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SCIENTIFIC SOCIETY OF STUDENTS, POSTGRADUATES, PHD STUDENTS AND YOUNG SCIENTISTS

FOREIGN LANGUAGES IN USE: ACADEMIC AND PROFESSIONAL ASPECTS

KHMELNYTSKYI
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Розміщені у збірнику тези доповідей стосуються таких напрямів: "Legal Aspects", "International Law", "Language and Country Studies Aspects", "Current issues of tourism organization in Ukraine and abroad", "Public Administration" Management, Economics, Finance and Banking", "German 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 XVI Всеукраїнської науково-практичної 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 INFLUENCE OF GERMANIC TRIBES ON THE FORMATION OF ANGLO-SAXON CULTURE AND LANGUAGE

Studying how Germanic tribes settled Britain and formed Anglo-Saxon society is of great importance. This research helps us understand the origins of the English language, culture, and ethnic identity. Without understanding this historical period, it is impossible to imagine how Great Britain developed and how it influenced the entire world.

The purpose seeks to analyze and explain how Germanic tribes shaped or changed Anglo-Saxon culture and language.

The Anglo-Saxon tribes spread the English language, and many place names have survived to this day. In addition, words such as *butter, pound, cheese, alum, silk, inch, chalk, mile* and *mint* come from Latin. The word Saturday means "day of Saturn", the father of the god Jupiter in Roman mythology [1].

Many loan words appeared during this time. For example, the words *"bishop"* from Latin *"episcopus", "school"* from Latin *"schola", "mount"* from Latin *"montis", "pea"* from Latin *"pisum",* and *"priest"* from Latin *"presbyter"* [1].

The English language is descended from the language of the Anglo-Saxons, who were the majority population of Britain. Britain was the birthplace of modern English. Many changes have been made since then, but many words remain in place names [2].

The Saxon word *"ton"* meant *"enclosure, hedge"* or *"a place with a hedge".* Many city names, such as *Canterbury* and *Edinburgh*, come from *"burgs"* which means *"fortified town or dwelling"*. The suffixes *"cot"* and *"cote"* were used to refer to *"a cottage"* or *"shelter for sheep"*, as in *"ascot",* where the suffixes *"sted", "stead"* and *"styde"* meant *"місце".* Names such as Nottingham, Birmingham, etc. are derived from the term *"дім". Sheffield*, *Chesterfield* and *Mansfield* continue to use the word *"field",* which means *"відкрита місцевість"*. In modern English, there are other Anglo-Saxon suffixes that have distinct meanings. For example: *bridge, church, ford, hall, head, hill, land, mouth, stone, tree* and well [3].

Thus, the Anglo-Saxons created not one state, but seven kingdoms known as the Heptarchy. These kingdoms were gradually consolidated under the influence of Wessex, which became the dominant kingdom in the 9th century. Egbert of Wessex is considered the first king of England, and his grandson Alfred the Great is considered the founder of the state [4].

It is also worth noting that the most famous monument of Anglo-Saxon literature is Beowulf. Beowulf reflects the culture and events of the eighth century, when the Anglo-Saxons ruled Britain. It describes the life and rituals of the Anglo-Saxons, including weddings and feasts. In addition, the novel describes battles and weapons in detail, reflecting the military culture of the Anglo-Saxons [4].

Thus, the settlement of Britain by Germanic tribes and the formation of Anglo-Saxon society were crucial stages in English history. This period shaped the language, culture, society, and political system of the English nation.

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EFFECTIVE METHODS OF LEARNING ENGLISH FOR OLDER ADULTS

In modern society, English is quite prevalent and continues to spread rapidly. Many media products, such as movies, music, books, and games, are produced in English. English is also the language of tourist communication. These factors make English an attractive language to learn to access cultural, entertainment, and other resources.

There is a common belief that we hear everywhere we go: the younger you are, the better you learn a language. Thus, several studies have found out that older beginners do better than younger beginners after the same number of language lessons. Also, researchers generally agree that adults and older adults learn sentence structure and word formation in a new language faster than children. This is because adults and older adults have the thinking skills to learn a language explicitly – with the help of explanations from a teacher or book, or by understanding the grammar rules, etc. Therefore, the older a person is, the faster they can learn a foreign language [1]. Benefits of learning a foreign language by older adults:

-positive impact on their psyche;

-reduction of anxiety;

-gaining self-confidence development of new social ties;

- feeling of self-realization.

The *purpose* of the study is to provide an overview of effective methods of teaching English to older adults.

Typically, most foreign language learning strategies for older adults are focused on slow learning for learners' comfort. Also, since most older adults are quite sociable and usually learn a foreign language for everyday communication, this process is usually focused on acquiring communication skills in a foreign language. One of the best methods of learning any foreign language is learning by doing, for example, learning new vocabulary and applying it in everyday life, etc. This helps you to memorize the use of the material you have learned, which is the most important thing.

An effective method for foreign language home study is to explore multimedia channels. When a person is not working with a teacher, he/she can use their free time to supplement their learning through any media channels. When you have time to browse the internet, the news, or other media, you can go at a leisurely pace, simply picking and choosing what interests you and what you think will add some value to your overall learning journey. Besides it can be reading a foreign newspaper or magazine, listening to podcasts or radio programs, watching TV series, or something else [2].

Also, one of the most effective methods of learning English for older adults is a simulation learning because it involves students in cooperative activities where they are challenged to use their critical thinking and kinesthetic abilities. Here are some examples to use a simulation learning.

Bingo talks: mentor uses the board to write down some topics that learners are interested in and asks them to do short brainstorming activity and find key words in connection to each topic. Afterwards, the mentor draws up bingo cards with nine spaces on each card. Learners are asked to choose and arrange words on their cards to listen for during someone else's short talk. One learner is asked to talk about a chosen topic using the words given. Other learners listen and try to find the words he or she uses on their bingo cards. When he or she finishes, other learner can start. Doing the exercises like this keeps learners really motivated and attentive because they have to listen carefully, and at the same time the given words help learners to make up sentences [3].

Scavenger Hunt Reading: here, to make topics more interesting, you can use local newspapers. The mentor prepares certain questions according to articles in the newspaper and asks learners to find answers for these questions in the newspaper. The questions and answers should be in a foreign language while the newspaper should be in learners' native language. In this way, learners will train their language skills while processing real-life information from the local environment [3].

Also, older adults show quite good results in learning a foreign language using mobile applications. The results of researches indicate that the older adults were positive about the use of different technological resources (i.e., WhatsApp or Cram Flashcards) since they helped them speak English more frequently, learn more vocabulary and improve their reading and writing skills, especially through the WhatsApp. Furthermore, they gained self-confidence in English and reduced their face-to-face language anxiety in class thanks to their sense of belonging to a group of chat mates and friends. Students also reported to know better their classmates thanks to the use of the WhatsApp group in English. They also enjoyed socializing with their peers and they felt more motivated to learn about English [4].

So, there are many interesting and effective methods of learning a foreign language, namely English, that help older adults to learn or improve their English more easily and efficiently, most of them are focused on developing vocabulary and communication skills. Learning a foreign language has a positive impact on personal development, which is important in older age, as it broadens the horizons, the circle of people who create the environment and increases the cultural level of an individual.

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VERBAL MEANS OF COMMUNICATION IN THE DIGITAL AGE

Relevance: communication is an integral part of our life. We use communication from the moment we wake up in the morning to the moment we close our eyes at night. The importance of verbal communication is that it helps us express our thoughts clearly. It plays an essential role in maintaining and building new relationships, both in personal life and at work. But as technologies continue to develop most people tend to use messengers in their phones to communicate, causing serious problems and lack of verbal communication skills. The lack of clear understanding of the structure of verbal communication among a lot of people determines the relevance of the research.

An object of the research: means of verbal communication.

A subject of the research: the importance of understanding the role of the verbal communication, its variety and ways to improve it.

Aim: find out what verbal communication is and what role it plays in our lives.

From the moment we are born, we constantly hear someone communicating with us or with someone else. We communicate with our parents or lovers in the morning. We use words to greet people at school or at work. Communication is performed when we buy something in a supermarket. It is difficult to imagine a day without communication, especially without verbal. Verbal Communication is the process of using spoken words to express ideas, thoughts, and feelings to others. It involves using our voices to communicate with people around us, whether it's through conversations, presentations, or speeches. It allows us to convey information, share stories, ask questions, and connect with others on a deeper level [1]

Written communication can also be considered as verbal communication. Reading books, papers, letters, etc. means decoding the views of the author to learn more. Verbal communication is all about the words, which can be spoken or written.

As communication in general, verbal communication has improved over time. At first it was performed with a help of noises. Than people started to make up simple words and sentences. And finally verbal communication is performed with a help of logically connected sentences. All these changes became possible thanks to development of understanding the importance of verbal communication.

