Lexical differences

We need to pay close attention to the lexical differences, as most mistakes made by English learners occur at the lexical level. The lexical differences can be divided into three groups:

1. Differences in the usage of words
2. Differences in the usage of phrases
3. Differences in the usage of idioms

But as most mistakes occur during the usage of words, let us take an examination of them. The use of different vocabulary to express common ideas is the most noticeable difference between British and American English. For instance, such words as queue, lift, flat, shop, holiday, rubbish are inherent for British English, and these words in the American option are line, elevator, apartment, store, vacation, trash/garbage they convey the same meanings but they are completely different in spelling and pronunciation.

It is also important not to ignore words which are spelled and pronounced the same, but have different meanings for Americans and Britons. For example, the word pants in American English is used to refer to a piece of clothing that covers both legs separately and usually extends from the waist to the ankles, in British English it is trousers, but the word pants is also used by Britons in the meaning of underpants. Another prevalent example is the word solicitor: in America it is someone who asks for money or tries to sell you something but in Britain it is a type of lawyer.

In conclusion, it can be said that the correct understanding of the main differences between the American and British versions of English can deprive of many problems in translation of texts. And also, those who want to learn English in order to travel around the countries where these two versions are spoken, should, at least, orientate themselves in this “variety” of differences.

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TRANSLATION OF MILITARY ABBREVIATIONS

The intensification of international military cooperation has led to a significant increase in the number of translations of military texts. An abbreviation usually refers to the process and result of creating a word from the first letters or syllables of the components of a phrase or compound word. Multi-letter military abbreviations are an integral part of any military text, but the peculiarities of their translation have not been sufficiently studied and require further elaboration. The topicality of the report consists in the importance of abbreviations and their understanding because of the Russian aggression and the American military assistance to Ukraine. Abbreviations are divided into different types, such as acronyms, initialisms and shortenings. The problems of translating abbreviations have been considered in the works of such scholars as L.M. Belyaeva, V.I .Karaban, T.G. Semynihivska, V.V. Borysov and others.

In general, there are the following types of abbreviations: 1) initial abbreviations: alphabetisms (MLRS – Multiple Launch Rocket System); acronyms (JATO – Jet-assisted take off); sound-letter abbreviations (FRAGO – Fragment of an Order); letter-sound abbreviations (JDAM – Joint Direct Attack Monition); 2) syllabic abbreviations (recon, reconnaissance). Individual morphemes are shortened in the process of syllabic abbreviations formation.

L.M. Belyaeva points to the following ways of rendering abbreviations in translation:

1) complete borrowing; 2) transliteration; 3) transcription; 4) sound-letter transcription; 5) translation of the full form; 6) translation of the full form and creation of a new abbreviation based on it; 7) translation and transcription. (Belyaeva, 2007)

The translation of abbreviations has always caused some difficulties.

In translation theory, you can find the following concepts for translating abbreviations:

1) rendering an English abbreviation with an equivalent Ukrainian abbreviation, in other words, translation by the corresponding abbreviation;

2) translation with the corresponding full form of the abbreviation. Abbreviations formed by deletion include:

- abbreviations of syntactic type - ellipses (for example: the name of the car Jeep comes from the accepted the name of the Jaeger car is derived from the corresponding abbreviation of a military vehicle used by the US Armed Forces; General Purpose Willys, abbreviated as GP, and as a result of mishearing, the abbreviation was transformed into JP).

3) Transcoding of the full (original) form.

4) Transcoding, transcribing or transliterating. (Karaban, 2004)

There are two main types of abbreviations: graphic and lexical. Graphic abbreviations are the result of shortening words and phrases in written language only, while in oral language the corresponding full forms are used. They are used to save space and to make things clearer in writing.

Here are the translation methods that are often used to translate military abbreviations: transliteration (M142 HIMARS High Mobility Artillery Rocket System − хаймарс, високо мобільна артилерійська ракетна система; Central Intelligence Agency (CIA) Центральне розвідувальне управління (ЦРУ)); transcribing (FAR – Federal Aviation Regulations – федеральні авіаційні правила – ФАП); full or direct borrowing (NC3- IC − NATO C3 Integration Centre – об’єднаний центр C3 НАТО); word by word translation (NAA− North Atlantic Assembly − Північноатлантична асамблея); omission (DISA − Defense Information Systems Agency – Управління інформаційних систем (Міністерства оборони США); DIA − Defense Intelligence Agency−Управління розвідки (Міністерства оборони США) ; descriptive translation(AIDS – aircraft integrated data system − Комплексна бортова система збирання і накопичення даних; NATO Commander Long Term Infrastructure Plan − довгостроковий інфраструктурний план Головнокомандувача Об'єднаних збройних Сил НАТО); addition (track-via-missile (TVM) guidance наведення за допомогою бортової апаратури, LRA (long range attack) удар по ворогу на дальніх підступах);

Replacing with appropriate equivalent in Ukrainian language (RCS (Radar Cross Section) – ЕПР (Ефективна площа розсіювання повітряної цілі), AMS −Antiarmor Missile System (ПТРК) − Протитанковий ракетний комплекс.

Thus, the process of creating abbreviations is a means of linguistic economy, which is caused by the constant growth of language units. The use of abbreviations ensures the transfer of the maximum amount of information with minimal use of language resources.

From the point of view of translation, the interpretation of abbreviations has always caused some difficulties. Since our article is devoted to the study of the translation of multi-letter military abbreviations, we have analyzed the techniques used in their translation (transliteration, transcription, full borrowing, calculation, explication, equivalent translation, addition and equivalent translation, addition and deletion), we came to the conclusion that the most common is descriptive translation (explication). Explication is the most common, since this technique provides translation of any abbreviation, even those that have no equivalent in the target language.

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DIE SCHWIERIGKEITEN BEIM ÜBERSETZEN VON POLITISCHEN REDEN VON DER DEUTSCHEN SPRACHE IN DIE UKRAINISCHE SPRACHE

Der russische Angriffskrieg gegen die Ukraine dauert bis heute an. Unter solchen Bedingungen ist auch die Diplomatie entscheidend wichtig, weil die finanzielle und militärische Unterstützung der Verbündeten zur Verteidigungsfähigkeit unseres Landes beiträgt. Gleichzeitig spielen die deutsch-ukrainischen Beziehungen eine äußerst wichtige Rolle. Zwischen den beiden Ländern finden regelmäßig Treffen auf verschiedenen Ebenen statt. Da es eine Sprachbarriere gibt, ist eine sehr gute Wiedergabe des Textes in die ukrainische Sprache notwendig. Das bedeutet, dass Simultan-, Konsekutivdolmetscher und Übersetzer alle möglichen Schwierigkeiten beim Dolmetschen berücksichtigen müssen, u.a. lexikalische, grammatikalische und stilistische Besonderheiten der beiden Sprachen.

Politische Reden reichen bis in die Antike zurück. Sie überzeugen die Bevölkerung von der Korrektheit bestimmter politischer Ansichten, rufen zum Handeln auf und stärken das Vertrauen zum Sprecher. In diesem Zusammenhang ist es bemerkenswert, dass der politische Diskurs, der insbesondere durch politische Reden entsteht, ein wichtiges Instrument der Interaktion zwischen Politikern und der Öffentlichkeit ist. Der politische Diskurs unterscheidet sich von Land zu Land dramatisch, weil jede Gesellschaft ihre eigenen politischen, wirtschaftlichen und sozialen Ansprüche hat und Politiker darauf reagieren müssen. Da solche Reden normalerweise für bestimmte Nation, Menschen oder soziale Gruppe erstellt werden, wird der Dolmetscher daher bei der Übersetzung in eine andere Sprache mit einer Reihe zusätzlicher Probleme konfrontiert [Dmytrenko, Shynkarenko, 2021]. Jeder Dolmetscher braucht Hintergrundwissen, um gut auf die

Übersetzung vorbereitet zu sein. Dies sind die allgemeinen Informationen, die wir über die Welt haben, z.B. kulturelle Traditionen, historische Ereignisse, allgemeiner Kontext der Situation usw. Wie wichtig es ist, dieses Hintergrundwissen zu haben, lässt sich anhand dieses Teils der Rede von Bundeskanzler Olaf Scholz herausfinden: «*Gemeinsam mit den EU-Staats- und Regierungschefs haben wir ein Sanktionspaket von bisher unbekanntem Ausmaß verabschiedet. Wir schneiden russische Banken und Staatsunternehmen von der Finanzierung ab. Wir verhindern den Export von Zukunftstechnologien nach Russland […]. Und wir schließen wichtige russische Banken vom Bankenkommunikationsnetz SWIFT aus.» – «Разом з главами держав і урядів ЄС ми ухвалили пакет санкцій безпрецедентного масштабу. Ми припиняємо фінансування російських банків та держкомпаній. Ми перешкоджаємо експорту високосучасних технологій в Росію […]. І ми відключаємо великі російські банки від міжнародної міжбанківської системи передавання інформації та здійснення платежів SWIFT.»*

Der Bundeskanzler wendet sich in seinen politischen Reden zum Krieg in der Ukraine nicht nur an Ukrainer und internationale Partner, sondern natürlich auch an seine eigenen Bürger. Dies kann man im folgenden Beispiel sehen: *«Wir werden dafür ein Sondervermögen Bundeswehr einrichten, und ich bin Bundesfinanzminister Lindner sehr dankbar für seine Unterstützung dabei. Der Bundeshaushalt 2022 wird dieses Sondervermögen einmalig mit 100 Milliarden Euro ausstatten». - «Для цього ми створимо спеціальний фонд для Бундесверу, і я дуже вдячний федеральному міністру фінансів Крістіану Ліндеру за його підтримку. Федеральний бюджет на 2022 рік забезпечить цьому спеціальному фонду одноразове фінансування в 100 мільярдів євро».*

Neologismen tauchen immer wieder in historisch-politischen Reden auf, das sind neue Wörter und Bedeutungen, die in der Sprache verankert sind und neue Konzepte der sich entwickelnden Welt ausdrücken. Neologismen entstehen in der deutschen Sprache am häufigsten durch die Wortbildung und den Bedeutungswandel (Bielykh, 2014). Olaf Scholz sagte in seiner Rede in Kyjiw folgenden Satz: *«Klar ist: Dieser Überfall auf die Ukraine markiert eine Zeitenwende.» – «Очевидним є наступне: це вторгнення в Україну знаменує собою початок нової епохи».* Das Wort «*Zeitenwende*» lässt sich als *«поворотний момент, початок нової історичної епохи»* übersetzen. Es wird aus zwei Wörtern gebildet: «*Zeit*» – «*час*» und «*Wende*» – «*поворот, зміна*». Es ist ein klares Beispiel für die Wortbildung in der deutschen Sprache.

Der Bundespräsident Frank-Walter Steinmeier stellte in seiner Rede fest: *«Russlands Angriffskrieg hat die europäische Sicherheitsordnung in Schutt und Asche gelegt». - «Загарбницька війна Росії рознесла європейський порядок безпеки в пух і прах.»* In diesem Zitat wird Redewendung verwendet, die meistens sehr schwer wörtlich in andere Sprache zu übersetzen ist (Bielykh, 2014). Für diese Redewendung «*hat in Schutt und Asche gelegt*» gibt es auch eine ähnliche feste Wendung in der ukrainischen Sprache «*розбити, рознести в пух і прах*».

Die Politiker versuchen zwar, sich klar, einfach und deutlich auszudrücken, damit die Reden für das Publikum verständlich sind. Für einen Übersetzer oder Dolmetscher wird es oft trotzdem nicht leichter. Sie müssen gut auf eine solche Rede vorbereitet sein, u.a. gutes Hintergrundwissen haben und mit der innenpolitischen Lage der BRD hervorragend in Kenntnis gesetzt sein. Außerdem sollen sie andere lexikalische Aspekte beachten, dazu können Neologismen oder Redewendungen zählen. All das wird bei der Übersetzung äußerst helfen.

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SIGNIFICANT ROLE OF THE METHOD OF DIRECT AND INDIRECT CHARACTERIZATION FOR DEVELOPING FICTIONAL CHARACTER'S PERSONALITY IN THE COMING-OF-AGE NOVELS

Coming-of-age novel is an integral part of the contemporary literature. There are numerous ways to create such a particular novel, one of them is a range of methods to characterize a protagonist but unfortunately, they have not been explored well. There are several scientists who did researches on this topic, such as Kenneth Millard, Luc Herman and Bart Vervaeck but none of them mentioned a solid conclusion about importance or influence made by direct and indirect characterization on revealing character's personality in the coming-of-age novels.

The goal of the research is to state the impact of direct and indirect characterization on the novel with coming-of-age genre, functions of both characterization types, to reveal the peculiarities of developing of a protagonist, which was made by using these methods of characterization exemplified by novels "The Queen's Gambit" by Walter Tevis and "The Goldfinch" by Donna Tartt.

A coming of age story, often called a Bildungsroman, is all about the protagonist's journey from being a child to being an adult. It is a journey that takes a young person from naive to wise, from idealist to realist, and from immature to mature (Daniel Bal, 2021). Throughout the plot the main character encounters different situations, obstacles, or even life or death choices. The main conflict revolves around making a decision, overcoming an obstacle, or learning from a mistake. Stories which are classified as bildungsroman are typically consist of some similar traits such as loss, journey, personal growth through a conflict, maturity, struggle for identity, loss of innocence. There will always be suffering along the way but at the end the character thrives. The coming-of-age is one of the most popular genres of storytelling. This exact theme is extremely universal and relatable that is represented in almost all forms of art including literature, cinematography, music and videogaming. The bright examples of literary works with the coming-of-age genre are "To Kill a Mockingbird", "The Harry Potter" "The Adventures of Huckleberry Finn", "Emma", "Atonement", etc.

Novels of "The Queen's Gambit" (1983) by Walter Tevis and "The Goldfinch" (2013) by Donna Tartt have been chosen to support the research. Analyzing the novels, the conclusion has been made that they have traits of coming-of-age genre. The protagonist of "The Queen's Gambit" – Beth survives pile-up, on the other hand the main character of "The Goldfinch" – Theo survives a terrorist bombing. These two life changing accidents take away their parents, making children to discover a loss and roam from one family to another, getting on a never-ending journey. Growing up they struggle with despairing memories of the past and getting into the conflict with themselves. As they get mature characters experience the loss of innocence that leads to a greater awareness of evil, pain and suffering in the world around them.

The main goal of a coming-of-age novel is to reveal the portrait of a personality that is being changed and developed through years, from childhood to adulthood. Using methods of characterization are vital to meet the goal of this genre. Direct and indirect characterizations are the most crucial and widely used methods to acquaint protagonist with readers. A character can be described directly. This type of characterization occurs in many traditional novels that introduce a character with an enumeration of character traits. These traits may relate to psychological states as well as to outward appearance. (Luc Herman, Bart Vervaeck, 2019). Direct characterization is a method of describing the character in straightforward manner: through their physical description, their occupation, their passions, character traits, social status and psychological state. Indirect characterization is based on metonymy, that is, it works with elements that are contiguous with the character. (Luc Herman, Bart Vervaeck, 2019). The author shows the character through hints that reader can analyze such as appearance, speech, thoughts and feelings, interaction with other characters. Moreover, indirect method of characterization includes actions of characters that push readers to make an assumption about their personal traits, habits, well-being, etc.

The personality of the protagonists is being changed throughout the plot. Looking on the usage of methods of direct and indirect characterization, confirms a theory that such particular methods influence a scale of development of the main characters in coming-of-age novels. Using these techniques enrich the story with various descriptions of protagonist which represents character's growth, or flow. To prove the theory examples are provided: The Queen's Gambit starts with readers acquaintance with Beth, the protagonist of the novel – *"Even then, she was clearly plain."* Direct characterization was used to describe her ordinary physical appearance when she was just put to the orphanage after losing her mom in car accident. *"Her voice almost broke with the effort of her words, but she pushed them out, anyway: I want to learn to play chess."* In this case indirect characterization was used to illustrate her speech. In such particular moment this method was the best way to express her curiosity and fear during the first encounter with a chess game, which is going to become a passion for her whole life. During Beth's first tournaments both direct and indirect methods are used: *"She felt deeply relaxed"* – direct characterization was used to describe her psychological state, as an objective fact. *"There was a knot as tight as wire in Beth's stomach. She kept her knees pressed together and looked straight ahead…"* – indirect characterization through the actions and feelings was used to show how anxious she was before her first tournament. *"She beat them both effortlessly"* The author used indirect method to show how powerful and good at chess she was. Protagonist's first meeting with a family, which was going to adopt her, was not friendly and genuine enough because she did not know if she could trust them, the indirect characterization through the speech and action was carried out to represent character's attitude towards the family: *"Or is it Betty" she looked at him. "Beth," she said. "I'm called Beth"* After winning the main championship and becoming world chess champion the protagonist is described as *"Now she felt at loose ends, uncertain where to go, or what to do"* Indirect characterization was used to describe her feelings as she just reached her biggest goal. Analyzing the novel of “The Goldfinch” the same pattern is seen: direct method of characterization prevails over indirect method at the beginning of the novel. *“I was thirteen”.* Life of the protagonist of the novel, Theo, was turned upside, marked “before and after” when he lost his mother in a terrible terrorist attack at the art gallery. To show the despair of lose, hopelessness the author used indirect characterization *“My ears were ringing and whooshing and my head hurt so badly I could scarcely think: waves of blackness on the edge of my vision.”* Readers figure out that main character was sensitive and extremely worried about his mother through the hint of description of mental and health state. He was anxious. *“I’d been in trouble at school for a while.”* In this case, direct characterization is used to firmly establish background for the following point in the plot.

Characterization is an essential part of writing a novel or a short story. It helps to understand characters, and how each character's personality and perspectives can help drive the plot forward, especially in the coming-of-age novels, where the plot and character’s personality are interrelated. Revealing character’s personality is a key point in storytelling of coming-of-age novels. To fulfill the goal of the particular genre, authors use various methods of characterizations, some of them are direct and indirect methods of characterization. It is vital to show evolution of character’s personality in the coming-of-age novels from childhood to adulthood, which would represent growth or character’s flaw. Direct and indirect methods of characterization are great tools to open up a protagonist for readers, and talk about character’s different periods of life. Direct characterization is widely used during the first appearance or introduction of key characters, as a way to establish core details and give some background information, to help reader visualize the character. This method requires straightforward manner. Indirect characterization reveals character’s traits through actions, thoughts, speech, etc., instead of saying it outright. Indirect characterization is necessary for narrative writing. This method brings value to the novel itself because it helps to develop attachments to certain stories because of how readers relate to specific characters.

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COMBATING SEPARATISM: INTERNATIONAL EXPERIENCE AND STRATEGIES FOR NATIONAL SECURITY

According to the Law of Ukraine "On the Basics of National Security", the manifestation of separatism is currently a key threat to the national security of Ukraine. On the 26 of May in 2015, a new edition of the National Security Strategy of Ukraine was approved, the reason for which was the aggression of Russian troops and other fundamental changes in the external and internal security environment of Ukraine. That is why it is necessary to create a new system of ensuring the national security of Ukraine.

Therefore, the consideration of international experience in the settlement of separatist conflicts is quite relevant.

Attempts to comprehensively and comprehensively analyze such a multifaceted phenomenon as separatism are discussed in the works of domestic scientists M. M. Vivcharik, K. M. Whitman, V. A. Gorenkin, and O. V. Kartunov. Western researchers consider separatism mainly in the context of modernization and globalization of society (R. Berbach, U. Robinson, U. Beck, J. Kellas, etc.), investigate the causes of the negative impact of separatism on the international security system (S. O'Brien, P. Glotz, L. Greenfeld, B. O'Leary, H. Cohn, D. Miller, Y. Tamir).

Separatism is a phenomenon that poses a significant threat to national security. It is formed under the influence of various factors, including those related to the processes of transformation of society. All conflicts of this nature are long-term, which obviously requires significant resources and long-term efforts to resolve them. International experience proves that, on average, conflicts last for ten years. At the end of the armed phase of the conflict, no less than six years will pass for the final post-crisis settlement of the situation.

It is obvious that for the emergence of separatism, a number of conditions are necessary, which create the appropriate basis. Among them, the following can be highlighted, in particular:

• heterogeneity of the country's population (ethnic, religious, etc.);

• uneven economic, social, cultural, demographic development of individual regions;

• historical factors;

• ill-considered policy of the central government towards ethnic minorities and religious communities, which worsens their situation or is perceived by them as aimed at deprivation (violation) of their rights and freedoms;

• external influence from interested states.

The experience of opposing separatism in the countries of Western Europe has the greatest tradition and spans almost two centuries. The main goal of the activity of state bodies in the field of combating separatism is to create such conditions under which effective management of disintegration processes is carried out. This approach ensures that these processes are deprived of their destructive potential, and the very idea of separation over time loses its popularity among the population.

As follows, the main methods of combating separatism in the countries of Western Europe are currently non-violent, aimed at finding compromises, strengthening the state's ability to influence disintegration processes, and preventing violent manifestations.

A certain potential of separatism for the Baltic countries includes the residence of a significant number of Russian-speaking population in these territories. Under such circumstances, a scenario in which the Russian Federation will be able to destabilize the situation using elements of a "hybrid" war, in particular:

- information influence;
- inspiring separatist sentiments;
- attacks in cyberspace, etc.

In the Baltic countries, considerable attention is paid to reducing informational influence, first of all, on the Russian-speaking population.

Among the measures taken by the authorities of these countries, the following can be highlighted:

- a temporary ban on the broadcasting of Russian channels in case of submission of false, faulty information or public propaganda;
- imposition of fines on TV channels;
- creation of opportunities for opening Russian-language channels in order to provide objective information to the Russian-speaking audience.

One example of a forceful approach to solving the problem of separatism is the inter-ethnic and inter-confessional conflict in Sri Lanka, which arose between the Sinhalese and Tamils and, after the formation of the terrorist group "Liberation Tigers of Tamil Eelam", turned into large-scale fighting. The conflict lasted for almost 30 years, during which a cease-fire regime was periodically established and attempts were made to find political ways of settlement. The acute phase of the conflict, as in Ukraine, began with the capture of administrative buildings and attacks on military facilities. During the conflict, terrorists used aviation, artillery, and naval forces.

Among the factors that influenced the military success of the government forces, the following can be noted:

- termination of external support of TVTE;
- lack of support for TVTE from the local population, which was often used by the latter as a "human shield";
- rearmament and development of the government armed forces;
- effective economic reforms, which allowed to increase spending on the development of the country's security and defense sector. For example, TVTE militants almost did not carry out terrorist attacks on the island's tourist infrastructure and tea plantations, which were the basis of Sri Lanka's economy.

Therefore, the international experience of countering separatism indicates that, over time, military-force repressive methods give way to non-forceful compromise measures, which made it possible to manage and positively influence the disintegration processes. In general, the world experience demonstrates the lack of a unified approach to the settlement of relevant problems, as well as the lack of opportunities to completely overcome separatism. However, a mandatory condition for countering separatism is the restoration of control over the border by state authorities and the achievement of an agreement between the parties to the conflict for its settlement.

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FEATURES OF IMPLEMENTING THE CONSTITUTIONAL RIGHT TO HEALTH PROTECTION

The topic of the implementation of the constitutional right to health care will be relevant as long as there is a person and the state, since these elements themselves are necessary for the existence of the right to health care. A person is part of the subject who implements the specified right, and the state, as a guarantor of its implementation and provision. Undoubtedly, the values of human life and health are key, every person understands how important these categories are.

If you look at the title of Art. 49 of the Constitution of Ukraine (Конституція України, 1996), it can be concluded that the categories «medical assistance» and «medical insurance» are not part of the concept of «health care», but in Part 1 of Art. 6 of the Fundamentals of the Legislation of Ukraine on Health Care, it is stated that «Every citizen of Ukraine has the right to health care, which includes... qualified medical and rehabilitation assistance» (Основи законодавства України про охорону здоров'я, 1992). Yes, we can state that the current legislation provides that the right to health care is a concept narrower in scope than the concept of the right to health care. As far as health insurance is concerned, to date, mandatory social health insurance exists only at the level of the draft law.

The difficulty of defining the right to health care is due to the lack of studies in the scientific literature, the result of which would be a generalized definition of this category. There is also no legal consolidation of this right in the current legislation. However, as we defined earlier in the Fundamentals of the legislation of Ukraine on health care, a large list of rights is defined, which makes up the content of this concept. Paying attention to other legal acts that regulate the provisions related to the right to health care. Yes, in Art. 283 of the Civil Code of Ukraine, it is stated that a natural person has the right to health care, and part 2 states that health care is ensured by the systematic activities of state and other organizations provided for by the Constitution of Ukraine and the law (Цивільний кодекс України, 2003). After analyzing the mentioned article, it remains unclear what exactly should be understood by this right.

Reviewing the materials of the round tables, which are devoted to the discussion of the issue of the constitutional right to health care, medical assistance and health insurance, experts who are engaged in the study of this issue claim that there is a right to medical care, and the right to health care, medical aid and insurance are its structural components. If we are guided by the fact that the right to medical care really consists of the above components, then it constitutes a rather large and extensive system, since only the right to medical care includes many benefits, among which are: the right to information and confidentiality of information about health I, the right to consent to treatment and medical intervention and other rights. Thus, we see the need for further research into this right and the search for the most optimal options for the substantive characteristics of this right.

In Art. 49 of the Constitution characterizes and regulates the right to health care. However, the realization of this right in modern conditions has serious difficulties. The second part stipulates that medical assistance is provided free of charge in state and communal health care institutions. However, as can be seen in practice, this provision is not implemented, but one cannot fail to note the positive changes in this direction. A positive trend is observed in the fact that the list of medical services provided free of charge under the medical guarantee program increases every year. The effectiveness of such activities is provided by a specially created body called the National Health Service of Ukraine. The National Health Service of Ukraine is the central body of the executive power, which operates with state budget funds through the system of medical guarantees. The main functions of this body are strategic procurement of medical services and medicines, conclusion of contracts with medical institutions, control over the execution of concluded contracts with providers of medical services for the population.

Summing up, we can state that the existence of the right to protection in a civilized democratic state does not raise doubts, but the main goal is not to declare it in the highest national sources of law, but rather to implement it in practice. However, Art. 49 of the Constitution, instead of providing every citizen with the right to health care, provides only a triad of separate, but interrelated rights (the right to health care, medical care and health insurance) enshrined in the article, although it remains unknown for by what criteria these rights are distributed. The article itself mentions the creation of effective and affordable medical services only for citizens. Therefore, we can conclude that this article needs to be amended to clarify the content.

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PROSPECTS OF THE DEVELOPMENT OF TOURISM IN WAR AND POST-WAR TIMES

Ukrainian tourism, like the whole life of our compatriots, was divided into 2 periods after February 24, 2022: before the war and after the war. If everything is more or less clear with tourism in peacetime, then let's consider the prospects for the development of Ukrainian tourism during the war and in the post-war period.

During the war, many cities and communities appeared on the country's map, which indomitably and heroically resisted the aggressor. Kherson, Gostomel are now hero cities. Those who have never been there are already proud of them. And Ukrainians will want to visit these cities.

Ukrainians from the west will want to come to the east and walk the streets of Kharkov, which will be restored. The people of Kyiv will go to their friends from Kherson, everyone is dying to see the legendary Chornobayivka. After liberation from the invader, the people of Melitopol will go to our Sumy. After peace comes, we will simply see an avalanche of people who will want to go to places that they now consider even more native. They will no longer need to explain why they travel to Ukraine. Trips across the country will become a mass phenomenon.

There will be some new trends in recreation in Ukraine, which will be preferred by our citizens after the war:

1. The need for recreational tourism will increase. After these horrors, people will want something simple and relaxing. Resting by the sea, in the mountains or in the forest is something that will bring you back to life and help you regain your strength.

2. Relaxation tours will become popular, which will help restore the psyche. Many people are mentally and physically exhausted. Especially those who were in the thick of events: military, doctors, police. Residents who found themselves at the epicenter of war and destruction.

3. Trips to native familiar lands, growing interest in traditions. People already want to feel something familiar. It will give a sense of the usual life that was before the war. Stress will help cure pottery, pysankarstvo. People will be interested in very grounded, almost routine things that restore confidence that life goes on and help them feel the joy of the moment.

4. Ukrainians will want to see with their own eyes the cities of our military successes and the places they read about in the news. They will want to see the Red Forest, where the occupiers dug in for a short time, the destroyed houses in Borodyanka, or the deserted streets of Mariupol. People will want to see, help the city and people personally, and feel the energy of recovery [3].

When we talk about the west of Ukraine, we have developed sightseeing tours that are free for those who left their homes because of the war. These excursions include a historical component in order to better explain to people the periods experienced by Galicia, which was once conquered by the communists. For example, tour guides tell about the same atrocities in 1939-1941, which we have seen now in Bucha, Irpin, Mariupol, Kharkiv and other cities and villages [2].

We know from the experience of countries that have lived in similar situations that after the war the share of tourists only increases. If we take Croatia as an example in the 1990s, which after a protracted war in a year or two saw a crazy boom in tourism, then the same can be predicted in Ukraine. The whole world will come to us after the war.

The question today is what exactly we want to convey to the people who will come to us after the end of hostilities. Interest in Ukraine is crazy today. Plans are currently being made with several organizations to reopen the tourism industry as soon as possible. First of all, international tourism partners will help. Owners of travel companies, travel operators who are ready to open a business in Ukraine, create jobs and help develop the industry after the end of hostilities write to us.

Great opportunities will open up for inbound tourism after the war. If we start communicating correctly, people will come to us out of curiosity. At the beginning, itineraries related to the war and iconic post-war locations will be relevant. This is what cognitive tourism will be about - "visit and see with your own eyes". They want to see the cities that suffered from the Russian occupation, this falls under the concept of "dark tourism". Foreigners want to communicate with people, volunteers, immigrants, whom they really admire.

It is worth creating places of memory for innocent victims, and monuments to the victory over the Rashists. This is necessary for rethinking: that the world has done wrong, that history has repeated itself again. But at the same time, we will show another Ukraine - hospitable, with incredible nature, ancient culture and incredibly delicious food. This balance will be maintained [1].

Even today, when we talk about the tours that are already taking place in the west of the country, it is important to know that they all involve the presence of bomb shelters along the route and protection during an air raid. If threats of missile strikes continue in

Ukraine, such rules should become permanent tourist standards [2]. You can take the experience of Israel as an example. After the war, tourism will change in any case. The approach to urban planning will change, it will be necessary to take into account moments with shelters at tourist sites, full-fledged plans for the evacuation of valuables must appear in museums. Currently, hotels with bomb shelters are in the greatest demand.

In conclusion, it can be noted that in this work we investigated the prospects for the development of tourism in Ukraine during the war and post-war times, identified the features of possible tours. We have all the prerequisites for rebuilding the tourism sector, it is only necessary to adapt this sector to new realities and rely on the experience of other countries that have effectively rebuilt the tourism industry after crisis situations, including wars.

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KULTUR UND TOURISMUS

Das Erbe, insbesondere das materielle Erbe, ist seit langem eine der Grundlagen des Kulturtourismus. Das Erbe zu definieren ist fast so schwierig wie über Kulturtourismus zu diskutieren. Kulturerbe wird als eine breite Palette von Ressourcen angesehen, darunter sind Kulturerbe, Lebensstil, antike Artefakte und moderne Kunst und Kultur – mit anderen Worten, es gibt keinen großen Unterschied zwischen Kulturtourismus und Kulturerbe-Tourismus (Колозінська, 2011).