Verbal communication can be classified referring to where and with whom we communicate (type) [2], or referring to the emotion that we put into communication (style).

Five types of verbal communication are distinguished: Intrapersonal, Interpersonal, Group, Public and Mass verbal communication.

Intrapersonal verbal communication is communication that occurs internally. It may include self-talk, acts of imagination, visualization or recall, where an individual processes their thoughts [3]

Interpersonal verbal communication occurs between two or more people and plays a crucial role in building relationships, expressing emotions, and exchanging information [1]

Group verbal communication involves interactions within a small group of people, such as team meetings or collaborative discussions. Group members share ideas, exchange information, and work together to achieve common goals.

Public verbal communication refers to speaking to a large audience, such as giving a presentation, delivering a speech, or leading a public event.

Mass verbal communication involves broadcasting information, news, or entertainment to the public.

Each of these five types has its own features. Knowing them a person will be able to communicate effectively in different situations.

Verbal communication styles are also an important component. There are four of them: aggressive, passive, passive-aggressive and assertive.

Aggressive communication style is characterized by the use of aggressive words and emotions. Passive style refers to reluctance of being involved into the conversation and expressing own opinions. Passive-aggressive style combines elements of passivity and hostility.

Assertive Communication involves the clear and respectful expression of one's thoughts, feelings, and needs. It is the right style to use if we want to build relationships.

In the age of virtual meetings, emails, and social media interactions, effective communication plays a vital role in building relationships, though requirements have changed a bit. Firstly, we need to learn how to express our thoughts more briefly, as people now got used to quick messages in phones and short posts in social media. Because of it attention spans are shorter than ever. Also, we should always give feedback, in this way we show we are listening to an interlocutor and are interested in what is being said.

In order to develop strong verbal communication skills we need to practice active listening, expand vocabulary, enhance clarity, be concise, use body language, practice expressing ideas, seek feedback. Another useful advice is to learn how to control your voice, because it is an integral component of verbal communication.

To sum up, verbal communication is a vital part of our life. Knowing its types, styles and following tips to develop it we will be able to succeed.

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AUSBILDUNGSPROGRAMME ÖSTERREICHS

Studieren im Ausland wird bei Abiturienten immer beliebter. Österreich ist eines der beliebtesten und besten Länder für ausländische Bildung. Dieses Land bietet viele Möglichkeiten nicht nur für das Studium, sondern auch für die weitere berufliche Entwicklung.Die Vorteile der Hochschulbildung in Österreich.

Hohe Bildungsqualität: Die Universitäten in Österreich sind bekannt für ihre hohe Lehrqualität und ihr Forschungspotenzial.

Vielfalt der Programme: Die Hochschulen bieten eine breite Palette von Programmen in verschiedenen Bereichen an, was es den Studierenden ermöglicht, den Bereich zu wählen, der ihren Interessen und Karrierezielen entspricht.

Innovativer Ansatz: Viele Universitäten in Österreich arbeiten aktiv mit der Industrie zusammen und führen Forschungen in modernen Technologien und Innovationen durch.

Internationale Zusammenarbeit: Die Studierenden haben die Möglichkeit, an Austauschprogrammen und Kooperationen mit Universitäten und Organisationen weltweit teilzunehmen.

Prestige: Die höhere Bildung in Österreich genießt sowohl im Inland als auch international hohes Ansehen, was die Chancen auf eine erfolgreiche Karriere verbessern kann.

Wirtschaftswissenschaften: Wirtschaftswissenschaften sind eine beliebte Studienrichtung an österreichischen Universitäten. Sie umfassen Fächer wie Betriebswirtschaftslehre, Volkswirtschaftslehre, Finanzwissenschaften und Management.

Ingenieurwissenschaften: Ingenieurwissenschaften sind ebenfalls stark nachgefragt. Hierzu gehören Studiengänge wie Maschinenbau, Elektrotechnik, Bauingenieurwesen und Informatik.

Naturwissenscaften: Naturwissenschaftliche Fächer wie Biologie, Chemie, Physik und Geowissenschaften werden an vielen Universitäten in Österreich angeboten.

Medizin und Gesundheitswissenschaften: Österreich verfügt über renommierte medizinische Fakultäten und Krankenhäuser, die Studiengänge in Medizin, Zahnmedizin, Pharmazie und Pflegewissenschaften anbieten.

Geistes- und Sozialwissenschaften: Studiengänge in den Geistes- und Sozialwissenschaften wie Geschichte, Philosophie, Soziologie, Psychologie und Politikwissenschaften sind ebenfalls weit verbreitet.

Kunst und Kultur: Österreich hat eine reiche kulturelle Tradition, und daher bieten viele Universitäten Studiengänge in Kunstgeschichte, Musik, Theaterwissenschaften und bildenden Künsten an.

Diese Liste ist nicht erschöpfend und es gibt viele weitere Studiengänge und Spezialisierungen, die an österreichischen Universitäten angeboten werden.

Derzeit ist es möglich, sich an österreichischen Universitäten für den gewünschten Studiengang mit einem Deutschniveau von A2 zu bewerben. Sie werden auf einen Vorbereitungskurs an der Universität verwiesen, auf dem Sie bereits als Student eingeschrieben sind, jedoch eine gewisse Zeit Deutsch auf dem entsprechenden Niveau lernen müssen. Der Vorbereitungskurs umfasst nicht nur das Sprachenlernen, sondern auch das Erlernen, wie man an der Universität lernt. Dies ist besonders wichtig für ausländische Studierende, die gerade die Schule abgeschlossen haben. Dieser Kurs ist für sie (auch mit ausreichenden Deutschkenntnissen) obligatorisch.

Das Studium in Österreich unterscheidet sich von unserem. Ein interessantes Merkmal ist das Bewertungssystem: Dort verdient man keine Noten, sondern Prozentsätze. Außerdem gibt es keinen festen Stundenplan wie an unseren Universitäten. Es werden verschiedene Disziplinen angeboten, die obligatorisch erlernt werden müssen, aber der Student entscheidet selbst, in welchem Semester und in welchem Umfang er diese Fächer studieren möchte. Das Wichtigste ist am Ende, dass man in jedem Fach eine Prüfung ablegt.

Derzeit unterstützt Österreich aufgrund des Krieges in der Ukraine unsere Studenten und bietet jedem die Möglichkeit, für nur 23 Euro pro Semester zu studieren, anstatt der üblichen 750 Euro. Außerdem gibt es viele Programme und interessante Aktivitäten für Ukrainer, die vollständig kostenlos sind.

Österreich bietet viele Vorteile für Leben und Studium. Hier sind einige davon:

Hohe Lebensqualität: Österreich ist bekannt für seine hohe Lebensqualität, die eine qualitativ hochwertige Gesundheitsversorgung, ein hohes Sicherheitsniveau und gut entwickelte öffentliche Infrastruktur umfasst.

Qualitativ hochwertige Bildung: Österreichische Universitäten bieten hochwertige Studienprogramme an, und ihre Absolventen werden weltweit respektiert. Darüber hinaus werden viele Programme in englischer Sprache angeboten, was sie für internationale Studenten zugänglich macht.

Zentrale Lage: Österreich liegt im Zentrum Europas, was es zu einem ausgezeichneten Ausgangspunkt für Reisen auf dem gesamten Kontinent macht. Es verfügt auch über ein gut entwickeltes öffentliches Verkehrssystem, das es einfach macht, im Land und darüber hinaus zu reisen.

Vielfältige kulturelle Umgebung: Österreich ist die Heimat vieler verschiedener Kulturen und Nationalitäten, was eine vielschichtige und interessante Atmosphäre für das Leben und Lernen schafft.

Zuverlässiges Sozialversicherungssystem: Österreich hat ein gut entwickeltes Sozialversicherungssystem, das den Bürgern Zugang zu medizinischen Dienstleistungen, Bildung und anderen sozialen Leistungen bietet.

Also, zusammenfassend kann man schlussfolgern, dass Österreich viele Vorteile gerade für ukrainische Studenten bietet. Die österreichische Bildung kann vielen Ukrainern in Zukunft helfen, viele Spezialisten in verschiedenen Bereichen zu haben, die beim Wiederaufbau der Ukraine helfen werden.

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ETYMOLOGY OF ANTROPONYMS IN THE BOOK SERIES BY SARAH J. MAAS “THE COURT OF THORNS AND ROSES”

Today, fantasy books are becoming increasingly popular. J. Rogers considered fantasy to be unrealistic literature that describes things not existing in the real world. Unlike science fiction, fantasy does not explain the origin or probability of these things [5]. Our study is devoted to the origin and meaning of proper names selected from fantasy books by Sarah J. Maas “The Court of Thorns and Roses”.