Der Begriff "Kulturerbe" hat sich in den letzten Jahrzehnten stark verändert, insbesondere dank der von der UNESCO entwickelten Werkzeuge. Kulturerbe endet nicht mit Denkmälern und Objektsammlungen. Es umfasst auch Traditionen oder Lebensweisen, die von unseren Vorfahren geerbt und an unsere Nachkommen weitergegeben wurden, wie mündliche Überlieferungen, soziale Praktiken, Rituale, festliche Ereignisse, Wissen und Praktiken, die mit der Natur und dem Universum verbunden sind, oder Kenntnisse und Fähigkeiten, die für die Herstellung traditioneller Handwerke sehr wichtig sind.

Kulturerbe ist der Ausdruck von Lebensweisen, die von einer Gemeinschaft entwickelt und von Generation zu Generation weitergegeben werden, einschließlich Bräuche, Praktiken, Orte, Gegenstände, künstlerische Ausdrucksformen und Werte. Kultur ist eine einzigartige Ressource des Tourismus (eine Rohstoffquelle für die Gestaltung touristischer Aktivitäten). Wenn wir sagen, dass Kultur der Rohstoff für die Gestaltung touristischer Aktivitäten ist, meinen wir Attraktivität und Nutzen für den Touristen (Антонова, 2014).

Kulturelle Materialien lassen sich in zwei Hauptarten gliedern: physische Kultur sind menschliche Kreationen, die in einem Raum existieren, die durch Sehen, durch Berühren wahrgenommen werden können, zum Beispiel historische und kulturelle Denkmäler der Kultur, Kunsthandwerk, Arbeitswerkzeuge in der Saatgutproduktion, im Betrieb und Nationalgerichte. Zur immateriellen Kultur gehören Festivals, Kunstformen, Verhalten und Kommunikation. Kulturelle Elemente werden als menschliche Ressourcen klassifiziert (im Gegensatz zu natürlichen Ressourcen wie Meere, Flüsse, Seen, Berge, Höhlen usw.), nämlich (Любітцева, 2005):

historische Kulturdenkmäler, Souvenirprodukte nationaler Art, Küchen, Festivals, Unterhaltungsspiele, Bräuche, Praktiken, Verhalten, Kommunikation, religiöse Anschauungen, Literatur und Kunst.

Der Zusammenhang zwischen Tourismus und Kultur zeigt sich auch durch Verhalten, Ethik im Service oder im touristischen Geschäftsbetrieb an. Der Tourismus dient als Mittel der Übergabe und Vorführung der kulturellen Werte eines Ortes und seiner Menschen für alle heimlichen und internationalen Touristen, die eben diese kulturellen Werte erforschen, erlernen, bewundern und genießen können. Dank Tourismus wird der kulturelle Austausch zwischen Gemeinden und Ländern immer stärker und größer (Фоменко, 2007).

Der Tourismus ist auch ein Erweckungs- und Wiederbelebungsmittel nationaler kultureller Werte, die von der Zeit überflutet oder vor historischen Ereignissen verblasst sind. Das können alte Bauwerke, ein lebendiges Brauchtum, ein Volkslied, ein Nationalgericht usw. sein, die vom künstlerischen, kulturellen und technischen Niveau der Vergangenheit zeugen. Der Tourismus restauriert, nutzt und verschönert diese Kulturgüter und dient dem Bedürfnis, die Werte dieses Erbes zu bekräftigen.

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CHALLENGES IN BUSINESS COMMUNICATION

In these times of fast-progressing globalization and growing demand for teamwork, communication skills are absolutely crucial to the success of any business: both inside and outside the company. Nearly 40-60% of the business activities involve conveying information (Kumar, R., 2010). Effective business communication means how employees, management, partners and other stakeholders interact with each other to reach business goals of organizations.

In present times of globalization there is a competitive condition among applicants , so the first challenge faced by job seekers in a business environment is to present yourself correctly at an interview and overcome negative internal feelings to be employed. Recruiter can learn a lot of information through verbal communication by asking questions for evaluation (for example, about language knowledge or past experience), however, nonverbal communication is a part of the job interview. Through body language, such as gestures, smiling, eye contact, body posture, voice pitch, speaking rate, nodding etc., it is easier talks the feelings of a person. If a candidate says about stress resistance but at the same time, for example, nervously bites lips or fidgets in the chair, a recruiter will understand that, in fact, stress resistance is not the best side of him (Frauendorfer, D., & Mast, M. S., 2015).

It is a big challenge for management to develop a successful system of events after which employees will feel they belong to the company. For instance, John Ryan, past CEO of Farm Credit Canada in 1997, encouraged others to acknowledge the value of all language competence, he came up with an extraordinary approach to help to develop a sense of belonging through language context. It was created “French Fridays” in the English speaking offices and accordingly “English Fridays” in French speaking departments despite the fact that the main communication took place in English. So the French expressions were emailed to all English speaking staff, who were prompted to use French (even only particular words) in their emails or speech with the aim of cancelling the feeling of foreignness inside the company due to different linguistic repertoires. This novation in promoting linguistic duality in business context helped Ryan to receive the Leon Leadership Award for supporting official language minority communities in workplaces (Ober, S., & Hillson, J., 2003).

As mentioned by Pratt and Whitney, the most important audience for a company's communication is not the customers, but surprisingly the employee (Kumar, R., 2010). Employees create, implement, sell and convey information to customers as well as high business performance indicators can be achieved if the team will work cohesively. One of the relevant challenges nowadays in business communication is keeping in touch with remote employees. Everyone knows that working from home has quickly gained popularity in different parts of the world, especially since Covid-19 pandemic. Given this type of schedule it makes it easier to combine work and household chores, but people are limited only by their competences and do not know both about the daily work of remote colleagues and about them as individuals through the remote station. For close team interaction, video conferences are often not enough, so companies resort to team building meetings, away meetings and other types of teamwork enhancement (Demetrios Karis, Daniel Wildman &Amir Mané, 2016).

Marketing specialists and executives must be very careful and thoughtful about the choice of advertising strategy, as well as the advertising content itself. In advertising it is needed to take into account national and cultural features: customs, politics, religion, history, current problems in this society, etc. When the baby food manufacturer Gerber started selling products in Ethiopia, the manufacturers used the usual packaging with a picture of a small child on the label. Sales in this market occurred manager, and when set out to solve the problem, found out that in Africa, in particular, in Ethiopia, images of the ingredients were placed on the labels, due to the fact that the population was illiterate and could not read. As terrible as it sounds, Ethiopia's customers thought that the Gerber's products were produced from baby parts (Chavez, C. I., & Weisinger, J. Y. , 2008). So, Gerber had a negative experience in communication with the buyer due to his ignorance, and thus lost the opportunity to make a profit and received dislike for his brand in the African market.

The next challenge in business communication that existed during the years is caused by the generation gap: between the Veterans, the Baby Boomers, Gen X, Y and Z. According to the research by Kelly., Elizabeth, Bharat and Jitendra, there are differences in values, points of views, as well as in working approaches: for example, Millennials value their free and working time and do not define themselves through their job, but Baby Boomers had less parted themselves between the workplace and their private lives; generation X is looking for quick feedback or rewards, while the Veteran generation is more patient. However, every person from a certain generation will really be subject to generalizations, but scientifically proven that each generation really has different values, behaviors and attitudes towards work or personal life (2016). The challenge for the employer is to find the right approach to each generation and encourage interaction.

As it was analyzed, there are a number of challenges relating to communication in the business environment that are faced by the heads of organizations, as well as employees and all other interested parties. Business communication covers all business activities and includes the use of communication and writing skills, non-verbal behavior and cultural awareness. To avoid misunderstandings inside and outside the organization, it is necessary to carefully consider various factors that can affect the history of your communication with others.

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IMPLEMENTATION AND APPLICATION OF EU LAW

Becoming a member of the EU is a complex procedure, which does not happen overnight. Once an applicant country meets the conditions for membership, it must implement EU rules and regulations in all areas. EU law should be a priority over the national law. After the entry, new members have the opportunity to participate in the development and the adoption of EU law (Muravyov, 2007).

In accordance with the constitutions, the law of the European Union takes precedence over national law. This right is a part of the national legal order and acts directly. The need for harmonization of law means that a great part of the binding law is initiated and taken outside the national parliament.

Simultaneously the cooperation with government and national parliament works on issues related to the membership of new EU countries. All documents requiring consultation with the Member States, are immediately sent to country-members of the European Union through the General Secretariat of the EU Council in the electronic form with the help of the system "coordination" to parliament. This applies particularly to EU regulations, white and green books, communique of European Commission, the EU Council working plans, annual legislative plans, and projects of international agreements.

Governments must also pass the national parliaments, their committees on European Union, the country's position on the draft of EU legal acts that they intend to submit to the EU Council, by which these committees provide a conclusion. In Poland, their own opinions transmit to the European Committee of the Council of Ministers of the Republic of Poland; the final position of Poland is determined on its session. Following the adoption by the EU of the act, it will go through the transposition of the legal order of the Member States. The Ministries and departments prepare a draft law on the implementation of EU legal act and direct it to the coordinating body at the level of Council of Ministers, which recommends its adoption by the government. Then passes the bill to parliament, where it is adopted.

EU institutions are closely monitoring the process of adaptation of the Union Directives into national law. However, the implementation of law is inadequate. The main thing is to ensure their application. The problem of new members is the lack of experience in the application of EU law. There are many cases when they are simply not followed. Therefore, the EU authorities force to put pressure on the government of new members. The European Commission recommends to new members to ensure the application of EU law, the need for well-trained and the numeral staff and technical means but cannot solve the problem properly. Also, the will of authorities, institutions, system of procedures, incentives and sanctions are required. It is necessary in some countries to establish independent institutions that are not amenable to current political influence.

The principle of good conscience in law is a complex legal category of an interdisciplinary nature, which is a set of norms that provide for mutual respect and consideration by the participants of legal relations of their rights, obligations and interests; careful, complete and accurate fulfilment of obligations towards another participant (participants) of the legal relationship provided for by a legal act, legal custom, agreement or court decision; aimed at achieving the goals of all participants in the legal relationship [Nazarova, 2020].

In EU law, the principle of good conscience is increasingly used as a regulator of private law relations (mandatory law, real property relations, protection of consumer rights, fight against unfair commercial practices and unfair competition, copyright); the concepts of recognizing the fulfilment of an explicit obligation under the contract are developing only if it is agreed upon by the parties; The EU Court interprets the principle of good faith as an element of general justice, imposes on the authorities of the member states the obligation to be guided by the principle of good faith when adopting public legal acts.

An important condition for enforcement is the state of judicial system, and serious obstacles in its way are corruption and organized crime. Therefore, special attention of the

European Union in the preparing to EU membership is given to the strengthen independence of the judiciary. In all Member States, judges held training courses on EU legislation.

Especially Brussels worries about the poor understanding of practical business problems by the judges.

So, every two months, the Commission verifies the measures taken by the authorities in each Member State to incorporate EU directives into their law. If the Commission finds that a Member State has failed to notify a measure implementing a directive, it opens an infringement case for 'non-communication'. The Commission publishes information on the number of notifications received from each Member State incorporating EU directives into their law. The letter of formal notice is the first stage in the pre-litigation procedure, during which the Commission requests a Member State to submit its observations within a given time limit on an identified problem regarding the application of Community law. The 'reasoned opinion' constitutes the second stage in the procedure, before referral of the case to the European Court of Justice for a ruling.

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DER EINFLUSS VON TECHNOLOGIEN AUF DAS RECHTSSYSTEM DER UKRAINE

In den letzten Jahren eröffnet die Entwicklung von Technologien neue Möglichkeiten für Strafverfolgungsbehörden, stellt sie jedoch auch vor neue Herausforderungen und Probleme. Deswegen werde ich mich auf die Analyse des Einflusses von Technologien auf die Strafverfolgung konzentrieren, einschließlich die Fragen wie elektronische Beweise und Cyberkriminalität.

Im modernen Gerichtsverfahren werden immer häufiger elektronische Beweise verwendet. Laut des Hohen Justizrates der Ukraine wurden im Jahr 2020 mehr als 17.000 Entscheidungen der ukrainischen Gerichte auf der Grundlage von elektronischen Beweisen getroffen. Allerdings müssen bei der Sammlung elektronischer Beweise die entsprechenden Regeln zur Aufbewahrung und zum Schutz vor unbefugtem Zugriff beachtet werden. Laut einer Studie des Instituts für Recht und Gesellschaft Kyiw gibt es in der Ukraine eine Reihe von Problemen bei der Verwendung von elektronischen Beweisen im Gerichtsverfahren, wie zum Beispiel mangelnde Kompetenz der Gerichtsexperten, geringe technische Kenntnisse der Richter sowie das Fehlen einer angemessenen gesetzlichen Grundlage. Daher ist es notwendig, eine detaillierte Analyse der Gesetzgebung zur Verwendung von elektronischen Beweisen im Gerichtsverfahren durchzuführen und Empfehlungen zur Verbesserung dieses Prozesses in der Ukraine zu entwickeln.

Die Cyberkriminalität stellt eine ernsthafte Bedrohung für das Rechtssystem in der Ukraine dar. Nach Angaben der Nationalpolizei der Ukraine wurden im Jahr 2020 über 20.000 Fälle von Cyberkriminalität registriert, was einer Steigerung um 32% gegenüber dem Vorjahr entspricht. Cyberverbrechen können schwerwiegende Folgen sowohl für die Wirtschaft als auch für die nationale Sicherheit der Ukraine haben. Laut einer Studie des Instituts für Recht und Gesellschaft Kyiw besteht das Problem im Kampf gegen Cyberkriminalität in der fehlenden gesetzlichen Grundlage und der unzureichenden Kompetenz der Strafverfolgungsbehörden in diesem Bereich. Deshalb ist es notwendig, eine Analyse der geltenden Gesetzgebung in Bezug auf Cyberkriminalität durchzuführen und effektive Mechanismen zur Bekämpfung dieses Problems zu entwickeln: dabei muss man die Kompetenz der Strafverfolgungsbehörden erhöhen und angemessene Strafverfolgung gewährleisten.

Die Cyberkriminalität hat einen erheblichen Einfluss auf das Rechtssystem der Ukraine, aber gleichzeitig wird die Verwendung elektronischer Beweismittel aktiv eingeführt, um ein faires Gerichtsverfahren zu gewährleisten. Die Informationssicherheit ist ein wichtiger und unverzichtbarer Bestandteil der Justiz, daher müssen ukrainische Strafverfolgungsbehörden und Gerichte nicht nur Methoden zur Bekämpfung von Cyberkriminalität verbessern, sondern auch ihre technischen Möglichkeiten zur Beschaffung und Verwendung von elektronischen Beweisen im Gerichtsverfahren weiterentwickeln. Allerdings bleibt das Niveau der Cyberkriminalität auf dem heutigen Stand weiterhin hoch, was eine Bedrohung für die Sicherheit des Landes darstellt. Daher ist es wichtig, die Entwicklung und Verbesserung von Gesetzen zur Bekämpfung dieser Probleme fortzusetzen sowie einen zuverlässigen Schutz von Informationen und Cyberinfrastruktur zu gewährleisten. Darüber hinaus muss das Präventions- und Bekämpfungssystem gegen Cyberkriminalität verbessert werden, insbesondere durch Erhöhung des Niveaus der Cyber-Literalität der Bevölkerung und Unterstützung der beruflichen Entwicklung von Experten auf dem Gebiet der Cybersicherheit. Nur so kann effektiver Schutz gegen Cyberkriminalität in der Ukraine gewährleistet werden.

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VOR- UND NACHTEILE DES GLOBALEN TOURISMUS

Der Tourismus nimmt den dritten Platz unter allen Wirtschaftszweigen ein: die entlegensten Winkel der Welt werden heute für Touristen immer attraktiver und interessanter. Jedes Jahr steigt die Anzahl der Reisen um ein Vielfaches und die Zahl der Reisenden wächst auch (jährlich mehr als 1 Milliarde Menschen). Und dabei ist es wichtig hervorzuheben, dass die erfolgreiche Tourismusentwicklung auch von 5 vielversprechenden Arten des globalen Tourismus abhängt wie:

- Marinentourismus;
- Abenteuertourismus;
- Kultur- und Bildungstourismus;

- Geschäftstourismus;
- Weltraumtourismus (Electronic resource]. – Access mode: https://tourlib.net/statti_ukr/zajceva2.htm).

Aber der globale Tourismus hat leider nicht nur viele Vorteile, sondern auch viele Nachteile, die sich auf die Weltwirtschaft, die Menschen und die Natur auswirken. Eines der größten Probleme des globalen Tourismus stellen Großbauarbeiten dar. Unter der steigender Touristenzahl leiden viele städtische Küsten- und Berggebiete. Die Nachfrage nach Reisen zu Orten des nicht-klassischen Tourismus wächst täglich. Und deshalb stellt der globale Tourismus eine Gefahr für Natur und Umwelt dar (Electronic resource]. – Access mode: https://www.studysmarter.de/schule/geographie/humangeographie/globaler-tourismus/).

Der globale Tourismus hat jedoch viele Vorteile. Der erste davon ist die Bereicherung der Länder, in die viele Menschen reisen (die Touristen bringen Geld ins Land und ziehen Investoren an): so kann das Land aus der Wirtschaftskrise herauskommen. Auch was Berufe betrifft, ist es zu betonen, dass heute fast jeder zehnte Erdbewohner in der Tourismusbranche beschäftigt ist: dies sind Hotels, Taxis, Museen, Ausflüge usw. Der globale Tourismus verändert auch die politische Weltkarte: die Regionen, die am meisten vom Tourismusgeschäft profitieren, sind viel erfolgreicher als andere Regionen des Landes (ein relevantes Beispiel kann Katalonien und sein Wunsch nach Unabhängigkeit von Spanien sein). Auch können die Reisen das kulturelle Bewusstsein der Menschen stärken und dazu beitragen, die Kultur und Natur eines Landes besser zu schätzen, da die. Touristen immer etwas Neues über die Länder erfahren. Und noch ein Vorteil des globalen Tourismus ist das Können der Kommunikation mit den Einwohnern: so verbessert man das eigene Niveau der Sprachkenntnisse.

Fazit. Bei der Entwicklung des globalen Tourismus ist es sehr wichtig darauf zu achten, dass diese Entwicklung keine Umweltschäden verursacht, die für die Gesundheit der Menschen und für ihr Leben gefährlich sind.

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YOUTH SLANG IN THE MODERN ENGLISH LANGUAGE

Currently, this topic is not well researched, because youth slang is evolving in everyday life, and people themselves are constantly adding new words and expressions, which makes it difficult to study all the changes in its evolution. Even some slang words disappear as quickly as they appear.

The object of this study is youth slang in modern English, the subject is to determine the features of this slang.

Slang - this is a layer of vocabulary that does not coincide with the norm of literary language, words and expressions used by a particular social group. Such a group can be either quite narrow (rap musicians, chemical scientists, pickpockets) or very wide (teenagers, fans, those viewers) [3, c. 1].

New trends in culture, social development, and technological progress have led to the emergence of a large number of associations and groups that have a particular impact on youth. One of the fields to be influenced is music the analysis of which has revealed the following phonetic and morphological features of slang:

a) The absence of the letter g in the ending -ing what is whether indicated with ‘ or not (dabbin‟, weepin‟, dancin‟, slayin, needin, keepin);

b) A semi-affix -fest (borrowed from German Fest (holy)) is used in nouns to note any activity (usually too intense or immeasurable) that lasts for a period of time:

bull-fest (casual conversation), gab-fest (meeting to talk (also talk-fest)).

c) As a semi-affix, denoting a person with certain characteristics, they use –pot (crack-pot – crazy or eccentric perso) [1, c. 248].

British juvenile slang has no grammar (as if to deny the existence of a grammar), so no rules for its formation or use can be found.

Another thing worth noting is the difference between English and American slang: the same words can have completely different meanings. In addition, the British use slang infrequently and in cases where its meaning can be understood from the context, unlike the Americans. The latter, cheerful and easy to communicate with, do not like to maneuver, so do not expect them to say "sorry" after every sentence they say. For an example of the difference between English and American youth slang, here are some popular words [5, c.1].

A word Fancy - in England it means whim, fantasy, and any other meaning from the spectrum of "desire". For a simple American, it's a cake.

A word Table - is a vivid example of how the same word can have completely opposite meanings in related languages: for the British, it means to discuss, but for Americans, on the contrary, it means to postpone the discussion (postpone).

For example, slag is an insult in England - it's the name given to those who play to the public ("show-off"). In America. it's just dancing. However, we can't help but pay a little more attention to this slang word, because it is one of the most famous and popular not only in English-speaking countries [5, c.1].

Some slang expressions are used by young people to emphasize positive characteristics of a person. So, if you, for example, want to describe a beautiful girl, you can use the words peach (peach), vamp (vamp woman), gold-digger (golden digger). If you are talking about your friend, you can replace the word "friend" with ace, which is familiar from school. can be replaced with ace (good friend, buddy). It is known that when describing of a person's appearance or body part, there are also many slang expressions. For example, when describing a person, in particular their appearance, the word face has many synonyms, such as smiler, snoot, kisser, dish, mask. They are not at all offensive, and young people often use them when communicating in friendly in friendly groups [4, c. 3].

In order to master youth slang, is necessary to constantly communicate in an environment where English is spoken, where there is an opportunity to hear the expressions you need and express your thoughts. It is enough to hear slang expressions yourself, repeat them at home, look up the translation in a slang dictionary, and you will succeed. It is better to use dictionaries by famous authors, as their translations will be quite accurate and widely used [4, 5].

Based on the above, we can conclude that slang plays a very important role in our society. Despite the conservative views of experts on slang, it should be noted that the lexical elements of this language, although often very familiar, express human emotions and feelings very clearly. The study of phenomena such as slang is becoming increasingly important in the context of increasing international contacts and can help us better understand the national nature of the mentality of British youth. Knowledge of slang helps English language learners improve their communication skills by placing them in the natural environment of native speakers. Ignorance of slang can lead to curiosities and errors in any language.

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THE ECONOMIC SECURITY OF THE STATE: THEORETICAL ASPECTS

All human beings need a sense of security, to give a sense of belonging, a sense of stability and a sense of direction. People who lack basic security in themselves, in their families, in their workplaces and in their community tend to become socially irresponsible. They tend to behave opportunistically, and they tend to lose a sense of moderation. Moreover, periods and areas of mass insecurity have, historically, always bred intolerance, extremism and violence. Look around the world today.

Basic security matters. Without it, incentives to work, learn and develop shrivel, and confidence wanes. Without it, people lose all sense of having control over their lives. At the same time, lives become dependent on the largesse of others, and on (rare) good luck.

That’s why state‘s possibilities to protect person‘s, economic undertaking‘s, regional and country‘s economic interests are especially important achieving the sustainable development at national and international levels. Development of country's economic security is complex and composite process. Therefore, it shall be analysed taking into account not only dynamics of economic growth. Country's economic security should guarantee and protect the vital needs from external and internal threats. Economic security understanding is a relatively new phenomenon in economic theory. In economic globalization context, it is very important to reveal the essence of the problem, to identify real threats, to provide reliable and effective problem solving methods. Under conditions of global economic development, solving economic security challenges is a multifaceted task that should not only include a security function but also a comprehensive approach, taking into account the overall political and financial possibilities.

After analyzing the research of scientists, this theoretical idea introduces two concepts of economic security. As Jimašius and Vilpišauskas (2005) claim, the definition of economic security is ambiguous. The economic security of the state is considered as an aspect of economic security that belongs to the economic security of the majority of citizens of the state, and not to individuals or relatively small groups of them.

Tamošiūnienė and Munteanu provide a broader definition of economic security in their joint research. According to them, economic security is a priority element of modern national security and can arise in any modern society, because energy, transport, communications, army, food, etc. security cannot exist outside the national economy. Therefore, Tamošiūnienė and Munteanu present the structure of economic security in their research.

According to Tamošiūnienė and Munteanu, economic security should be divided into two approaches:

- individual
- macroeconomics.

It needs also to be noticed, that the business enterprises' economic security is analyzing on micro level. Economic security of business structures is studied by Falovič, Misko and Maliuta, Kasyanova and Kasyanov, Baldzhy, Kočikin. The definition of the economic security of these scientists is a condition where resources are used effectively to prevent threats and ensure the functioning and stable development of the company. They characterize economic security as a combination of qualitative and quantitative indicators. In order to achieve the highest level of economic security, companies must ensure maximum safety of the main functional components. Researchers analyzing the economic security of companies distinguish the following elements of economic security: finance, human resources, technology and innovation, political and legal environment, ecological environment and information security.

So, in conclusion, investigation of the scientific literature of economic security has shown that the concept of economic security is ambiguous and that research as a separate field of economic science is still being developed.

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CASE-LAW OF THE EUROPEAN COURT OF HUMAN RIGHTS: A PRECEDENTIAL SOURCE OF LAW OR SOURCE OF INTERPRETATION

Although the Law "On the execution of judgments and the application of the case-law of the European Court of Human Rights" was adopted in 2006, there are still a lot of disputes regarding the role of the European Court of Human Rights case-law (hereinafter – "Case-Law").

There are a lot of different points of view regarding the role and the legal nature of the judgments rendered by the European Court of Human Rights (hereinafter – "ECHR", "Court"), but the main two points of view are as follows:

- the Case-Law is a source of interpretation of the Convention; or
- the Case-Law is a precedent source of law.

The bottom line is that even Luzius Wildhaber who served as the president of the Court did not have an answer to the question of whether the Case-Law is precedential. There are even disputes about this matter between judges within the Court. This situation is quite predictable considering the number of judges representing different legal systems (Wildhaber, 2011).

A significant number of lawyers believe that the legal nature of the Case-Law varies in different countries, and everything depends on the legal system and legal traditions of a particular country. Blazhivska notes in her article that it's necessary to consider the legal system, the legislator's approach to the status of international law compared to national law, and a few other factors in order to determine the place of Case-Law in the system of sources of law (Blazhivska, 2018).

Zaitsev Y. and Rabinovych P. declare that the case-law of the European Court of Human Rights is a source of interpretation of the Convention. In their opinion, the decisions of the European Court of Human Rights cannot be a source of law since Ukraine belongs to the Romano-Germanic legal system (so-called "civil law system"). Legislation, not precedent, is the main source of law in Ukraine and other countries that belong to this system. In addition, some scientists are sure that the Case-Law is a source of interpretation because the Convention does not provide any grounds for granting case-law the status of a precedent as it's used in the countries that belong to the so-called "common law" legal system (Synytsyn, 2019).

In addition, K. Ismailov noted that the source of law is only the rules of the Convention for the Protection of Human Rights and Fundamental Freedoms, while the Case-Law is only a source of its interpretation (Ismailov, 2011).

At the same time, this understanding of the Case-Law does not sufficiently reflect its true importance and nature since it is impossible not to take into account the Ukrainian legislation. According to the Law "On the execution of judgments and the application of the case-law of the European Court of Human Rights", both the Convention and the case-law of the Court are sources of law in Ukraine.

The legal nature of the decisions of the Court cannot be limited only to the source of Convention interpretation. Even the European Court of Human Rights indirectly declared the precedential nature of the Case-Law in its judgments. Sabodash R. noted that the decisions of the European Court of Human Rights do not establish new rules of the Convention. However, the Court often creates new rules of conduct for states during the interpretation of the existing rules.

For example, the Court created a new criterion for the "quality" of the law in the Lindon, Otchakovsky-Laurens and July v. France case. According to the decision of the Court, the rule will be considered a law only if it is formulated precisely enough because only in this instance people will be able to use such rules and comply with them. In fact, the European Court of Human Rights created a new rule because it isn't stated in the Convention for the Protection of Human Rights and Fundamental Freedoms (Sabodash, 2013).

The states will be obliged to follow this rule. Otherwise, some applicants can use this new rule as a ground for a claim and the state will be obliged to pay compensation to the applicant for not following such rule and breaching the rights of the applicants.

In addition, the European Court of Human Rights indirectly approved the precedential nature of its judgments in other cases. For example, the Court stated that: "the Courts judgments also serve "to elucidate, safeguard and develop the rules instituted by the Convention thereby contributing to the observance ... of the engagements undertaken" by the Contracting States" (Guzzardi v. Italy case).

The Court also declared the general rule regarding the necessity to comply with its previous legal conclusions in Vilho Eskelinen and Others v. Finland case. Although the Court can change its previous legal positions after some time, it doesn't mean that the Case-Law is not a source of law. Sabodash R. mentioned in one of his scientific articles that the possibility of the court to change its previous precedents does not mean that this decision is not a precedent (Sabodash, 2013).

Therefore, even though Case-Law is not a typical precedent as this term is defined in countries that belong to the so-called common law legal system, it's impossible to declare that Case-Law of the Court is just the source of interpretation of the Convention. The Court creates new rules in its judgments and regularly refers to its own judgments rendered in previous cases. Moreover, according to Ukrainian legislation, the Case-Law of the Court is a source of law, that's why limiting its importance is not appropriate. As a result, the Case-Law of the European Court of Human Rights is a source of law, although it's not a typical precedent.

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CULTURAL HERITAGE AS ONE THE FUNDAMENTALS OF SIGHTSEEING TOURISM

Cultural heritage is an integral part of tourism and plays a vital role in shaping the visitor experience. Cultural heritage refers to the tangible and intangible artifacts, traditions, customs and practices of a community that are passed down from generation to generation. These cultural elements provide a sense of identity and continuity and contribute significantly to the diversity of human experience.

For many travelers, cultural heritage is a key reason to visit a particular destination. Historic buildings, landmarks, and museums are often top attractions that offer a glimpse into a place's history and culture. The architecture, arts and crafts on display offer a glimpse into the past and help visitors understand the cultural context of the community. Likewise, archaeological sites offer the opportunity to explore the material remains of ancient civilizations and provide a deeper understanding of human experience throughout history [1].

Traditional handicrafts and local festivals are also important components of cultural heritage. These cultural elements offer visitors the opportunity to connect with local communities and gain insight into the values and traditions that shape the way of life of a particular place. For example, travelers visiting rural India may have the opportunity to learn about traditional pottery techniques or attend local festivals celebrating the harvest season.

In addition to the benefits that cultural heritage offers to travelers, it also has significant economic and social impacts. Cultural tourism generates revenue for local communities, as visitors spend money on accommodations, food, souvenirs, and transportation. This revenue can be used to support local businesses and infrastructure, which can lead to job creation and economic growth. Cultural tourism can also contribute to the preservation and conservation of cultural heritage sites, as the revenue generated can be used to fund restoration and maintenance efforts.

Moreover, cultural heritage can also be a source of pride and identity for local communities, fostering a sense of belonging and social cohesion. It can help to preserve traditional practices and customs, and can provide a platform for intergenerational knowledge transfer. By celebrating and sharing cultural heritage with visitors, communities can also promote cross-cultural understanding and dialogue, leading to increased tolerance and acceptance [2].

However, it is important to recognize that cultural tourism can also have negative impacts on cultural heritage sites and communities. Over-tourism can lead to environmental degradation, damage to cultural heritage sites, and disruption to local communities. Therefore, it is essential to promote sustainable tourism practices that prioritize the protection and preservation of cultural heritage, while also benefiting local communities and economies.

In general, cultural heritage is an important aspect of tourism that provides a glimpse into the richness and variety of human experience. It offers travelers an opportunity to learn, connect and engage with the world around them, and it helps foster an understanding and appreciation of the cultural differences that make our world so fascinating.

It offers economic, social, and cultural benefits, but it also requires responsible management and sustainable tourism practices to ensure its preservation and protection for future generations.