Literary onyms are an illustration of names used in real life and their projection that went through the author's work. Literary onomastics [1, p. 248] includes the study of literary characters’ names as a means of stylistic characterization, aesthetic, symbolic, and artistic depiction. This idea allows to talk about the unique meaning and form of a name. Proper names are used purposefully, alongside with the language and style of a book, they play an important role in the system of artistic and visual means and serve to express the author's intention. Some researchers consider an anthroponym to be a proper name (or a set of proper names) being the only official identification of a person. An anthroponym identifies a person and distinguishes him/her from others. Proper names implying a specific person, object or fantasy character are also called anthroponyms [4, p. 112].

Names in a literary text have a function similar to associative names. Anthroponyms have “significance” due to this nominal component [3, p. 8]. In addition, the meaning of a proper name depends on the presence of a motivator in the text, not just the name. This can be “a lexical unit from the context that expresses thematic similarity with the meanings of individual morphemes or the morpheme of the proper name on the basis of synonymy, homonymy, paronymy, irony and loads the onymes with a characteristic property” [2, p. 17].

The anthroponyms in the novels by Sarah J. Maas are numerous and varied, so their classification can be made according to different criteria. The real world is reflected in anthroponyms formed according to the morphological, word-formation, lexical, and semantic patterns existing in the language.

Anthroponyms functioning in the series of books “The Court of Thorns and Roses” can be classified due to their origin – by source language and national and cultural characteristics:

1) Names of British origin:

Rhysand comes from the Welsh name Rhys, which means “enthusiasm” or “passion”. In mythology, the name is associated with courage and strength, heroism and bravery, and is considered to be a name that embodies these qualities. This name is fully consistent and fits the character's personality traits.

Morrigan is a unique name that comes from Irish mythology. Morrigan is a Celtic goddess associated with battle, fate, and sovereignty. In the book, the heroine fights for independence, strength, and is known for her battles in the war from past.

Feyre comes from the Welsh word “feyr” which means “beautiful” or “fair”. It is the name that implies strength, beauty, creativity, and a radiant spirit. The name belongs to the protagonist who confirms her strength with every challenge and remains a creative artist after all.

Amren. The name is of Welsh origin, it indicates strength, courage, and a strong sense of duty and has deep connection with Welsh folklore and the legends of the Knights of the Round Table. The character is a strong woman with a witty mind, dangerous and loyal despite her power.

Tamlin is of Scottish origin and has a rich history that dates back to folklore and mythology. It comes from the Scottish Gaelic name “Taigh Mhaoilain” which means “house of rest” or “peaceful dwelling”. The character is the ruler of the court of spring, which is associated with a quiet life.

2) Names of Greek origin:

Nyx – in Greek mythology, Nyx (Νύξ) was the original goddess of the night. She was considered a powerful and mysterious deity associated with darkness. The hero is the son of the ruler of the court of the night whose powers are mighty and associated with darkness.

Elain comes from the Old French name “Hélène” which itself comes from Greek name “Helene”. This Greek name possibly means “bright” or “shining”. The heroine is Lucien's consort and true mate whose name means light. (A true mate is the name given to a person with whom one has a special and very rare bond – a mating bound. It is similar to the real idea of “soul mates” but much stronger).

Eris originates from Greek mythology, "Eris" is translated as "quarrel" or "discord". This name fits the character perfectly because of his behavior and attitude towards others.

Kallias is of ancient Greek origin and comes from Greek words "kalos" and "kallos" meaning "beautiful" or "beauty". This name has a connotation of physical and aesthetic appeal. The author's descriptions of the character correspond to the meaning of his name.

3) Names of Latin origin:

Lucien comes from the Latin language, from Latin name "Lucianus", which is the masculine form of the Roman surname "Lucius". It is believed that the name Lucius itself comes from the Latin word "lux" which means "light". The character is the son of the ruler of the court of Day and has magic association with light.

Cassian is of Latin origin. It comes from Latin name "Cassius" which was originally a Roman surname. It is believed that the surname Cassius comes from the Latin word "cassus" which means "empty" or "useless". The character calls himself a bastard.

Tarquin is of Latin origin and is believed to be derived from the Roman name "Tarquinius" which refers to a migratory bird known as a "crested lark". The character is the ruler of the court of Summer, which is associated with warmth and the sea, where his palace is located. The bird also lives there and loves warm seaside places.

4) Names of Jewish origin:

Miryam comes from the Hebrew name מִרְיָם (Miryam) and is a variant of the name Maryam or Miriam. In the Hebrew Bible, Miriam was the sister of Moses and Aaron, and her name is believed to mean "bitter" or "rebellion." The heroine of the book was one of the important figures in the rebellion of people against the fae in the past.

Azriel in Hebrew (עֲזְרִיאֵל) is a male name that means "God is my help" or "God is my strength". It is composed of the Hebrew words Azar (אָזַר), which means "help" or "assistance", and El (אֵל), which means "God" or "deity". In Jewish tradition, Azriel is sometimes considered to be the angel of death or the assistant of the deceased. Friends often describe the character as different from others, as having the magic of shadows, and even mention that he looks like an angel of death.

As far as the analysis of the material has shown, the world of Sarah J. Maas's proper names is diverse, full of implied and mysterious meanings, and opens up a range of problems for further research.

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THE EXPRESSIVE WAYS OF REPRESENTING THE CATEGORY OF NEGATIONS IN THE NARRATION BY ERNEST HEMINGWAY ("BIG TWO-HEARTED RIVER")

Negation is one of the linguistic paradigm in English, an important category in the process of communication and depicting reality. Category of negations has been studied by scientists from different fields such as philosophy, logic, psychology, linguistics (Komarnytska I.I., Kirkovska I. S., Paslavska A. Y. and others) who approach and interpret the category negations differently.

The usage of negations reflects national character, and mentality of a particular nation.

The topicality of the research paper lies in the fact that the research of the chosen topic is associated with the importance of studying the concept of negation in the structure of the English language at the stage of its development as a language of international communication, and its transformation into the target language. Negation, as a linguistic phenomenon, has its manifestations at various levels of linguistics: morphology, lexicon, grammar, phonetics.

The aim of the study is a theoretical and practical investigation of the peculiarities of verbalizing the category of negation in literary texts, in particular illustrated in Ernest Hemingway`s narration "Big Two-Hearted River".

Negation is one of the basic mental operations. Being a way of expressing a thought category of negation is the object of study in linguistics and philosophy. Negative statements are determined by the dialectic of knowledge of the surrounding environment. They are a direct reflection of the development, changes, and transformations which take place in the life of the society. Negative constructions are a necessary element of communication for any language to accurately depict the reality. The human desire to differentiate phenomena of reality is reflected in the language, which has various means for expressing such notion. They are used not only to either deny something, or to convey negative response, but also to affirm, to express a thought, or to evaluate the reality as well. Undoubtedly, each language has its own means of expressing negations in a sentence [6].

According to the Cambridge Dictionary notion negation has several following meanings:

a) the action of causing something to not exist or to have no effect; b) the exact opposite of something, or a complete lack of it; c) the act of saying no; d) the act of saying that a sentence or part of a sentence is not true, or an instance of this [1].

According to Paslavska`s work, the core of the category of negation is its semantics, which is the same in all languages and consists of turning any meaning into the opposite one. Depending on which structural unit falls into the operational area of negation, the scholar distinguishes five types of negation in English: absolute, predicate, contrastive, displaced, lexical [8].

In most cases, negations are seen as one of the ways of prohibition, unwillingness; one of the functions of negation can be to reject the opinion of the participant in communication, to correct or taboo the performance of an action.

There are two types of negations – implicit and explicit negations [9].

Thus, the category or negation is a linguistic category that is verbalized through various lexical and stylistic means. Linguists define the main means of expressing the category of negation in modern English: morphological, syntactic, grammatical and lexical.

Morphological means of expressing negation reflect the realization of grammatical categories (gender, number, case, etc.). They are characterized by the presence of a stable, invariant part (root, stem) that expresses the idea of the identity of the lexeme in all its grammatical modifications [8]. The morphological means of expressing negation include negative affixation, represented by prefixation and suffixation. In English, there are a number of prefixes and suffixes that make the meaning of a verb negative. These include the prefixes: *un-, in-, dis-, mis-,* suffixes: *-less, -fre*e, etc. The morphological category of negation is one of the most fundamental in the development of the English language, and there are a large number of English negatives that can fully or partially carry negative semantics [7].

Negation exponents include negative affixes, pronouns, adverbs, particles, conjunctions, and lexical equivalents of sentences. However, besides these explicit representatives of negation, there are many others that form the meaning of negation indirectly. A negation that is expressed implicitly, with the help of a positive word form or syntactic construction, is considered to be implicit [7]. This category includes words and phrases with negative semantics (verbs: *fail, lack*; noun: *failure*; adverbs *seldom, rarely, scarcely, hardly*). Implicit negations are conveyed at the level of vocabulary and sentence. Rhetorical questions, intonation, and repetition convey negation at the syntactic level.

In English, the negative pronouns: *no, none of, neither, no one, nobody, nothing*; the adverb of place: *nowhere,* the adverb of time and frequency: *never*, *neither... nor*, and others are distinguished.

The most commonly used means of grammatical expression of negation in English are the negative particles *not* and *no*.

Thus, the category of negation is realized at any language level, at each of which it finds special means of expression. Given the infinite number of possible techniques of the syntactic and stylistic levels, it can be assumed that the means of verbalizing negation are truly inexhaustible.

The analysis of the morphological means of negation in Ernest Hemingway`s “The Big Two-Hearted River” shows that affixation is one of the morphological means of expressing negation. New words are formed by adding prefixes and suffixes. The largest group of prefixes include negative ones: *un-, in-, ir-, il-, im, dis-, non-, mis-, anti-, contra-*. The prefix *un-* forms negations from different parts of speech, for example: *He was tired and very hot, walking across the uneven, shadeless pine plain* [4, p. 83] / *Простуючи тією нерівною, без найменшого затінку місцевістю, він стомився й геть упрів* [11, p. 153]. *He had not been unhappy all day* [4, p. 86] / *Нік відчув радість. Йому й раніше, цілий день, було радісно на душі* [11 p. 155]. The negation *unhappy* conveys the meaning *«нещасливий»*. The negation *unhappy* with the negative prefix *-un* means *“not satisfactory or desirable”* [2]. Therefore, the verb is translated with the affirmative context such as *«радість»*. It is a double negative sentence which is translated as an affirmative one. The translator successfully has used an antonymic translation, which is an example of translation transformation, to preserve the original meaning and achieve adequate translation.

Negation prefixes also include *in-, il-, im-, ir-*, for instance: *It was almost impossible to fish then, the surface of the water was blinding as a mirror in the sun* [4, p. 98] / *Але ловити о цій порі майже неможливо, бо сонце відбивається від води, мов від дзеркала, і засліплює очі* [11, p. 167]. The negation “*impossible”* conveys the meaning *«неможливо».* The adjective “*impossible”* with the negative prefix *-im* means “*something that cannot be done or cannot happen*” [3]. In the context, the adjective is used to emphasize inability to do something. The author used a word-for-word transaltion and selected a direct equivalent of negation in the target language.

As for the negative suffixes, the most commonly used are *-less* and *-free*. In the analyzed text, the *-free* suffix is not used. Instead, the suffix *-less* is occasionally used to form negative adjectives, for example: *He was tired and very hot, walking across the uneven, shadeless pine plain* [4, p. 83] / *Простуючи тією нерівною, без найменшого затінку місцевістю, він стомився й геть упрів* [11, p. 153]. The negation "*shadeless"* conveys the meaning *«без затінку»*. The adjective *shadeless* with the negative suffix *-less* means *"without shade, exposed, not sheltered form the sun"* [5]. The translator has used descriptive translation due to the absence of such notion that has its equivalent in the target language.

Having analyzed the examples of negation in Ernest Hemingway's "The Big Two-Hearted River", it can be concluded that the most frequently used prefix in the narration is *un* - 8; the following prefixes are less frequent: *im* - 2; *dis* - 1; the suffix *less* – 2. In Hemingway's story there are sentences with double negation, which are translated as affirmative ones.

The grammatical-lexical field of negation is based on various lexical-grammatical categories of words with negative meanings: pronouns such as "no" "no one", "none", "nobody", "nothing", "neither", and "nowhere": *There was no town, nothing but the rails and the burned-over country* [4, p. 79] / *Містечка не було, не було нічого — тільки залізнична колія і величезне попелище* [11, p. 150]. In this case, two types of negative pronouns are used: "*no", "nothing".*

Regarding the conjunctions used to transmit negative context, conjunctions "nor", "neither…nor…", "not…nor…", and "unless" can be highlighted. In the analyzed literary text negative conjunction "unless" is only used: *Unless they were of your party, they spoiled it* [4, p. 94] / *Якщо вони не з твоєї компанії, то псують усю ловлю* [11, p. 163]. The translator has selected semantic equivalent to transmit the context from the source language to the reality of grammatical-lexical field in the target language.

Moreover, negations can be expressed explicitly and implicitly. The primary means of explicit expression of negation at the syntactic level in English is the particle "*not*" which most often belongs to the predicate, and thus affects the meaning of the entire sentence: *The thirteen saloons that had lined the one street of Seney had not left a trace* [4, p. 79] / *Від тринадцяти салунів, що стояли вряд на єдиній вулиці Сенея, не видно було й сліду* [11, p. 150].

Implicit negations depict relationships between participants of an event, while explicit ones indicate their clarification, having negative element in the syntactic structure absent. According to the scientific work of Komarnytska I.I there are several classes of implicit negative units divided into various lexical-grammatical types such as: verbs (*fail, refuse, reject, avoid*); noun (*failure*); adjective (*wrong*), adverb (*seldom, scarcely, hardly*), prepositions (*without, instead of*) [7]. There are examples of implicit negations presented in the analyzed literary work: *He could hardly see them faint, and far away in the heat-light over the plain* [4, p. 81] / *Нік ледве бачив їх невиразні далекі обриси у хвилях розпеченого повітря над рівниною* [11, p. 152].

The most common means of expressing negation in Ernest Hemingway's narration The Big Two-Hearted River is grammatical. The second most frequently used means is lexical. Morphological means of expressing negation are used less frequently. Having analyzed Ernest Hemingway`s narration "The Big Two-Hearted River"literary work, it can be concluded that among the lexical-grammatical categories of words with negative meanings, pronouns are the most commonly used: *"no"* - 8, "*nothing*" - 2; less common is: "*none*" - 1; among adverbs: "*never*" - 3; "*nearly"* - 1; *"hardly"* - 1. Among the conjunctions used for negation context, the author used: *"unless"* - 1; among prepositions: *"without"* - 5. The most common lexical means of negation are negative particles: *“not”* - 43. The particle *“not”* can belong to both main and subordinate clauses of the sentence, as the use of multiple negations is prohibited by the norms of English language, “not” makes the entire sentence negative. Sentences with double negation are translated as affirmative ones. Hemingway uses various means of expressing negation: explicit and implicit. Negation in the narration is also realized through lexemes with implicit meanings: adverbs *“hardly”, “nearly”;* preposition *“without”.* Translator employs strategies such as selecting lexical equivalents, changing or specifying meanings, partial lexical-grammatical transformation, addition, and deletion. These strategies help convey the emotional richness of negation expressions and achieve adequacy in translation.

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LANGUAGE COMMUNICATION THEORY: ITS IMPACT ON DEVELOPING COMMUNICATIVE COMPETENCE

Effective communication is a fundamental aspect of human interaction, enabling people to exchange ideas, express emotions, and make meaningful connections. Language Communication Theory plays a crucial role in understanding the specifics of communication processes and has a significant impact on the development of communicative competence, which is the ability to use language appropriately and effectively in different social contexts.

This study aims to explore the impact of Language Communication Theory on the development of communicative competence. It emphasizes the importance of understanding and applying theoretical frameworks to improve students' ability to communicate successfully in different situations.

Language Communication Theory provides valuable insight into the basic principles and dynamics of human communication. It offers a conceptual framework for analyzing language use, understanding the roles of participants, and exploring the cultural, social, and psychological factors that influence communication. By studying the Theory, students can gain a deeper understanding of the complexities involved in effective communication and develop the necessary skills to navigate different communication situations. That is the reason why "Fundamentals of Language Communication Theory" is included in the curriculum for students and cadets specializing in 035 "Philology" at Bohdan Khmelnytskyi National Academy of the State Border Guard Service of Ukraine.

One important impact of Language Communication Theory is its contribution to the development of interpersonal skills. The Theory provides insights into strategies for active listening, empathic understanding, and nonverbal communication that enable students to engage in meaningful and productive interactions. By applying these strategies, students become more competent in expressing their thoughts, understanding others, and building rapport with diverse interlocutors.

In addition, Language Communication Theory contributes to the development of language competence, including such linguistic aspects as grammar, pragmatics and discourse. By studying it, students improve their language skills, such as using appropriate language forms, structures, and strategies in different communication contexts. It enables students to communicate their messages effectively and to accurately interpret the intentions of other speakers.

Cultural awareness is also an important component of communicative competence. Language Communication Theory explores the interaction between language and culture, emphasizing the influence of cultural norms, values, and beliefs on communication patterns. By understanding this theoretical framework, students develop cultural sensitivity by recognizing and respecting cultural differences in communication styles, norms, and expectations. This awareness allows them to adapt their communication approaches to different cultural contexts, facilitating effective intercultural interaction.