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JURISTISCHE ERZIEHUNG DER JUGENDLICHEN

Die allmähliche Evolution des gesellschaftspolitischen Systems in der unabhängigen Ukraine führte zu einer Zunahme der Rolle der Bürger im gesellschaftspolitischen Leben des Landes, insbesondere zu einer Zunahme der Bedeutung der juristischen Ausbildung von Teenagern und Jugendlichen und entsprechende Neubewertung ihrer moralischen Werte. Die glänzende Zukunft der Gesellschaft und des Staates hängt weitgehend von der Qualität der juristischen Ausbildung junger Menschen ab. Das hängt damit zusammen, dass allgemein akzeptierte Weltanschauungen, Wertorientierungen und die Rechtskultur der Gesellschaft im Jugendalter etabliert werden. Was soll man tun, um die Rechtskenntnisse junger Menschen zu erweitern?

Wissenschaftler identifizierten die Hauptelemente der juristischen Ausbildung junger Menschen:

1. Entwicklung der fundierten staatlichen Rechtspolitik und des zugrunde liegenden Konzepts der juristischen Bildung der Bevölkerung;
2. Entwicklung des mehrstufigen Systems juristischer Ausbildung und Erziehung;
3. Erhöhung des allgemeinen moralischen Niveaus der Bevölkerung; Verbreitung von Rechtskenntnissen (insbesondere durch Massenmedien).

Teenager sollen in ihrem Alter wissen, dass keine Straftat ungesühnt bleibt, daher sollten Kenntnisse im Straf- und Verwaltungsrecht die Grundlage der juristischen Ausbildung sein. Außerdem sollten die Jugendlichen eine Vorstellung von den Organen des Staatsapparates und den Normen des Verwaltungsrechts haben, die verschiedene Regeln umfassen: Hygiene, Brandbekämpfung, Straßenverkehr, Benutzung von Verkehrsmitteln, Verhalten auf öffentlichen Plätzen, Militärbuchhaltung und viele andere, die sich auf die Aktivitäten von Unternehmen und Institutionen beziehen.

Aus diesem Grund erstellen Wissenschaftler aus verschiedenen Rechtsgebieten zusammen mit Psychologen unterschiedliche Kurse, Schulungen und Bildungsprogramme, um die moderne Jugend zu ermutigen, sich mehr für ihre Rechte und Pflichten zu interessieren und diese zu studieren. Zum Beispiel, ukrainische Anwälte haben das Training «Seine Rechte zu kennen ist die Hälfte, sie zu besitzen» entwickelt. Das Ziel des Trainings ist bei Kindern ein Gefühl für Würde, ihre Notwendigkeit für die Gesellschaft, Bewusstsein für ihre Rechte, Pflichten, Verantwortung für ihr Handeln zu entwickeln und den Wunsch zu wecken, ihre Rechte zu verwirklichen (Electronic resource]. – Access mode: https://naurok.com.ua/trening-znati-svo-prava-napolovinu-volodity-nimi-36068.html).

Abschließend muss gesagt werden, dass es in unserer Zeit notwendig ist, eine solide Wissensbasis zu juristischen Disziplinen in Schulen und öffentlichen Organisationen für Kinder zu schaffen. Die Aufgaben und Inhalte der juristischen Ausbildung der Studierenden werden in erster Linie im Lernprozess realisiert. Das Studium der humanitären Disziplinen muss jedoch auf die Bildung hoher Ideale, moralischer und rechtlicher Qualitäten, die Ablehnung unmoralischer Phänomene, Verbrechen und Straftaten abgezielt werden.

Denn die stabile Zukunft von Gesellschaft und Staat hängt von der modernen, erfahrenen Jugend und ihrer hochwertigen juristischen Ausbildung ab.

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THE PROBLEMS OF ACCEPTING THE CULTURE BY NEW CITIZENS OF EUROPEAN COUNTRIES

The final stage of migration is the adaptation to the host society, which is mostly different from the migrant’s society of departure in economic, cultural and political aspects. With the successful adaptation of an immigrant to the host society, he or she becomes a full-fledged citizen of the state, as well as a bearer of its values and norms. In cultural terms, the first step towards this is mastering the language of the host state at a sufficient level and possibly passing the appropriate exam, which should also include brief information on history and culture.

However, this integration depends not only on the migrant, but also on many other factors, such as the country of departure, the integration policy of the host society, the value and normative model of this society, and last but not least, on public opinion in the society regarding the stay of migrants.

Thus, in the modern world and in Europe, in particular, the issue of integration of migrants is becoming more and more relevant due to the increase in migration flows from Eastern Europe, the Middle East, and Africa, as well as to the globalization of the labor market. However, among researchers and politicians there is no agreement on the understanding of the concept of "integration", which is understood differently depending on the country. The question of the relations between policy regarding migrants and public opinion is important.

Among migration researchers, the concept of three stages of the migration process has gained popularity, which means that the migration process is completed in the event of three successive stages. They are the following:

- the initial or preparatory stage, which represents the process of formation of the territorial mobility of the population;
- the main stage, or the actual resettlement of the population, migration flows;
- the final stage, or the closing stage, which is the "integration" of migrants in a new society.

This study will focus on the final, the third stage of the migration process. The concept of "integration" is understood as "the processes of convergence, connection, unification of various social elements into a single whole, as well as a certain state of the social system achieved as a result of the deployment of these processes" [1]. Integration ensures the balance of the system. Along with that, this process takes place on several levels.

Thus, based on the work of modern research, the dimensions of migrants' integration into the host society are as follows:

- cultural integration (acculturation), within the framework of which migrants learn the language and acquire the norms of the host society;
- structural integration, which involves the inclusion of migrants in the system of positions and statuses of the host society;
- interactive integration includes private relations of people and membership in primary groups and networks of the host society, the empirical indicator of which is the social act, friendship, partnership, marriage and membership in voluntary organizations.

The prerequisite for this aspect of integration is the cultural integration of the migrant; - identity integration is manifested in a sense of belonging and identification with ethnic, regional, local and/or national groups or in complex combinations [2].

In fact, it reflects a certain culturological dilemma, whether people representing a different culture, upon arrival in an EU member state, should accept or participate in behavior (adopt) that they consider to be ethically wrong from a moral point of view, and vice versa.

The problem actually lies in the sphere of national traditions, and touches upon the issue of clothing, food and relationships within the small family (parental authority).

The representatives of other cultures more generally are bearers of a certain religious code, which generally does not contain significant differences in the assessment of decency and human values regardless of a certain religious denomination.

So, the issue is narrower, the problem is in the style of life, the attitude to raising children, and the place of women in the society. For example, the well-known Eid al-Adha holiday requires from Orthodox Jews to sacrifice a lamb and distribute its meat to the needy, to refuse to turn off the lights and water, to empty the garbage during Rosh Hashanah, or it is considered as the impropriety to offer to eat pork or the need to access to kosher food, etc.

In general, the principle should be as follows - people representing a different culture upon arrival in an EU member state must accept the requirements for behavior established at the legislative level and at the same time, be guided by the principle "everything which is not forbidden is allowed" in the situations beyond the regulatory requirements, in other words, to observe their own traditions of behavior, the requirements of decency and formation of the personal world .

If such a person does not agree with a specific provision of the law, he has the opportunity to defend his position in court, and if the court takes his side, it will lead to a certain adjustment of the normatively defined rules of conduct. This can be called the principle of legal certainty in terms of the process of integration into a new society.

On the whole, the social and cultural adaptation of a migrant, according to J. Berry, concerns two issues: firstly, to uphold one's own culture, i.e. the extent to which a migrant's own cultural identity is preserved in a new foreign cultural environment; secondly, participation in intercultural contacts or the degree of involvement of a migrant in the culture of the host community [3].

Therefore, according to J. Berry, it is necessary to find out the position of the individual regarding his attitude to the values of his own culture and the need to preserve it for the development of his ethno-cultural identity; the attitude of the individual to the group of the host environment, that is, to what extent interaction with members of a different cultural group is valuable and desirable for the individual. J. Berry distinguishes four adaptation models of acculturation, which in the sociological literature are commonly called as adaptation models, namely, the models of assimilation, integration, separation and marginalization [4].

The *assimilation* model assumes that a migrant is oriented towards identification with the new culture, towards assimilation of cultural values and gradual replacement of the values of his own culture.

The *separation* (*segregation*) model assumes that a migrant rejects the culture of the host environment and retains his values.

The *marginalization* model implies that a migrant does not identify with any culture. It can be the result of the inability to maintain one's own cultural identity and the lack of desire to establish positive relationship with the host group.

The *integration* model assumes that a migrant identifies himself with both his own and the host culture, preserving his own cultural heritage along with a friendly attitude to the culture of the recipient country.

Multiculturalism occupies a special place. It is multiculturalism that is inherent in modern Europe and corresponds to the principle we have defined above.

Multiculturalism is the concept of integration, which implies the recognition of cultural differences between communities and their regulation on the principle of equality.

In this case, neither the erasing of cultural boundaries nor their strengthening is supported, instead, the strengthening of the penetration of these borders and the facilitation of the participation of all groups in all spheres of social, economic, cultural, political life are supported, which makes it possible to painlessly overcome problems associated with differences and segregation phenomena.

Within the framework of multiculturalism, it is possible to combine different cultures and traditions based on the legal balance of interests of all members of society.

As a conclusion, we emphasize that people representing a different culture upon arrival in the EU must accept or participate in behavior (adopt it), even if they consider it ethically wrong from the point of view of their own morality and previous life experience, if it is required by current rule of law and legislation in the EU countries. In the situations that are beyond the regulatory requirements, such people may be guided by the principle "everything which is not forbidden is allowed," i.e., to adhere to their own traditions of behavior, the requirements of decency and the formation of their personal world. At the same time, they must respect the values, culture and way of life established in the EU countries.

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MOVIES AS A WAY FOR LEARNING FOREIGN LANGUAGE

The use of media in English learning has received much attention from second language educators. The use of media includes movies, films, TV shows and other types of entertainment-related learning resources. (Learning English through Movies: Adult English Language Learners' Perceptions 2018).

Movies and TV shows is a great source to learn a language, but it is not the best idea to use this as the only method of learning, because mostly films are not created for language learners, but for native English speakers. The actors usually speak fast, with different accents, using many idioms and colloquial expressions.

It should be clear that not all movies are suitable for language learning. For example, movies like 'Harry Potter', 'The Chronicles of Narnia', 'Lord of the Rings' are not very helpful, since actions takes place in a fictional world and a lot of things and words are made up and not related to real life.

The main idea of thrillers and horror movies such as 'Quiet Place' is to evoke excitement and suspense and keep the audience on the alert (Thriller Film 2023). As a result, the viewer finds himself in an emotional state in which it is difficult to absorb and remember new information.

‘Avangers: Endgame’, ‘The Fast and the Furious’, ‘Pirates of the Caribbean’, ‘X-men: Dark Phoenix’ are full of colorful visual effects, breathtaking stunts, loud sounds of explosions, gunshots and because of this it is hard to focus on the dialogs. Watching this kind of films, the observator pays more attention to what is happening on the screen, and not to what the characters are talking about. There might not even be a lot of dialogs, or if there is, the speech would be hard to hear because of the distracting noises.

The best and the most suitable genres are soap operas, family comedies, romantic movies, musicals and other films with an everyday plot and vocabulary. Phrases and words that characters use are mostly very simple and may be used in an everyday life. There is not much happening on the screen, so viewer can focus on the speech, can analyze voice tone, facial expressions, body language, of the actors, for better understanding what are they saying. Movies like ‘The Intern’, ‘Gifted’, ‘Princess Diaries’, sitcoms like ‘Friends’, ‘The Office’, ‘The Big Bang Theory’ are the best to watch and learn the language, by memorizing words and word combinations, that was in a movie or TV show. The actors speaking clearly and do not use narrowly focused professional vocabulary from a certain scientific field. In contrast – there are a lot of medical terms in ‘House M.D.’, which are mostly used in hospitals, laboratories and other medical related facilities.

For beginners, watching a movie in English with subtitles is recommended, because it will expose learners to the sounds of the English language. But before starting using subtitles the learner needs to define the level of English. Because if it is around A1-A2 – English subtitles could be difficult to understand. In that case will be better to choose subtitles in mother language. If the level is above B2 – native language subtitles are not necessary, due to broaden viewers’ vocabulary, so they can be switched into English.

So, summarizing all that has been said - movies are a very useful and effective method of learning English. By learning language that way many different skills, such as listening skill, speaking skill, would be gained and improved. The learners better process and understand the language when they can not only read the texts in books, but can also hear the correct pronunciation and how words sounds in the context. For practicing pronunciation it is recommended to repeat some phrases that was said in a movie. Since not everyone have a chance to hear spoken English in everyday life, movies are a great opportunity to learn relevant vocabulary and hear the phrasing of things used by native speakers.

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VOR-UND NACHTEILE DES FERNSTUDIUMS BEIM ERWERB DER JURISTISCHEN AUSBILDUNG

Die weltweite Coronavirus-Pandemie von 2020-2021 hat ausnahmslos alle Bereiche des öffentlichen Lebens betroffen, darunter auch den Bereich der Bildung und der Wissenschaft, und hat den Trend zur Nutzung von Fernunterrichtstechnologien, insbesondere beim Erwerb der Hochschulbildung verstärkt (Electronic resource]. – Access mode: https://cedos.org.ua/researches/osvita-v-umovah-pandemiyi-analiz-problem-i-naslidkiv/).

Die Rechtsgrundlage für die Organisation und Durchführung des Fernunterrichts in der Ukraine wurde in der Verordnung über den Fernunterricht festgelegt, die durch den Erlass des Ministeriums für Bildung und Wissenschaft der Ukraine vom 21. Januar 2004 № 40 verabschiedet wurde, und in der Verordnung über den Fernunterricht, die in der Verordnung über den Fernunterricht vorgesehen wurde, wurde durch den Erlass des Ministeriums für Bildung und Wissenschaft der Ukraine vom 25. April 2013 № 466 (nicht mehr in Kraft) verabschiedet. Aber aufgrund der Verordnung № 761 vom 14.07.2015 wurde die Bestimmung jedoch geändert, so dass das Dokument wieder gültig wurde (Electronic resource]. - Access mode: https://zakon.rada.gov.ua/laws/show/z0923-15#n11).

Seit der Verabschiedung der Verordnung über den Fernunterricht im Jahre 2004 haben fast alle Hochschuleinrichtungen in der Ukraine begonnen, Elemente des Fernunterrichts neben den traditionellen Formen der Ausbildung des Direkt- und Fernstudiums einzuführen. Außerdem werden von Lehrkräften solche Fernunterrichtsplattformen wie Class Dojo, Google Classroom und Classtime genutzt. Dabei haben sie auch die Möglichkeit, mit ihren Studenten sowohl über Viber, Telegram, E-Mail als auch andere soziale Netzwerke zu kommunizieren wie Facebook, Instagram usw. Webex Cisco, Meet oder Zoom werden für Online-Vorlesungen, Seminare, praktischen Unterricht, individuelle Beratungen genutzt (ich persönlich finde die Meet-Plattform als die Beste, da sie keine "Zeitlimits" für Online-Sitzungen hat). Mit Hilfe dieser Plattformen ist es möglich, Vorlesungen, Seminare, Übungen usw., ohne vor Ort sein zu müssen. Die mündliche Komponente der Prüfung kann auch über diese Plattformen abgelegt werden. Google Classroom ermöglicht mir als Studentin Hausaufgaben in Form der Lösung der praktischen Aufgaben, Formulierung der Antworten auf problematische Fragen, Erfüllung der methodischen und schematischen Aufgaben oder die Verfassung von Prozessverfahrensdokumenten zu machen. Und das ist nicht alles: man kann auch Kontrollarbeiten schreiben. Und was Tests betrifft, benutze ich persönlich Classtime.

Trotz der zahlreichen Vorteile des Fernunterrichts (wie z.B., Flexibilität, Zugänglichkeit, Zeitersparnis, Entwicklung von Selbstlernkompetenzen) sollten auch die Nachteile nicht unerwähnt bleiben, darunter sind die folgenden:

1). Desozialisierung, die durch den Mangel an sozialer Interaktion und direkten Kontakten zwischen den Studenten, zwischen Studenten und Hochschullehrern entsteht, was es schwierig macht, einen "gegenseitigen Kontakt" herzustellen;

2). totale Gadgetisierung, die mit einem praktischen Bewegungsmangel, einer Gewichtszunahme und einer Überlastung der Augen einhergeht, was wiederum zu erheblichen gesundheitlichen Problemen führen kann: nicht nur zu physischen, sondern auch zu psychischen;

3). Rückschritt der Fähigkeiten zur Geschäftskommunikation und zum öffentlichen Reden, die für Juristen in ihrer weiteren beruflichen Tätigkeit wichtig sind.

Zu den negativen Merkmalen des Fernunterrichts gehören nicht nur technische Probleme beim Internetzugang: seit dem 24. Februar 2022 zählen dazu ständige Luftalarme, Raketenangriffe, Stromausfälle usw.

In Anbetracht der obigen Ausführungen kann der Schluss gezogen werden, dass der Präsenzunterricht sehr wichtig für eine erfolgreiche Ausbildung von Studenten im Prozess der juristischen Ausbildung ist, der es ihnen ermöglicht, Fachwissen zu erwerben und ihre Kommunikationsfähigkeiten mit dem Publikum zu verbessern. Man muss auch darauf achten, dass einige Formen des Onlineunterrichts eingesetzt werden sollten, aber so zu sagen "in dosierter Weise“, ohne das Gleichgewicht zwischen Online- und Präsenz-Studium zu stören.

Außerdem, wie A. Saint-Exupery einmal bemerkte: "Der einzige wirkliche Luxus ist der Luxus der menschlichen Kommunikation" und deswegen kann nichts die klassische Kommunikation eines Hochschullehrers mit den Studenten ersetzen, die das Interesse am Studium und an der Fachweiterbildung motiviert und erweckt.

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MILITÄRISCHE UNTERSTÜTZUNGSLEISTUNGEN FÜR DIE UKRAINE

Seit Beginn des russischen Angriffskrieges auf die Ukraine (seit 24. Februar 2022) hat sich die Stellung der Bundesregierung zur Frage der militärischen Unterstützung der Ukraine geändert: zuerst hat die Bundesregierung Waffenlieferungen für die Ukraine verschoben. Und erst nach einer Sondersitzung des Bundestages, die am 27. Februar stattgefunden hatte (in wenigen Tagen nach dem Einmarsch), verkündete der Bundeskanzler Scholz nicht weniger als einen Paradigmenwechsel in der deutschen Außen- und Sicherheitspolitik: Nach dem Angriff auf die Ukraine versprach die Bundesregierung, Waffen aus Bundeswehrdepots zu liefern. Und nur circa zwei Monate später folgte der zweite Bundestagsbeschluss, aber nach zahlreichen politischen Diskussionen: es wurde beschlossen, künftige Lieferungen von so genannten schweren Waffen (z.B. Kampfpanzern, Kampfflugzeugen und Kriegsschiffen) zu erlauben.

Bis zum 16. Februar 2023 lieferte Deutschland an die Ukraine 37 Gepard-Flugabwehrkanonenpanzer; 15 Bergepanzer 2*, 9 Brückenpanzer BIBER* und 14 Panzerhaubitzen 2.000 (gemeinsames Projekt mit den Niederlanden) als Unterstützungsleistungen. Neben Panzerabwehrminen, Schusswaffen und Fahrzeugen wurden auch Medikamente und Lebensmittel an die Ukraine geliefert. Im Rahmen eines gemeinsamen Projekts mit Estland wurde auch ein Feldlazarett geliefert (Ella Joyner, 2023).

Nach Angaben der Bundesregierung handelt es sich bei der Liste um eine Übersicht über die deutschen militärischen Unterstützungsleistungen für die Ukraine.

Dazu gehören Lieferungen aus den Lagern der Bundeswehr sowie industrielle Lieferungen, die im Rahmen der Modernisierungsinitiative der Bundesregierung finanziert werden.

Die Bundesregierung unterstützt das ukrainische Militär in enger Zusammenarbeit mit ihren Partnern und Verbündeten. Diese Liste gibt einen Überblick über die deutsche tödliche und nicht-tödliche Militärhilfe für die Ukraine. Dazu gehören auch Lieferungen aus Bundeswehrlagern und der deutschen Industrie, die durch so genannte Ausbildungsbeihilfen der Bundesregierung finanziert werden.

Im Rahmen des Staatshaushaltsprozesses für 2023 wurden die Mittel für die Modernisierungsinitiative auf 2,2 Milliarden Euro für 2023 erhöht. Die zusätzlichen Mittel sind in erster Linie für die Ukraine bestimmt. Sie finanzieren damit die erhöhten Pflichtbeiträge Deutschlands zur Europäischen Friedensfazilität (EPF), aus der sich die EU-Mitgliedstaaten wiederum Unterstützungsleistungen für die Ukraine erstatten lassen können (Ella Joyner, 2023).

Der Gesamtwert der erteilten Einzelgenehmigungen von der Bundesregierung für die Ausfuhr von Rüstungsgütern beträgt 2.338.855.986 Euro (im Zeitraum vom 1. Januar 2022 bis zum **6. Februar 2023).** Dieser Genehmigungswert beinhaltet die oben in der Liste aufgeführten Güter, soweit ihre Ausfuhr genehmigungspflichtig nach Außenwirtschaftsrecht ist. Das ist nicht bei allen oben genannten Gütern der Fall.

Um die Abwicklung bestimmter Lieferungen zu beschleunigen, hat die Bundesregierung zudem Verfahrenserleichterungen zum Beispiel für Schutzgüter geschaffen. Auch diese Lieferungen sind im Genehmigungswert nicht enthalten. Die Wertangaben für gebrauchtes Material aus Bundeswehrbeständen beruhen zudem auf Zeitwerten, die bedeutend unterhalb der jeweiligen Neu- oder Wiederbeschaffungswerte liegen können. Im Genehmigungswert sind die Güter enthalten, unabhängig davon, wie ihre Beschaffung und Lieferung finanziert wurden. Aus Sicherheitserwägungen sieht die Bundesregierung bis zur erfolgten Übergabe auch hier von der Nennung weiterer Details ab.

Trotz einer bedeutenden politischen Reaktion auf Russlands Einmarsch in der Ukraine übernimmt Deutschland noch immer keine Führungsrolle in der europäischen Sicherheit. Dies untergräbt das Vertrauen seiner östlichen Nachbarn und entzieht sich der Verpflichtung Deutschlands als Europas mächtigstem Land, Ordnung und Stabilität in der Region zu schaffen. Ein erster Schritt wäre ein gemeinsamer Beschluss Deutschlands und seiner europäischen Partner, der Ukraine Kampfpanzer zu liefern. Berlin sollte auch dafür sorgen, dass das derzeitige Niveau der Verteidigungsausgaben über die fünfjährige Sonderfondsperiode hinaus beibehalten wird, obwohl es idealerweise die Verteidigungsausgaben weiter erhöhen sollte. Neben der militärischen Unterstützung wird die Ukraine in den kommenden Monaten auch erhebliche finanzielle Unterstützung zur Deckung ihres Haushaltsbedarfs benötigen (Thore Schröder, 2023).

Angesichts der pazifistischen Tradition des Landes seit dem Zweiten Weltkrieg ist es erstaunlich, wie weit Deutschland in militärischen Fragen gekommen ist. Dennoch bleibt es hinter der Forderung der ehemaligen Bundeskanzlerin Angela Merkel zurück, dass Europa "sein Schicksal selbst in die Hand nimmt". Während die Vereinigten Staaten bei der Auslandshilfe für die Ukraine führend sind, lehnen sich die Europäer an. Aber es reicht nicht aus, dass Deutschland ein verlässlicher Mitläufer ist; es muss Primus inter Pares - Erster unter Gleichen - in der europäischen Sicherheit und ein Partner in der Führung mit den Vereinigten Staaten sein.

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FEATURES OF THE TRANSLATION OF YOUTH SLANG FROM ENGLISH INTO UKRAINIAN (USING THE EXAMPLE OF MODERN MEMES)

Slang is the language used in certain social groups or among a certain generation. It has it`s own words, sayings and phrases that may be incomprehensible to other people. Slang can be used to create a sense of community and identity among group members, as well as to express emotions and attitudes about certain things.

Looking specifically at *youth slang*, we can say that it is a specific language used by young people to communicate with each other. It consists of neologisms, expressions and phrases that reflect the identity and values of youth culture. Young people use slang to express themselves, strengthen their group affiliation and create their own unique style of communication.

The main features of slang are: rapid change, subjection to fashion, instability, uncertainty. Without lexicographic fixation, slang is doomed to disappear, as slang nominations quickly appear and disappear just as quickly. This proves the relevance and ultimate need for theoretical and lexicographic study of slang, which has recently become one of the main means of communication among young people.

Translation of slangisms requires an understanding of their meaning and context of use. It is also necessary to take into account that slang can have different variants in different countries and regions, so it is important to know the local peculiarities of speech. The translator must know how to translate slangs correctly in order to convey their meaning and emotional coloring, as well as take into account the audience for which the translation is being made.

A translation method is used by a translator to convey meaning and reproduce equivalence between two languages. This may include the use of various techniques and methods, such as translation by content, translation by context, translation by analogy, and others. The translation technique helps the translator achieve a high-quality and accurate translation that meets all the requirements and tasks of the translation.

There are various methods of translating English slang, but the most used are:

1. *A calque* is a method in translating slang involves translating the literal meaning of a slang expression word for word into the target language. This method can be useful in conveying the basic meaning of a slang expression, but it may not capture the nuances and cultural connotations of the original expression.

Examples : «I`ll *donate* for charity» - « *Я задоначу* на благодійність»;
«It`s *easy* for me» - «Це *ізі* для мене»;

«Just *swype* it» - «Просто *свайпни* це»;

«He`s *hyped*» - «Він *хайпиться*»;

«So, I`m gonna *leave*» - «Що ж, я *ливаю*».

2. *The equivalent method* is a method of translating a text from one language to another, in which the translator determines the equivalence of words and expressions from the original text to the target language. This method assumes that each term or expression in the source text has an equivalent in the target language that conveys the same meaning and context. The equivalent method allows you to preserve the style and tone of the original text, which makes the translation more accurate and understandable for the reader.

Examples: «That party was *lit*» - «Та вечірка була *запальною*»;

«I`m *blue* today» - «Мені сьогодні *сумно*»;

«This song *slaps*» - «Ця пісня *накриває*»;

«So, *let`s go*» - «Ну що, *погнали*».

3. *Descriptive method* of translation is a method in which the translator does not look for exact equivalents of words and expressions from the original text to the target language, but tries to convey the meaning and context of the text by means of descriptions and explanations.

Examples: «Oh my gosh! We need *to bail* from this dog!» - «Боже! Нам потрібно *втекти* від цієї собаки!». Завдяки слову «dog» стає зрозуміло, що «to bail» вживається в реченні не в значенні «виручати щось», а «втікати».

4. *The contextual method* of translation is a method in which the translator takes into account the context in which a word or expression is used in the original text and tries to convey its meaning in the context of the target language. This method allows you to convey the exact meaning of words and expressions, which helps to maintain the accuracy and fidelity of the translation. A translator uses knowledge of the culture and language of both languages to understand the context of the original text and convey its meaning in the context of the target language.

Examples: «I`m gonna grab some *grub*» - «Я піду *перекусити*»; Слово «grub» означає їжу в цій фразі.

«I`m gonna *bounce*» - «Я *піду*»; «Bounce» можна перекласти як «стрибати», але в поєднанні з «gonna» воно приймає значення «йти».

«Dude, my party would be *dope*!» - «Чувак, моя вечірка буде *крутою*!». В цьому прикладі слово «dope» в поєднанні з «party» вказує на позитивну ознаку слова, а саме «крутий».

5. *A combination of methods* in translation is the use of different translation methods and strategies to achieve the most accurate and effective result. This may include the use of lexical, grammatical, stylistic, cultural and other techniques. For example, a translator can use contextual analysis to understand the meaning of a word or phrase and choose the most accurate equivalent. It can also use the parallel translation technique when it translates a text simultaneously into several languages. In addition, the translator may use adaptation techniques to ensure that the translation is comprehensible to readers in the target language.

Examples: «Hey *man*! Wake up, you just *crashed* on the job» - «Ей *чувак*! Прокидайся ти *заснув* на робочому місці». В цьому випадку до слова «man» підібрано еквівалент «чувак», а словосполучення «wake up» дає зрозуміти, що «crashed» означає не «розбитися», а «заснути».

Translating English slang into Ukrainian is important task because of several reasons. Firstly, slang is a popular form of language among young people, and it is used in various contexts such as social media, music, and movies. Therefore, translating slang can help young people understand and communicate better with their peers. Secondly, translating slang can be useful for people who are learning English as a second language. Slang expressions are not usually taught in traditional language courses, but they are commonly used in everyday conversations. By translating slang, learners can improve their language skills and become more proficient in English. And the last but not least, translating slang can help bridge the cultural gap between different countries and communities. Slang expressions often reflect cultural values, beliefs, and attitudes. By translating slang, people can gain a better understanding of the cultural peculiarities of English-

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IRONY IN THE ENGLISH PROSE FABLES: STYLISH AND TRANSLATION ASPECTS

Irony is a term of the Greek origin that denotes a trope based on direct opposition of the meaning to the sense. In other words, irony involves contradiction of our perceived reality**.** Irony is, in other words, a contrast between "what seems to be" and "what is."

According to Y.M. Screbnev irony is a transfer, a renaming based upon the direct contrast of the 2 notions the notions named and the notion meant. Here we can observe the greatest qualitative shift, if compared with metonymy (transfer on the basis of contiguity, or real connection) and metaphor (transfer on the basis of similarity).

Marika Muller discusses the ancient origin of irony stating that the roots of ironic expression originate from Socrates and Aristotle. According to Aristotle, irony is a statement containing a mockery of those people who think in such a way. The scientists of the XXth century have various definition of this trope. O. Potebnya considered that irony is the use of words which express a positive evaluation for conveying negative opinion.

Salvatore Attardo, a well-known contemporary investigator of irony, states that irony occurs when a statement or its element are contextually inappropriate. Such elements attract attention, and hence carry more information compared with relevant elements. In other words, this trope can create **the effect of defeated expectancy** as a device of foregrounding.

There are, primarily, three different types of irony in literature: dramatic, situational, and verbal irony. Each form has its own usage in literature, and there are also many sub-types of irony that fall under each of these categories.

1. **Dramatic irony:** Also known as tragic irony, this type of irony occurs when the audience knows something that the main characters do not. For example, in William Shakespeare's *Othello* (1603), Othello trusts Iago—but the audience knows better. Another example of dramatic irony is the Greek tragedy *Oedipus Rex* by Sophocles, where the audience knows the main character's tragic fate before he does.
2. **Situational irony:** Situational irony occurs when an expected outcome is subverted. For example, in O. Henry's classic short story, "The Gift of the Magi" (1905), a wife cuts off her long hair to sell it in order to buy her husband a chain for his prized watch. Meanwhile, the husband sells his watch in order to buy his wife a comb for her hair. The situational irony comes from each person not expecting to have their gift undercut by the other's actions.
3. **Verbal irony:** The definition of verbal irony is a statement in which the speaker's words are incongruous with the speaker's intent. A speaker says one thing while meaning another, resulting in an ironic clash between their intended meaning and their literal meaning. Most types of verbal irony can be classified as either overstatement or understatement.

We can find these types of irony in prose fables both classical and modern.

A fable is a story in prose or verse that often arrives at a moral. Fables typically use personification featuring animals that speak and act like human beings in order to demonstrate a lesson about human behavior.

In the fable «The Fairly Intelligent Fly » dramatic irony is realized in the title as the reader understands that the fly will die.

But the fly was too clever for him and said, "I never light where I don't see

other flies and I don't see any other flies in your house." So he settled down and became stuck to the flypaper with all the other flies.

Verbal irony can be seen in the moral of the fable.

Moral: There is no safety in numbers, or in anything else.

I translated this fable and rendered the dramatic and verbal irony.