Moreover, Language Communication Theory provides opportunities for students to use analytical tools to evaluate and adapt their communication strategies. It provides insights into effective persuasion, conflict resolution, negotiation, collaborative problem-solving, and other communication skills. By applying the theoretical frameworks, students evaluate their own communication approaches, identify areas for improvement, and make adjustments to enhance their communication competence.

Training future border guards in collaborative problem-solving skills, in particular, can certainly be improved by utilizing the potential of Language Communication Theory. How can Language Communication Theory be applied to facilitate learning collaborative problem solving? These ways include teaching effective communicative skills, such as active listening techniques, clarity of expression, and the ability to interpret nonverbal cues during interactions.

Language Communication Theory studies strategies for facilitating constructive dialogue. Therefore, we teach cadets techniques for conducting respectful and inclusive discussions, such as avoiding personal attacks, finding common ground, etc.

Collaborative problem solving often requires the ability to persuade and influence others. Language Communication Theory provides insights into persuasive language techniques, such as effective argumentation and the use of fact-based argumentation methods. Students need to learn them so that they can effectively apply them to gain support for their ideas and decisions.

Language Communication Theory also offers methods for facilitating group discussions and decision-making processes. Facilitation skills such as effective time management, developing strategies for guiding the discussion, capturing key points, and considering different points of view facilitate constructive communication and encourage active participation of each group member. Our experience proves the effectiveness of this approach to teaching our students and cadets.

Instructors also use role-playing and simulations to provide our learners with practical opportunities to apply Language Communication Theory in collaborative problem-solving scenarios. For example, cadets are assigned roles representing a shift leader, a border guard from a neighboring country, or a potential imposter, and are encouraged to engage in discussions, negotiations, conflict resolution, and border checks procedure on the suggested situation using the principles they have learned.

The integration of Language Communication Theory into the teaching of collaborative problem solving helps cadets acquire the necessary skills and knowledge to communicate, collaborate and solve complex problems they may face as future border guards. This approach enhances their ability to interact with relevant players, build relationships and find sustainable solutions in the context of border security.

Thus, Language Communication Theory has a significant impact on the development of communicative competence. By understanding and applying the theoretical foundations of communication, students can improve their interpersonal skills, linguistic competence, cultural awareness, and analytical abilities. In this study, we have analyzed only some aspects of Language Communication Theory and its practical implications for the development of communicative competence.

Further research will focus on intercultural competence, cultural adaptation and the role of language in intercultural interaction. Effective communication strategies in a multicultural environment, the impact of cultural values on communication, and the challenges of intercultural communication in different contexts will be explored.

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ПЕРЕКЛАД ГАСТРОМІЧНОЇ ТЕРМІНОЛОГІЧНОЇ ЛЕКСИКИ

Постановка проблеми у загальному вигляді. З покоління в покоління в кожному народі передавалися кулінарні традиції, завдяки яким нам відомо, чим відрізняється французька кухня від азіатської, американська від мексиканської. Проте зараз кулінарія вийшла на новий рівень і слугує свого роду мистецтвом. Відбувається певним чином змішання культур, наприклад, Америка запозичує кулінарні техніки й поняття з французької кухні тощо. На перший погляд може здатися, що в перекладі кулінарних рецептів чи меню немає нічого складного, оскільки в них відсутні складні терміни або граматичні конструкції. Однак практика показує, що труднощі можуть виникнути в процесі перекладу будь-якого інгредієнта або способу його приготування. Перекладаючи гастрономічні лексичні одиниці, фахівець повинен знати й розуміти кулінарію мови оригіналу та мови перекладу, а також лексичні та граматичні особливості.

Аналіз останніх досліджень та публікацій. Аналізом лексико-граматичних трансформацій при перекладі рецептів займалися І. М. Клименко, Г. М. Кушнір, Я. І. Рецкер, Л. С. Бархударов, А. Б. Шевнін, Н. П. Сєров, О. Л. Буряк.

Мета дослідження – дослідити, проаналізувати та виявити особливості перекладу гастрономічної термінологічної лексики у різноманітних текстах і телерепортажах.

Виклад основного матеріалу. Перекладаючи рецепти екзотичних страв, виникає необхідність пошуку еквівалентів певних неіснуючих продуктів у мові перекладу. Відмінності в мовних картинах світу спричиняють відсутність прямих відповідників у мові перекладу (назви страв та їх складників можуть бути реаліями однієї культури і повністю відсутніми в іншій). Вартими уваги є також стилістичні особливості глютонічної лексики, адже вона наповнена виразами, які передбачають використання гри слів, риторичних фігур (персоніфікація, метафора, метонімія, алітерація).

До основних проблем перекладу текстів глютонічного типу належать: переклад заголовків (або назв страв), інгредієнтів (частин або кількості компонентів), скорочень, назв кухонних інструментів, назв одиниць вимірювання, а також кулінарних лексем, які повністю можуть бути відсутніми в українській мові. Від влучного перекладу назви страви залежить подальше сприйняття рецепта. Саме назви страв надають рецептам національного колориту – зазвичай, їх вважають такими, що не підлягають перекладу.

Кулінарний або гастрономічний дискурс має потужний лінгвокультурний потенціал, тому важливо знати історію національної кухні мови, кулінарні традиції, які є в цій культурі.

В англосаксонській системі гастрономії переважали природні джерела їжі, популярним було полювання на звіра, збиралися гриби, ягоди, лікарські трави, викошувалося сіно, вирощувалися агрокультури. Найвідоміші ресторани Лондона часто акцентуються на англійських традиційних стравах «від буряка до свинячих ніжок і тельбуха.

Для кожного регіону характерні свої неповторні страви, тому варто зазначити стереотипні особливості кожної з цих кухонь:

– в англійській кухні превалюють страви з риби (оселедець, сьомга, тріска), м'яса (баранина, курка, яловичина, свинина) й овочів (переважно печених);

– у шотландській кухні – різноманітні супи, крупи і м'ясні страви;

– в ірландській кухні – морепродукти, хліб (фруктовий, картопляний), червоні водорості

Лінгвісти, які зверталися до вивчення гастрономічного або кулінарного дискурсу, розглядають його з погляду семасіології, лінгвокультурологічного аналізу, ономастики. Наприклад, Т.М. Курушкіна вказує, що в основі найменувань гастрономічного дискурсу лежить ономастика. Ономастика включає в себе різноманітні власні та загальні назви, її основна функція – номінативна. Онім – (від грец. onoma – ім'я, назва) – це слово, словосполучення чи речення, яке слугує для виділення іменованого ним об'єкта з подібних, індивідуалізуючи та ідентифікуючи цей об'єкт.

На думку таких мовознавців, як І. Клименко, Г. Кушнір, Я. Рецкер актуальними саме для цієї термінології, є такі лексичні прийоми: транскодування, калькування та описовий переклад.

1. Транскодування поєднує транслітерацію і транскрипцію. Більшість найменувань харчових продуктів, є загальновідомими й закріпленими в словниках. Однак наявні такі, які є характерними тільки для культури того чи іншого народу. Як правило, у перекладі вони транскрибуються або передаються за допомогою транслітерації, наприклад: *Koriander – коріандр, Mozarella – моцарела.*

2. Калькування. Цей спосіб перекладу дає змогу найточніше передати зміст оригіналу та весь колорит гастрономічної лексики. Калька – слово або вираз, утворені за взірцем слів або виразів чужої мови, що є результатом калькування. Кальки можна розглядати як свого роду запозичення, а тому під час перекладу слово залишається без будь-яких змін.

3. Описовий переклад. Під час описового перекладу відбувається доповнення або уточнення характеристик об'єкта посилання.

Аналіз матеріалу засвідчив, що під час перекладу іноземних текстів на гастрономічну тематику, зокрема для перекладу термінів культурно-специфічного порядку, використовують транскодування, калькування й описовий переклад, вибір яких визначається відповідно до цільової аудиторії, орієнтуючись на споживача інформації. Проблема гастрономічної лексики завжди залишатиметься однією з актуальних і цікавитиме і лінгвістів, і перекладознавців. Перспективи подальших досліджень пов'язуємо з аналізом гастрономічної лексики в контексті її прагматичного значення, когнітивних і культурологічних особливостей.

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LEXICAL PORTRAITS OF MR. HYDE IN "THE STRANGE CASE OF DR. JEKYLL AND MR. HYDE"

Robert Louis Stevenson, a Scottish writer, is best known for his adventure novels, including *Treasure Island*. Stevenson was fond of exploring the dual nature of man and the complexities of morality, as seen in *The Strange Case of Dr. Jekyll and Mr. Hyde*.