Але муха була надто розумна для нього і сказала: "Я ніколи не сідаю там, де не бачу інших мух, а я не бачу інших мух у твоєму домі".

Тож вона приземлилась та приклеїлась до липучки з рештою мух.

Мораль: немає безпеки ні в кількості, ні в чомусь іще.

Situational irony is realized in the modern prose fable "Little Red Riding Hood" by James Finn Garner. Where the author mocks political correctness and euphemisms.

Red Riding Hood entered the cottage and said,"Grandma, I have brought you some fatfree, sodium-free snacks to salute you in your role of a wise and nurturing matriarch."

I translated the irony using lexical substitution.

"Бабусю, я принесла тобі знежирених продуктів без нітратів, щоб віддати честь твоїй мудрості та вихованості як представнику матріархату." - промовила Червона Шапочка зайшовши в будиночок.

The difference between classical and modern prose fables lies in the aspects of irony.

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FEATURES OF AUTO INSURANCE MARKET TRANSFORMATION

The strategy of the development of financial science along with the dynamic realities of the modern insurance market determines the need to study the theoretical and methodological basis of the development of the auto insurance market.

The issue of effective and reliable vehicle insurance is very relevant in our time. Every year, more and more attention is devoted to it, control and prevention of risks that may arise during the validity of the insurance contract is strengthened. Due to the growth of not only motorization, but also the intensity of road traffic, the number of car accidents, and casualties on the Ukraine highways has increased.

The appropriate increase in the financial responsibility of citizens and legal entities for the consequences of their actions, inflicting losses on the victims, the economy and society is also natural, so the study of modern aspects of the transformation of the auto insurance market as an important factor in the insurance protection of citizens acquires special importance and relevance. Reforming the entire system of economic relations, social transformations and transformational shifts taking place in Ukraine today require special attention to solving the problems of insurance protection of the population, insurance compensation and loss compensation.

The insurance market of Ukraine is currently experiencing a period of destabilization associated with the economic, political and social crises caused by Russian military aggression, the performance indicators of a large number of insurance companies are variable, and the market as a whole is unstable. In turn, this necessitates the development of an effective financial risk management mechanism in the auto insurance market. At the same time, the task of achieving financial security of participants in the auto insurance market in the conditions of rapid change of the economic environment, its uncertainty and regressiveness is urgent.

The study of theoretical and practical aspects of the development and formation of the auto insurance market was reflected in the works of domestic and foreign scientists: N.G. Adamchuk, V.G. Bogachenko, I.T. Balabanova, Yu.V. Bondarya, A.I. Ginzburga, V.B. Gomelya, O.M. Zalyotova, A.A. Kazakova, Yu.F. Kulaeva, Zh. Lemera, V.N. Tomilina, A.A. Medvedeva, A.S. Millerman, R.T. Yuldasheva, K.E. Turbinoi, O.V. Samokhvalova, A.M. Soboleva, V.I. Shchelkunova, V.G. Shakhova. Despite the numerous efforts of scientists regarding the development of the auto insurance market, scientific research in the field of adaptation of the insurance market to global standards remains insufficient, they highlight existing problems in a fragmentary manner.

The transformation of the auto insurance market should take into account significant changes in the geo-economic situation, which are associated with globalization processes. Globalization of insurance relations overcomes legislative and economic barriers between national insurance markets that occur under the influence of changes in the world economy and aims to form a global insurance space for the adaptation of all subjects of insurance relations to new operating conditions with an increase in the degree of openness of national insurance markets and further international movement of insurance services.

In our opinion, for the effective functioning of auto insurance, a civilized legislative framework should be created that meets European standards, technical, socio-economic, organizational and management standards that will allow for the creation of an effective system, as well as the development of appropriate methods and mechanisms for regulating the insurance market. Considering the realities of auto insurance in Ukraine, it should be noted that its functional characteristics do not meet the needs of the state and European standards.

According to the Ministry of Finance, the share of premiums of Ukrainian insurers is about 0.2% of total premiums in Europe. On average, the insurance premium is about 52 euros per policyholder, which is very different from other countries. So, for example, in Germany, this amount is 1250 euros.

Improvement of the situation in the auto insurance market is possible due to the implementation of a number of measures aimed at eliminating existing problems. The primary task for insurers is to eliminate the consequences of the economic and financial crisis in order to prevent a decrease in the solvency of insurers and the development of a deep crisis in the insurance market.

This requires immediate tactical measures aimed at eliminating the threatening trends observed in the insurance market. Insurers need to focus on expanding the range of offers for potential customers, provide comprehensive service, involve banking institutions in cooperation, which will allow to increase the volume of sales of insurance products.

In addition to positive changes for the insurance company itself, the implementation of such measures is the basis for intensifying the investment activities of insurance companies to restore the economy of our country after the crisis. A necessary condition for the development of the auto insurance market is also the development of programs to inform the population about insurance services with the aim of increasing the insurance culture of citizens and increasing the level of trust in insurance companies.

Therefore, the need to pay more attention to the current state of affairs in automobile insurance as one of the most sought-after segments of insurance, and to determine priority directions for its further development in Ukraine, is becoming urgent.

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PROBLEMS OF FINANCIAL SUPPORT FOR STARTUP DEVELOPMENT

Startups are penetrating deeper into the economic sphere of public life. Based on the study, the main features of the development of startups in the world in general, and in Ukraine, in particular, can be identified. Ukraine is a promising player in the international market of innovation and venture capital, but the success of domestic startups is based on the use of foreign sources of funding [1].

Startup financing should be understood as financial relations related to the movement of funds between funding sources and startup creators for the implementation of the latter's innovative activities aimed at profit, rapid growth, and scalability.

Today, investors face difficulties in evaluating innovative projects, as the issue of evaluating a startup using traditional approaches is quite complex. Existing traditional approaches to the valuation of any business are usually based on certain accumulated statistics of the business and the industry to which it belongs.

The valuation of a startup should allow not only to determine the value of prospects reflected in monetary terms but also to see how stable the startup is in terms of investment attractiveness, determine its financial strength margin, as well as how much the business valuation will change if it develops with minimization of certain risks. During the period of its development, a startup becomes traditional in terms of its financial valuation.

It should be noted that among startups there are often social projects that differ from commercial ones in that they are based on an idea aimed at improving the lives of certain categories of citizens or society as a whole.

At the same time, the owners of social startups bear a certain responsibility for the implementation of their mission. The consequences of the implementation of each project can be considered two components: commercial and social. Most projects are implemented through commercial interests. Social projects are not profitable and therefore are not interesting for most private investors.

Therefore, it is necessary to create such conditions for private investors, under which the implementation of "related" projects to their main activities would be profitable. These may be special taxation conditions, conditions for participation in public procurement tenders, etc [2].

Based on the presented characteristics, we can come to the disappointing conclusion that the startup financing mechanism is multi-component, and its key component is the financial relationship between the two parties: startups represented by entrepreneurs and investors.

Thus, it can be concluded that the issue of financial support for startups is not so much in the number of funds provided as in the choice of socially significant innovations for financing by ecosystem participants.

Therefore, given the bilateral nature of financial relations, as well as the dual approach (systemic and process) to the concept of "funding mechanism", the most important goals of this mechanism are

1) for investors - the formation of an effective process for selecting startups based on various types of analysis, such as due diligence, financial, margin analysis, analysis of the probability of default, and others to make a decision on their financing;

2) for startups - finding and using an effective system of elements, including types, sources, forms, and instruments of financing.

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UNDERSTANDING THE ROLE OF AIR TRANSPORT IN THE TOURISM INDUSTRY

Air transport is an important part of the development of tourism markets, enabling access to regions and facilitating the mobility of tourists worldwide. Air transport services have experienced strong transport dynamics in the tourism industry, being used over long distances. This type of transport registered in the last two decades the fastest dynamics, their growth rate is higher than the number of arrivals, which has provided an important tourist travel market. Most of the causes expansion of air transport lies precisely in the peculiarities of the transport used.

Air transport is an important component of the global economy and plays an important role in the development of tourist activity. (Constantin Georgescu, 2016."The Role of Air Transport in International Tourism," Knowledge Horizons - Economics, Faculty of Finance, Banking and Accountancy Bucharest, "Dimitrie Cantemir" Christian University Bucharest, vol. 8(1), pages 151-153, March.) Air transport has a significant impact on the tourism industry and the economy as a whole. It creates jobs in industries such as aviation, hospitality, and retail, and generates revenue for airlines, airports, and local businesses. The air transport industry generates a total of 29 million jobs globally and it contributes around US$ 880 billion a year to world GDP, taking into account direct, indirect and induced impacts – equivalent to 2.4% of global GDP. The air transport industry is one of the most efficient sectors measured in terms of GDP per worker. At US$ 65,000 per worker per year, this is around three and a half times the average across the world economy as a whole and exceeds most other sectors of the economy. (Oktal, Hakan & Küçükönal, Hatice & Durmaz, Vildan & Sarılgan, Ali & Ateş, Savaş. (2006). Social and economic impact of air transportation: general review.)

Air transport has greatly improved the accessibility of many destinations around the world, making travel more convenient, efficient, and affordable. With the advent of low-cost carriers and online booking systems, air travel has become more accessible to a wider range of people. This has led to a significant increase in the number of people traveling for leisure, business, and other purposes. One of the main advantages of air transport is the speed at which people can travel. With airplanes capable of traveling at high speeds, it is possible to cover vast distances in a relatively short amount of time. This has made it possible for people to visit destinations that were previously inaccessible or impractical to reach by other modes of transport. For example, a trip from Los Angeles to Kyiv that would take several days by boat or train can now be completed in just a few hours by plane. In addition to speed, air transport has also improved the reliability of travel.

Airports and airlines are equipped with sophisticated systems and technologies that help ensure flights depart and arrive on time. This has made it easier for travelers to plan their trips and minimize disruptions. Air transport has also made travel more affordable for many people. As competition between airlines has increased, airfares have become more competitive, and travelers can now choose from a range of budget airlines that offer low-cost flights to a variety of destinations. This has made air travel more accessible to a wider range of people, including those on tight budgets.

Therefore, air transport is a very important part not only of the tourism industry, but also of many others. In summary, let's name all the advantages and disadvantages of air transport.

Advantages of Air Transport:

Fast speed. Air transport is capable of moving bulky cargo and hundreds of people very fast in any part of the world. Obviously, it is much faster than any mode of transportation like road transportation, rail transportation or water transportation. (Prasanna. “Advantages and Disadvantages of Air Transport.” Aplus Topper, February 26, 2022. https://www.aplustopper.com/advantages-and-disadvantages-of-air-transport/.)

Accessibility. Air transport can reach remote and inaccessible areas where other modes of transport cannot reach. This is particularly important for emergency situations and for transporting goods that need to be delivered quickly.

Convenience. Air travel is convenient for passengers, as it saves time and is often more comfortable than other modes of transport. Airports are often located near urban areas, making it easy to access.

Safety. Air travel is statistically one of the safest modes of transport. The industry is highly regulated, and airlines invest heavily in safety equipment and training.

Global Connectivity. Air transport provides a global network, connecting people and businesses around the world. This is vital for international trade, tourism, and communication.

Intense competition. Strong competition in the airline industry creates great difficulties in the management of airlines even during periods in which, for various reasons, are recorded increases in demand. Aviation liberalization policy of the United States first amended the relationship of forces on the world market and establishes relations of competition between major airlines. (Constantin Georgescu, 2016."The Role of Air Transport in International Tourism," Knowledge Horizons - Economics, Faculty of Finance, Banking and Accountancy Bucharest,"Dimitrie Cantemir" Christian University Bucharest, vol. 8(1), pages 151-153, March.)

Disadvantages of Air Transport:

Environmental Impact. Air transport produces significant carbon emissions, contributing to climate change and air pollution. This is a major concern for the industry and efforts are being made to reduce its environmental impact.

Weather Dependence: Air transport is highly dependent on weather conditions, with delays and cancellations common during extreme weather events such as storms or heavy fog.

Noise pollution. Air transport can create a significant amount of noise pollution around airports and in surrounding areas. This can be a nuisance for local residents and can also impact wildlife.

Health Risks. Air travel can pose health risks to passengers, such as deep vein thrombosis, jet lag, and exposure to infectious diseases. This is particularly relevant during global pandemics such as COVID-19.

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BUDGET FINANCING OF PERSONNEL TRAINING IN THE FIELD OF PUBLIC ADMINISTRATION

Higher education, innovation and information technology play a key role in supporting social cohesion, economic growth and global competitiveness of Ukraine. European integration represents higher education as a component of socio-economic and cultural development. The system of public power in Ukraine today is not effective enough and needs to be changed. This necessitates the provision of public authorities with highly qualified and competent specialists, full funding and high-quality selection of executors of state procurement for the preparation of bachelors and masters in the field of knowledge "Public Administration and Administration". Modern conditions for reforming all sectors of the Ukrainian economy and the implementation of management processes necessitate the definition and coordination of management processes, the effective operation of public administration and administration bodies.

The transformation of the socio-economic and socio-cultural foundations of the life of our state leads to an increase in the importance of higher education as an important social institution for the development of the country. In modern market conditions, the need to improve the quality of training highly qualified specialists for the field of public administration is actualized. The reform of higher education, which has been carried out in recent years, among many other areas, also involves the improvement of its financial support. The urgency of introducing effective models of the system of budget financing of training specialists in the field of public administration is determined, firstly, by the lack of budget funds, which leads to significant problems in the provision of educational services and, secondly, in this regard, the need to improve the mechanism for forming budget requests. Therefore, the solution of problems regarding the optimal formation and rational use of financial resources necessary to ensure the training of specialists in the field of public administration is of practical importance for higher education institutions.

The conceptual foundations of the study of the essence of the market of educational services, the functioning of the higher education system in conditions of economic instability, the organizational and economic foundations of financing higher education institutions and the justification of ways of its effectiveness are devoted to the work of domestic scientists and economists: V. G. Alkema, O. M. Antonovo, Y. Y. Benedik, M. Y. Bilinets, T. M. Bogolib, Z. S. Varnalia, M. V. Dmitryshyn, I. Y. Egorova, I. S. Kalenyuk, O. V. Lyuta, T. E. Obolenskaya, N. G. Pigul, O. I. Sharova, L. S. Shevchenko and others. The principles, principles and features of financial support for higher education in a market economy were studied by foreign scientists: I. V. Abankina, O. U. Brown, J. Werner, B. Johnston, P. Marcucci, T. N. Nerovnya, E. A. Nikolayenko, O. P. Pankrukhin, K. Solerno, J. A. Nikolayenko. Stiglitz, D. Taylor, J. Edgar Hoover. Tilak, T. Chevalier, T. Schultz and other scientists.

At the same time, the theoretical, practical and methodological aspects of the organization of budget financing of training in the field of public administration have not yet been fully studied, researched and summarized, taking into account modern conditions of functioning. Thus, there is an objective need to deepen theoretical research, methodological developments and practical proposals in order to improve the formation and increase the efficiency of budget financing of training in the field of public administration, which led to the relevance of the chosen research topic.

The development of the system of vocational training of civil servants is closely connected with the formation of a new system of civil servants, within which Ukraine integrates into the European Community. Today, almost all issues of the functional organization of a civil servant are related to the qualitative improvement of the professional quality and educational level of civil servants, which, in turn, is associated with the development of the vocational training system and budget financing of these systems.

The system of training, retraining, professionalization and advanced training of the civil service is a purposeful and well-organized set of elements (each element is a legal institution and a complex subsystem), which are aimed at achieving a single goal – providing state institutions with the necessary number of highly specialized and comprehensively trained civil servants who have modern scientific knowledge, skills and abilities to effectively perform tasks and functions. of the rule of law in practice

The topic of the dissertation research will be carried out in accordance with the scientific topic of the Khmelnytsky University of Management named after Leonid Yuzkov for 2017-2026 "Management and legal principles of ensuring sustainable development of Ukraine as a European state" (state registration number 01178U000103) according to the research topic of the Department of Management, Finance, Banking and Insurance of the Khmelnytsky University of Management and Law named after Leonid Yuzkov "Financial mechanisms of regulation activities of legal entities and individuals in the economic and social environment" (state registration number 0110U007929) and in accordance with the research plan of the Khmelnytsky University of Management and Law named after Leonid Yuzkov.