The inspiration to write the story of Dr. Jekyll and Mr. Hyde came to him in a dream. He reportedly woke up from a nightmare and immediately began writing the story, completing the first draft in just three days.

The Strange Case of Dr. Jekyll and Mr. Hyde explores the theme of duality and the split between good and evil within a person. Set in Victorian London, it reflects the strict moral standards and social expectations of the time. It criticizes the hypocrisy and repression that prevailed in society and delves into the dark side of human nature.

The iconic door described in the novel, through which Mr. Hyde enters and exits, is based on a real place in Edinburgh, Scotland. Known as "Brodie's Deacon," it was named after William Brodie, a cabinetmaker by day and a burglar by night who inspired Stevenson's character of Dr. Jekyll and Mr. Hyde.

Stevenson's novel delves into psychological and philosophical aspects, including the concept of the "split personality" and the study of the subconscious. It is considered a forerunner of psychology and influenced subsequent works in the genre of psychological fiction.

Dr. Jekyll and Mr. Hyde has had a lasting impact on popular culture. The phrase "Jekyll and Hyde" entered the English language as a term describing a person with contrasting characters.

The Strange Case of Dr. Jekyll and Mr. Hyde remains a significant literary work, known for its exploration of the human psyche and the struggle between good and evil within each of us. It continues to fascinate readers and serves as a thought-provoking commentary on human nature and society.

The aim of this study is to find out what lexical means the author uses to describe the evil character of Mr. Hyde, or through which language Mr. Hyde's evil nature is conveyed.

Mr. Hyde is often described using words and phrases that evoke a sense of darkness and evil. Terms such as "*deformed*," "*satanic*," "*hardly human...a troglodyte*" are used to paint a picture of a twisted and malevolent figure. The image of Hyde personifies evil. He is completely selfish, indulging his own appetites without regard for others. Hyde is often contrasted with the people he does evil to, who are portrayed as very innocent and good, and this reinforces Mr. Hyde's evil nature. The novel uses irony to emphasize the contrast between appearance and reality. Dr. Jekyll, a respected and honored member of society, hides his evil nature behind a mask of respectability. The irony is that the very person who is perceived as good and virtuous is responsible for creating the evil Mr. Hyde. Thus, Jekyll's physical transformation into Hyde reflects the outward manifestation of his inner duality. Hyde's appearance, described as deformed and monstrous, serves as a visual representation of the dark, corrupt nature that Jekyll tries to hide.

The language used to describe Mr. Hyde's appearance and behavior is intentionally off-putting and disturbing. His actions are described as "*trampling*," "*trampling calmly*" and "*clubbing*," which creates an image of brutality and violence. People who have seen him describe him as a strange, repugnant/ugly man who slightly resembles a pre-human - but no one can say exactly why. He is the bearer of "*black secrets*".

Mr. Hyde is often compared to animals, especially those associated with savagery and aggression. Words such as "*ape-like*," "*snarled*," and "*hissing*" are used to emphasize his primitive and bestial nature. Certain descriptions of Mr. Hyde are repeated throughout the novel, emphasizing his malevolence and unnatural appearance. Words such as "*deformed*," "*troglodyte*," and "*hissing*" are constantly used to describe him. These repetitions reinforce the image of Hyde as a monstrous figure associated with evil.

Stevenson demonstrates connections between the actions and events associated with Mr. Hyde. Similar instances of violence, cruelty, and immoral behavior are repeated, highlighting his actions that are consistently wicked, brutal, and devoid of any semblance of goodness.

When Mr. Hyde speaks, his language is often rude, disrespectful and offensive. He uses derogatory terms and vulgar vocabulary, which shows his immorality and disregard for social norms.

Mr. Hyde's evil nature is further emphasized by contrasting his character with Dr. Jekyll. Dr. Jekyll's language is refined and respectable, while Mr. Hyde's is crude and uncivilized. This juxtaposition emphasizes the sharp difference between good and evil.

It is safe to say that the lexical expressions used to portray the evil character of Mr. Hyde are subjective and depend on the reader's interpretation. The language used by Stevenson creates a sense of anxiety and emphasizes the moral degradation that Mr. Hyde personifies. These lexical expressions contribute to the overall portrayal of Hyde as an unrelenting force of darkness, enhancing the impact of his character and the exploration of moral themes in the story.

Further research will concern a detailed stylistic analysis of the language used to describe Mr. Hyde, focusing on literary devices such as metaphors, similes, allusions, or rhetorical techniques.

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THE ROLE OF COLOUR SYMBOLISM IN THE BRITISH LIFE

The role of colors in symbolic images, including flags, coats of arms and traditional clothing shows significant influence on the socio-cultural and historical context of a country.

Investigate the meaning of symbolism in the British.

When analyzing the historical origins of the British flag, it should be mentioned that the formation of the flag of Great Britain since 1603 and its evolution reflect the complexity of the political and cultural links between England, Scotland, and Ireland. The symbolic meaning of the colors on the flag: each color in the British flag – red, white, and blue – has its own historical and cultural significance, reflecting the unity and identity of the country.

(The role of flowers as symbols of national identity) daffodils, clovers and leeks have become symbols of national identity for Great Britain, reflecting the historical and religious aspects of the country's culture.

For example, thistles and leeks play an important role in the symbolic culture of Scotland and Wales according to their historical and legendary significance.

Color symbolism in everyday life play an important role in British life, particularly in marketing, advertising and product design, evoking certain emotions and associations in consumers.

Royal and ceremonial events often apply black and white to denote official events, while other colors may represent different aspects of royal symbolism.

Green color in the celebration of St. Patrick's Day has become a symbol of this Irish holiday, reflecting the connection with Irish culture and traditions that date back to the country's liberation [1].

The color palette of Christmas in Great Britain consists of red and green, which have become its main colors in British culture, associated with joy, warmth, rebirth, and nature.

The symbolism of gold and white at Christmas is associated with wealth, light, and joy, while white represents purity, freshness, and snow, forming an important part of the Christmas tradition. [4].

Yellow and green color reflect the symbolism of Easter in the UK. They have become the symbols of spring renewal, rebirth, light, warmth and nature after winter [5].

Thus, colors not only reflect the meaning of holidays and traditions, but also affect their perception and atmosphere, creating a uniqueness and feeling of events.

Colors reflect not only modern trends, but also cultural heritage, carrying history, traditions and values across generations.

Colors play an important role in creating the atmosphere of celebrations and ceremonies, reflecting the meaning and traditions of a culture.

Therefore, colors reflect the importance of color symbolism in the culture and traditions of Great Britain, noting its influence on the perception and mode of life in Great Britain.

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BRITISH HUMOUR AS A SOCIO-CULTURAL PHENOMENON

Modern humor is an extremely important social phenomenon that has powerful influence on the spiritual and social life of people. It is an important part of culture and language of the people and plays a significant role in the formation of the national identity [1]. British humor is an integral part of national culture of Great Britain, with its help the character of a British person is realized, he shares common values and deep reflections of society [3]. Its phenomenon and features of British humor must be considered in the context of national and cultural identity heritage. The purpose of this work is to characterize British humor from a socio-cultural aspect. [5].

Britain is rightly considered the birthplace of humor, reflected in the culture of the country. Uniquely British humor manifests itself in many forms, including literature, comedy shows, cartoons, and more.

British humor is characterized by the usage of informal language and stylistic devices to create humorous effects [3]. This includes wordplay, puns, illogical statements, and unusual sentence structures. These techniques allow comedians and writers to craft deep and diverse humor recognized worldwide. For example, a pun: *"Why don't scientists trust atoms? Because they make up everything"*. [5].

Several factors contribute to the development of British humor:

1. The traditions of satire and political sarcasm flourished during periods of revolution and social change. Humor became a tool for expressing deep emotions and criticizing society.

2. British humor reflects the socio-cultural context of its time, encompassing social, political, and cultural trends.

3. British humor is linked to the characteristics of the English language. John Cleese, a famous comedian, remarked, "England is a place where humor is born from the unnatural selection of words."

This unique aspect characterizes British humor.

In summary, British humor is an integral part of national identity and cultural heritage. It provides a window into the British psyche, revealing their values, attitudes, and beliefs. Humor also serves as a powerful tool for social commentary, allowing Britons to express opinions in a lighthearted way. British humor is a complex and fascinating phenomenon that has evolved over centuries. It is a unique and valuable part of British culture, continuing to influence and inspire people worldwide.

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PRESERVING OF LINGUA CULTURAL PECULIARITIES OF POLITICAL DISCOURSE IN TRANSLATION

Nowadays, more than ever in politics, language is used not only as a tool for the formation and expression of thought, but also as a way of manipulating by it. In the context of the growing role of politics and the negotiation process in the world, the realization of the fact that political discourse is a problem not only political, but also a linguistic and cultural one, is becoming more and more rigid.