The purpose of the study will be the deepening of theoretical and methodological provisions, the development and justification of scientific and practical recommendations for improving budget financing of training in the field of public administration

To achieve the goal of the study, the following tasks were set:

– to characterize the process of training in the field of public administration as an object of budget financing;

– systematize foreign experience in budget financing of training in the field of public administration;

– to investigate the mechanism of formation of budget requests for financing training in the field of public administration;

– to characterize the peculiarities of the distribution of budget funds to finance training in the field of public administration;

– to systematize modern problems of budget financing of training in the field of public administration;

– to form conceptual foundations in improving the mechanism of forming budget requests for financing training in the field of public administration;

– to develop a system for monitoring the effectiveness of budget financing of training in the field of public administration.

The theoretical basis of the study will be legislative and regulatory acts of Ukraine, official information of the State Statistics Service of Ukraine and the Ministry of Education and Science of Ukraine, the National Agency for Civil Service, the work of domestic and foreign economists, publications in professional journals, monographs, abstracts of dissertations, financial statements published on the official websites of state higher education institutions.

The practical value of the work will be to use the proposals and conclusions developed by the dissertation as a result of the study:

in legislative activity – in the process of improving instructions for the formation of budget requests in the field of higher education;

in scientific work – for further theoretical developments in the field of budget financing of higher education;

in educational and methodical work – in the preparation of textbooks, manuals and teaching the discipline "Budget and Tax Policy".

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THE CONCEPT OF MEDICAL TOURISM

In the period of globalization of the world economy, the whole world is united by a single system of financial and currency markets, transport system and information communications, the boundaries of visa-free travel are expanding and the preconditions are being created for increasing the movement of human flows. People visit other countries on business trips and travel, but many of them are also looking for recreation and health improvement. The desire of modern society for a healthy lifestyle, as well as trends in the world to increase life expectancy, have led to the emergence of new areas in the service sector, new marketing strategies - medical tourism [1].

The medical tourism market was not formed spontaneously, it is not something special and new. The history of medical tourism has very deep roots. Ancient civilizations knew the therapeutic effect of thermal springs and the healing power of mineral waters. The ancient Greeks built the temple of Asklepios (the God of Healing), which became the world's first "medical center" where people from all over the world came to believe in healing. One of the most popular "medical centers" was Epidaurus, where there were thermal springs, a snake farm, places for sports, and even a temple of dreams. The development of alternative medicine, such as Ayurvedic and yoga, is associated with India [2].

In the Middle Ages, Asia gained popularity. The first hospitals appeared here, providing medical services to travelers. In Japan, in the Middle Ages, the Onsen hot mineral springs were used to heal wounds and recuperate after battles. In Cairo, in 1248, the Mansouri Hospital was built to accommodate up to 8000 people, with foreigners as its main patients.

In the Renaissance, the term "spa" was first used - an abbreviation of the Latin term "salude per aqua" - "the good that comes with water". It happened in the village of Ville d'Eaux - "City of Water" in 1326 in Europe, where hot springs were discovered. These places became a favorite for the rich and famous, where they came from all over the world to improve their health.

As you can see, throughout the existence of all mankind, the search for sources of quality treatment has not stopped. Places where healing springs were discovered became places of pilgrimage for tourists. Due to the influx of wealthy people seeking recovery and recreation, these places became cultural and recreational centers.

Railroad networks and urban communications were developed, comfortable hotels and entertainment venues were built, i.e., the tourist infrastructure was actively developing, without which the development of medical tourism, in particular, health or sanatorium tourism, is unthinkable today.

Currently, in the context of the globalization of the world economy, the term "medical tourism" is gaining popularity.

Medical tourism is a term that refers to the practice of providing medical services outside the country of residence, combining a vacation abroad with receiving highly qualified medical care [3].

According to the analysis of travel agencies [4], people travel to neighboring countries or non-CIS countries for three main reasons:

1. To receive specific types of specialized treatment (medical tourism).
2. To clarify the diagnosis and examination (diagnostic tourism).
3. To improve health and appearance (wellness tourism).

In the first case, the main reasons for seeking medical care outside of one's country are to obtain highly specialized care that cannot be obtained within one's country due to lack of availability or accessibility.

In recent years, "diagnostic tourism" has become increasingly popular - traveling abroad for the purpose of examination along with rest (so-called check-ups - preventive or diagnostic medical examinations). Such trips are very popular in South Korea, India, Israel, and Germany, where you can go on a tourist voucher and spend one or two days for a check-up.

Health tourism is the largest market. People are increasingly concerned about their health and, in order to improve their health and well-being, go to resorts, spas, wellness centers, and sanatoriums, where they can explore local attractions along with their health improvement.

Thus, the development of medical tourism at the present stage is closely linked to the processes of globalization. The opening of borders, common economic spaces, and people's desire to improve their health and life expectancy are driving the rapid development of medicine and the formation of a global medical tourism market.

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LINGUISTIC ASPECTS OF MEMES TRANSLATION

There are many types of memes, but currently the most common are graphic memes and video memes. Graphic meme is a photo with a block of text that creates a humorous effect (Дзюбіна, 2016). The main tasks in the translation of graphic memes are:

1. To preserve the format and size of a meme.
2. To convey the same idea of a meme.
3. To preserve the humorous effect and expressiveness.

When examining the lexical aspects of memes, it becomes clear that they contain a considerable amount of slang, colloquial language, and vulgar language. Additionally, memes possess a diverse range of lexical characteristics, including numerous shortenings, blendings, and neologisms.As an example, let us take a Ukrainian meme that was popular in 2022: *На похоронах Жиріновського пуйло спіймав букет.* This sentence includes an interesting example of blending that expresses humour and emotion, but it cannot be translated directly into English. Therefore, it may be necessary to come up with an alternative word or phrase that captures the same meaning and effect in the target language.: *Pudick has caught a bouquet at Zhirinovsky`s funeral.* Therefore, the translation has successfully captured the lexical and stylistic characteristics.

Video meme is a combination of a short video and funny text (Дзюбіна, 2016). The main tasks in the translation of video memes are:

1. To preserve the idea of the meme.
2. To convey expressiveness.
3. To make translation simultaneous by subtitles or voice-overs.

In order to ensure that the humorous effect of video memes is retained in the translation, translators may need to make use of lexical and syntactic deviations. It is also important to take into account the linguistic peculiarities of the individuals featured in the video meme, including their pronunciation and lexicon.

To retain the humorous effect, it is vital to maintain sentence length and word order as closely as possible between the original and translated version. In certain cases, translators may have to use lexical and syntactic deviations to ensure that the humour of the video meme is preserved in the translation.

For example, let us take a popular Ukrainian video meme that appeared on the internet a few years ago. Transcript: *Я не з такої сім'ї, як другі. Я із бОгатої. Дві хати маємо… ванна… ну таке ж оно.*This particular example features a dialect that is characterized by unique word pronunciation and sentence structure, which contributes to the humorous effect of the meme. Therefore, when translating this meme, it is essential to convey these unique linguistic features to preserve the meme's humor.: *I`m not from an ordinary family. My family is REECH. We have two houses with a bathroom there… you knou.* This sentence was slightly altered in the translation process to ensure better comprehension and clarity in the target language. However, the distinctive pronunciations were captured through deviations in the spelling of words. Additionally, emphasis on certain words was conveyed by capitalizing them, which is important for translators working with subtitles.

Thus, memes translation requires taking into account aspects such as the length of the sentence, the level of language, and the emotional tone to accurately communicate the intended meaning and retain the humour and impact of the original meme.

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SOURCES OF FUNDING FOR LOCAL ECONOMIC DEVELOPMENT

The function of local economic development is to develop the economic capability of an area to improve its economic future and the quality of life. The process engages many actors, such as community, public, business and non-governmental sector partners, which will work collectively to generate better economic growth and employment generation [1].

Today, the following main sources of funding for local economic development are identified. Namely: budgetary, investment, credit and grant funding.

The local budget process is in close connection with the economic development of the territorial-administrative units, firstly because the former implies the collection of budget revenues based on which local authorities provide public services to citizens and ensure the provision of such services by third parties. Also, through the implementation of expenditure, local government creates and maintains a favorable climate for local citizens and local traders for them to thrive and stimulates the creation and expansion of business agents, with direct impact on citizens, by increasing their income and creating new jobs. Also, the existence of good local public services can make that area more attractive for citizens and business people willing to settle in that territory. In the context of the local budget process for the achievement of the common objective of local economic development, local authorities focus the human, intellectual and financial resources in the private sector and local bodies, setting out short, medium and long-term plans and strategies.

Each community has a unique set of local conditions that either enhance or reduce the potential for local economic development, and it is these conditions that determine the relative advantage of an area in its ability to attract, generate and retain investment. To build a strong local economy, good practice proves that each community should undertake a collaborative process to understand the nature and structure of the local economy, and conduct an analysis of the area's strengths, weaknesses, opportunities and threats. This will serve to highlight the key issues and opportunities facing the local economy.

Investment financial resources of local economic development include resources involved in the local economy for the purpose of creating new assets. The peculiarity of investments as a financial resource of local economic development is that they are aimed at the implementation of a certain project directly, and not through the local budget. Investment resources can be privately owned, or fully or partially owned by a utility company [2].

To finance local economic development, local authorities can also attract credit resources by taking on appropriate debt obligations under terms of maturity, payment and returnability. At the same time, credit funds can be attracted by: municipalities directly (raised funds are directed to the budget of the local self-government body and distributed within the limits of its expenses), communal enterprises (independently receive financial resources, dispose of them, carry out servicing and repayment of debt) or private economic entities (municipality can provide guarantees for loans).

Grant funds are a separate type of financial resources of MER. These are resources provided to finance the needs of local economic development in the form of international technical assistance, grants from international donor organizations, charitable contributions and voluntary donations.

A grant is money in national or foreign currency, allocated by a donor on an irrevocable basis, to ensure the fulfilment of the tasks of projects or programs.

Grant programs provide for the implementation of projects on the basis of a contract with the relevant grantor (donor). Financing of grant programs can be carried out from various sources - local or regional budgets, the state budget, charitable funds, international technical assistance programs, social responsibility programs of companies.

So, each community has a unique set of local conditions that either enhance or reduce the potential for local economic development, and it is these conditions that determine the relative advantage of an area in its ability to attract, generate and retain investment. A community's economic, social and physical attributes will guide the design of, and approach to, the implementation of a local economic development strategy. To build a strong local economy, good practice proves that each community should undertake a collaborative process to understand the nature and structure of the local economy, and conduct an analysis of the area's strengths, weaknesses, opportunities and threats. This will serve to highlight the key issues and opportunities facing the local economy.

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THE CONCEPT OF LOCAL ECONOMIC DEVELOPMENT

One of the most important challenges for local authorities' organizations includes actions and planning appropriate for economic development. Local authorities are involved in economic development for many reasons, namely, their responsibilities, as democratically elected bodies; the social and economic well-being of the whole of their community; their relevant powers and resources; and their knowledge of local needs and opportunities. In order to promote economic development, they can enforce many measures and actions, depending on the regulations they must comply with.

Local economic development can be defined as a process of transformation of the local economy and society, oriented to surpass the difficulties and existent challenges. The purpose of local development is to build the capacity of a defined area to improve its economic future and the quality of life for inhabitants. Local development makes an important contribution to national economic performance and has become more critical with increased global competition, population mobility, technological advances, and consequential spatial differences and imbalances. Also, it is the process by which local authorities develop - with their local partners (other public organisations, business and non-governmental sector) - a better business environment; i.e. they create the condition for private sector led economic growth and employment generation, from which all communities benefit.

Local economic development couldn't exist without community actions. It is related to actions, programs and projects that enable community to increase it's competitiveness and improve it's economy. The transformations caused by the people's active participation in local development rely on creation of new values (Fig. 1), mainly: products, goods, services meant to satisfy internal and external needs, employment, new companies creating new jobs, non-material values, etc.

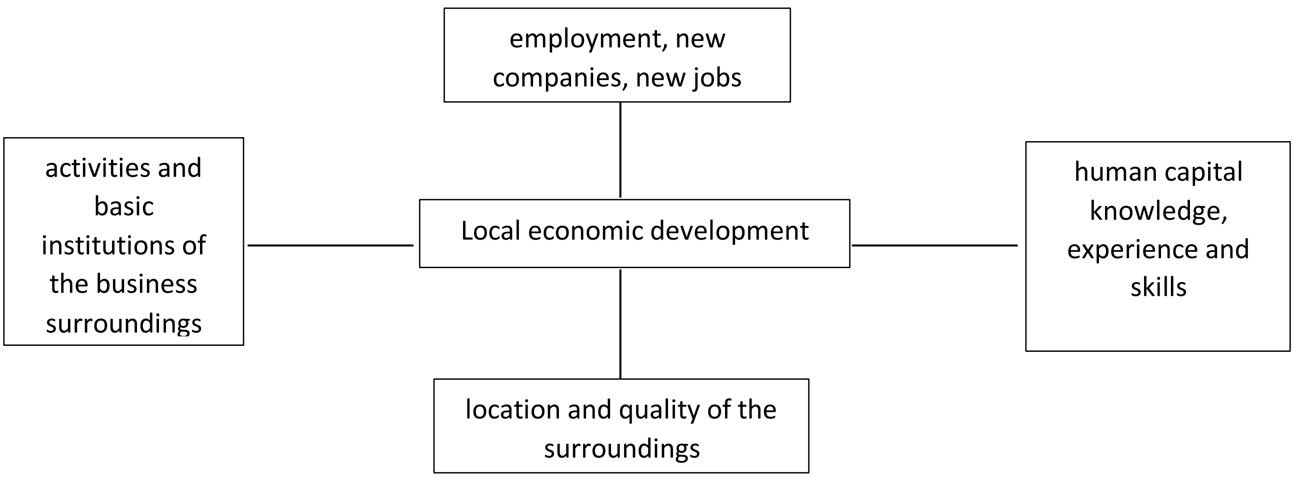

Fig 1. Local economic development [Sekuła, 2002].

However, principal members of local economic development are «government» and «government bodies» (local, regional and central) responsible for sectorial policies (industry, environment, labor, public works, transport, etc.), representatives of economic activity and public services (business, banks, unions, etc.), educational institutions, public organizations, mass media, etc.

Members of LED might work at the local, district, national, international and transnational (global) levels. At each of these levels, they can be from the public (government) sector, the private (business) sector or from civil society (ordinary citizens).

The process of local economic development management includes: definition of strategic and tactical goals, tasks of local development; collection, processing and analysis of information from primary sources; choice of forms, methods, levers, tools, measures, methods of local development management; making managerial decisions; development of a road map for clarification of stages and updating of management decisions; control and monitoring of the implementation of management decisions and their consequences.

An important document of local development is the development of a strategy. By the definition of strategy, we mean a plan of action to achieve the desired goals in the short, medium and long term.

Developing an LED Strategy requires that a municipality does an analysis of the existing situation, look at opportunities for growth and decide on the best strategies to achieve their goals.

The following are some key strategies that a municipality can put in place to meet its goals:

- Developing the infrastructure of the municipality to make it easier for businesses to operate (i.e. houses, transport, roads, water and electricity etc).
- Promoting tourism.
- The municipalities tender and procurement policies must favour small contractors and emerging businesses. Where these companies cannot provide the required services, steps must be taken to get larger companies to enter into joint ventures with smaller partners.
- Marketing the municipality, its' infrastructure and people to local and international businesses. This can be combined with service centres that provide assistance and information to businesses that wants to start operations in the municipality.

Therefore, under local economic development we understand activities aimed at implementing innovative solutions that improve the potential of communities and help their economic growth, strengthening partnerships between the public sector, business and local authorities.

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