The formation of political discourse was made possible by the rapid evolution of the media. The media create a large-scale political discourse, combining cognitive and social aspects, values, symbols, myths.

The public political discourse used by journalists becomes part of the process in which individuals construct their own meanings. Moreover, the analysis of the results of this process requires taking into account not only the cognitive sphere, that is, the field of generating judgments, but also the national and social characteristics of the mentality and psychology of people, value orientations in society.

The process of translation, no matter how quickly it is carried out in separate favorable or simply simple cases, splits into two points. In order to translate, it is necessary, to understand everything, to explain to oneself what is being translated (with the help of linguistic images, that is, already with elements of translation), to mentally analyze (if the original causes certain difficulties), to critically evaluate it.

The next step is the selection of appropriate means of expression in the target language. Any interpretation of the original, true or false, and the attitude towards it on the part of the translator, positive or negative, during the translation requires the selection of linguistic means from the composition of the language of translation. If the translator works consciously, and not mechanically, then he is interested in a certain choice of language means. The task itself - to objectively reflect the original - entails the selection of appropriate means of language translation necessary for the correct interpretation of the original [1, c. 360].

Word for word translation causes a misunderstanding of the foreign addressee, since it violates the main rule of translation - the translated discourse should affect the foreign addressee as well as the original - its own. The dominant concept of political discourse is the concept of value, which must be reproduced in the translated political text, taking into account the value hierarchy of different cultures. Moral and ethnic values related to the peculiarities of the national mentality and temperament are important for political argumentation [5, c.270].

Since the purpose of translating political discourse is to cause a reaction in a foreign language addressee similar to the reaction of the addressees of the source text. If the political discourse is based on a value that is not capable of causing a similar reaction of a foreign recipient during translation, when it is reproduced in a foreign language, the translator has to look for other values, that preserve the pragmatics of the original discourse.

When analyzing translations of political texts, one can see that the translator does not always make some efforts to fully preserve the pragmatics and emotionality of the source text. Let's analyze the translation into English the fragment of President Yushchenko inauguration speech:

*Дорогий мій український народе! Високоповажні гості! **Шановна громадо!...***

Я став Президентом волею українського народу. Ми з вами – його сини і дочки. Але, дорогі друзі, дорогі українці, наш спільний вибір – кольори українського прапору, він об'єднує нас усіх, хто живе на сході, на заході, на півночі і на півдні. ... [2].

My Dear Ukrainian people! Honorable guests!... ... I have become the President of Ukraine by the will of Ukrainian people. ... ... Still our common choice – the colors of the National Flag of Ukraine. They unite us. ....

As you can see, the text of the translation lacks the words «***Шановна громадо!***», «Ми з вами – його сини і дочки», «..дорогі друзі, дорогі українці...». Obviously, the translator could not find an equivalent for the transfer of the ***notion*** of «Громада», which is very relevant to the mentality of a Ukrainian, and decided that the content of the message would not *suffer* if there was no translation of this notion in the text. Although it is worth mentioning that with the help of these phrases, President Yushchenko tried to unite the people into a single nation witnessing and participanting in the ceremony of legitimizing the new president.

The president of Ukraine nowdays, Volodymyr Zelenskyi, addresses Ukrainians in his speeches ***Великий народе великої держави***. It will be difficult for a translator who is not aware of the news and does not even understand the current situation in Ukraine to convey this appeal. With the help of these words, President Volodymyr Zelenskyi appeals to Ukrainians.

The politician's speech is manifested in the thoughtfulness of the use of expressive lexical units and syntactic structures in order to strengthen the emotional perception of the speech, to win the sympathy of the addressee, to make him empathize, perceive, adopt and share the desired emotional state for the addressee [4, c. 240]. Viktor Yushchenko's public speeches are a vivid example of this, which is why they present certain difficulties for translation. For example:

Ми обрали незалежність, бо ми є нащадками поколінь, які віками мріяли про українську державу, здобували волю потом і кров'ю [2].

We have chosen for independence, as we are the descendants of those generations that were dreaming of Ukrainian state for centuries and courageously fighting for their freedom.

Another vivid example is the words of Volodymyr Zelenskyi in his inaugural speech:

« *...Тому що кожен з нас Президент..... Це не моя, це наша спільна перемога.» [3].*

«...Because each of us is important. This is not mine, this is our joint victory»

As can be seen from the above examples, the not entirely correct choice of means of the translation language led to the fact that the high emotionality and some pathos of the original text was almost completely lost.

The speech of some politicians is very figurative, saturated with metaphors and comparisons. The authority of the leader depends on the effectiveness of the use of language in political discourse. It is very important when a politician knows how to vividly describe the situation, to emphasize important informational segments, because, as was emphasized above, emotional information is more easily perceived by the audience and better remembered [4, c. 238].

Since the purpose of translating political discourse is to cause a reaction in a foreign language addressee, similar to the reaction of the addressees of the source text, the task of the translator is further complicated by the fact that political discourse appeals to a hierarchy of values relevant only within a certain culture, for which political discourse is actually created. The translator must correctly interpret the source text, and then begin to search for means of the language of translation that can convey the function of the original message, its pragmatics and emotionality. Adequate translation cannot be word for word translation, because very often concepts or realities that are absent in the language of translation, but available in the original, require additional explanations or interpretations, otherwise the meaning of the translation will remain incomprehensible to the addressee and will not have the same effect on it as the original text - on its addressee, than to violate the adequacy of the translation.

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FAST FOOD IMPACT ON AMERICAN LIFESTYLE

Every day, approximately a quarter of the population, from children to the elderly, eat fast food in the United States. Fast food has become so ingrained in American daily lives that it is hard for them to imagine life without it now. Since the early 1950s, typical fast food establishments with drive-thru windows have become very popular in America. They gained popularity due to their low prices, convenience, and taste. People were blinded by these factors, when in reality, fast food was ruining American society.

The purpose of this work is to analyze the level of impact of fast food on American life.

Unhealthy food may contribute to obesity, but it has already become part of daily life due to its fast pace. Life can be very busy when balancing education, sports, and socializing with friends and family. However, today's fast pace of life requires adaptation and the necessity to spend less time on meals. Faced with a time shortage, people start eating at fast food establishments, thus exposing themselves to health risks. Companies producing fast food make it convenient, tasty, and affordable, so it has largely replaced the preparation and consumption of nutritious homemade meals. Typically, the dishes served in fast food establishments (burgers, fries, various soft drinks) are highly processed products, meaning several steps were taken to make them tasty and, therefore, easy to overeat. Such food provides the human body with a lot of calories and energy, but few essential nutrients such as proteins, vitamins, minerals, and fiber needed for growth and maintaining health. From several hours to days after consuming heavy, calorie-rich food, such as hamburgers, unpleasant symptoms may arise, such as fatigue, poor sleep, or hunger. Instead of providing an energy boost, fast food products may, on the contrary, lead to energy loss. Consuming sugar for a short period makes a person active, happy, and alert as the body uses it for energy. However, refined sugar, which is often found in food served in fast food establishments, leads to a rapid drop in blood sugar levels due to its quick digestion by the body. This can cause fatigue and a desire to eat again, leading to overeating and subsequently obesity. Teenagers in America aged 14-18 get over 40% of their daily energy from this type of food [1]. Fast food is also referred to as "discretionary foods" - this means they are "not necessary to meet nutritional needs and do not belong to the five food groups". According to American dietary guidelines and those of many other countries, these five food groups include grains and cereals, vegetables and legumes, fruit, milk and alternatives, meat, and meat alternatives. Young people often become targets of advertising tactics from companies producing harmful food, featuring various movie characters and idols promoting unhealthy products. As illustration of such contradiction maybe fast food chains that become sponsors of different sport competitions. Studies have shown that teenagers aged 12-17 view over 14.4 million food-related advertisements in one year on popular websites [3]. Another study examining videos on YouTube, popular among children, reported that 38% [3] of all advertisements were related to food or beverages, and 56% of these advertisements were related to fast food.

Research shows how dangerous food prepared in fast food establishments can be. [4] A recent study conducted showed that people living in close proximity to fast food outlets are more likely to have a heart attack. According to the study, for each additional fast food outlet per quarter, there were four additional heart attacks per 100,000 people per year. Fast food is associated with higher body mass index, less successful weight maintenance, and weight gain. It worsens the quality of nutrition and provides unhealthy options, especially among children and adolescents, increasing the risk of obesity. Consuming fast food not only negatively impacts consumers' physical health but also affects their mental well-being. High levels of sugar, fat, and other additives lead to brain inflammation. All this also negatively affects the ability to learn and create better connections in the brain.

Before the popularity of fast food in America, people often sat at the table and ate together with their families much more frequently. Nowadays, people are deprived of the simple yet influential act of sitting at the table together with their family due to the convenience of getting meals through the window of their favorite fast food establishment. According to Stanford Children's Health, "When a family sits down at the table, it helps strengthen family relationships, increase self-esteem, and improve communication skills within the family".

To sum up the work showed that the impact of fast food on American society can also be quite positive if looked at from another perspective. For example, fast food establishments provide jobs for millions of United States residents, making fast food restaurants important in the job market. After all, many young people get their first job in such establishments. Fast food also influences cultural aspects of life by introducing American cuisine and lifestyle to other countries, where restaurants of this type begin to actively develop, spreading and disseminating American culture.

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MOBILE APPS' APPLICATION FOR THE EFFECTIVE FOREIGN LANGUAGE STUDYING

Currently, there are a lot of opportunities for studying different specialties, people have access to various resources on the Internet that may help with the knowledge gain. However, the resources are not limited to literature and videos in native language, considering the number of studies in other languages.

The foreign language learning is a time-consuming process that requires patience, self-development and great quantities of money, during language course students may use tutor services, workbooks, free videos etc. But it may take some time to choose the best options because such preferences are absolutely personal, and differ from person to person. One of the studying options is a mobile apps' application. The purpose of this study is to analyse advantages and disadvantages of apps usage for the foreign language studying.

A variety of self-study apps exists at mobile store. They differ in interfaces, available languages, and exercises, which users do to learn language. Each of these apps provide information about grammar, pronunciation, alphabet, and vocabulary. But information is given in many forms, for example, grammar is explained in rules, an alphabet contains audio with right pronunciation and so on. When user is aware of bases, the app presents exercises for practising. The most popular app on *Google Play – Duolingo* provides such exercises as flashcard, completing sentences with given words, listening, repeating phrases, and translating.

One of the most noticeable features of apps is providing their users with competition against others. It gives people excitement and motivates them to spend more time on the app, positively increasing their studying time.

Nevertheless, there are some drawbacks of the mobile software that cannot be omitted. The most remarkable point is a lack of words' definition. Unlike the information provided in vocabulary, apps present new words with translation. While learning, people are unable to grasp full meaning of words, that can result in misunderstanding in a context. The next flaw of apps is a lack of challenging exercises. For example, reading and listening tasks are given to students to analyse their performance in understanding of situations. The teacher presents students a text to read and exercises to do, after the task, the answers are reviewed by the teacher. This type of exercises is easier to analyse with modern software, besides it may improve the performance of students that use mobile apps to learn foreign language.

In research *A Review of Mobile Language Learning Applications: Trends, Challenges, and Opportunities*, done in 2016, was stated:

Moreover, users most often interact with language on the word or sentence level when listening, reading, and writing on a mobile device. Writing is the most underutilized skill in comparison to listening and reading. In a small number of apps emphasizing spelling, letters were occasionally targeted for listening, reading, or writing. Longer forms of input and output, such as songs, dialogues, and passages, were very rare in all skill areas. Apps tended to focus on receptive skills such as listening or reading combined with simple activities like fill the blank or drag & drop, rather than productive skills, like speaking or text production. Open-ended activities were rare, and written or spoken production was generally limited to very simple one-word utterances, allowing for the app to easily assess input and provide corrective feedback [1]

All things considered; mobile apps' application should not be regarded as the only method of studying. They provide a great amount of exercise to practice, but they cannot contribute to students' writing and speaking skills. Language learnings apps may be a great addition to studying course as a means of memorizing and practicing with short exercises.

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АМЕРИКАНСЬКА АНГЛІЙСЬКА: ГРАМАТИЧНІ Й ЛЕКСИЧНІ АСПЕКТИ

Постановка проблеми. Англійська мова в наш час дуже неоднорідна. Нині існує величезна кількість діалектів, серед яких найпопулярнішим є американська англійська мова. Вона використовується як офіційна мова у США та Канаді, а також є дуже цікавою темою для вивчення і удосконалення філологічних навичок. Саме тому дана тема є **актуальною.** Багато наукових робіт, як іноземних дослідників (R. Quirk, D. Crystal), так і українських вчених (Ю. Зацний, О. Швейцер, Ю. Жлуктенко), присвячені вивченню варіантології англійської мови, зокрема американського діалекту.

Мета роботи - розглянути специфічні лексичні й граматичні аспекти американського варіанту англійської мови.

Виклад основного матеріалу. Зосередимо увагу на головних аспектах будь-якої мови, а саме на двох рівнях: лексичному і граматичному.

Лексичний аспект. Запозичення з різних мов, таких як індіанська, французька, іспанська, голландська та німецька, мали значний вплив на словниковий запас вище згаданої мови. Наприклад, індіанські слова використовувалися для назв ботаніки, тварин, риб та культурологічних понять; французькі слова, такі як «pumpkin», «praline», «cent», також увійшли до лексикону; іспанські слова «sombrero», «cafeteria», «canyon», «rumba» теж були запозичені; голландські слова «Santa Clause», «Yankee» були додані; німецькі слова «hamburger», «noodle», «wiener», «seminar» увійшли до лексикону. Цікаво, що ці запозичення не вплинули на фонологічні та граматично-синтаксичні особливості мови. Крім того, в кожному регіоні Америки, як і взагалі в кожній країні, є свої окремі акценти, сленг і ідіоми. До прикладу, слова, які зможете почути лише в Нью – Йорку – bodega (невеликий продуктовий магазин, в якому можна купити каву, ліки тощо); the city (Манхеттен); Uptown & Downtown (північ і південь); yuge

(величезний – huge); mad (дуже – very) та інші. А ще є багато таких слів, які відрізняються від того ж британського варіанту, точніше мають одне значення, але вимова і письмо зовсім різне: ліфт – elevator (Am.), lift (Br.); кінотеатр – movies (Am.), cinema (Br.); печиво – cookie (Am.), biscuit (Br.) та інші.

Граматичний аспект. Принцип Вебстера, визначає, що граматику слід розвивати на основі мовлення, а не навпаки. Ось кілька головних відмінностей американської англійської від інших з наведенням прикладів:

1. Використання часів - в американській англійській теперішній доконалий час (Present Perfect) частіше використовується для позначення минулого досвіду: I've already eaten lunch. - Я уже пообідав.
2. Вживання артиклів - в американському варіанті іноді може пропускатися означений артикль «the»: He's in hospital. - Він у лікарні.
3. Використання дієслова «have» - американці часто використовують цю форму для вираження наявності чи володіння (тоді як наприклад британці використовують фразу «have got»): She has a car. - У неї є машина.
4. Розмовні форми - американці часто говорять «I gotta» (скороч. «I got to» - я маю йти), «I wanna» (скороч. «I want to» - я хочу): I gotta go. - Я маю йти.

Звісно ж це не всі перелічені граматичні особливості, але найбільш важливі.

Висновки. Отже, у цьому дослідженні були розглянуті не всі граматичні правила та способи творення лексичного запасу мови, але найтиповіші, які найбільш зустрічаються в текстах чи в живому спілкуванні. Проаналізувавши основні граматичні і лексичні особливості, можемо впевнено сказати, що потрібно завжди вдосконалювати свої мовні навички, адже це буде необхідним в подальшому житті, щоб краще розуміти носіїв мови і не мати проблем з різними текстами в перекладі.

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HOW DO WRITERS PREDICT THE FUTURE?

Novelists are not prophets or psychics, clairvoyants or descendants of Nostradamus.

But over the years, some have seemed pretty damn close.

Dean Koontz once wrote a thriller called, The Eyes of Darkness, which predicted a global pandemic started by a lethal virus called the "Wuhan-400," originating in Wuhan, China.

True, in the original edition published in 1981, the virus was produced in the Soviet Union and it was called the "Gorki-400." In 1989, after the fall of the Berlin Wall, Koontz put out a new edition in which he changed the villain to the Communist Chinese government.

The similarities between his novel and real life are very close. The novel provided a chilling foreshadowing of the COVID-19 pandemic.

In 1994, Tom Clancy wrote a thriller called, Debt of Honor, in which a commercial airline pilot flies a jumbo jet on a suicide mission into Washington, D.C., seeming to predict by seven years the al Qaeda attack on September 11, 2001.

True, in Clancy's version, the plane is a 747, not the 757s that were used in real life.

And Clancy's fictional pilot was Japanese, not Middle Eastern.

Stephen King wrote a horror novel in 1979 called, The Dead Zone, in which an angry, populist, demagogic, egomaniacal political outsider named Greg Stillson runs for Congress—saying and doing the craziest things—and wins.

The main character in the novel, Johnny Smith, has a psychic vision that Stillson is going to run for president of the United States in the future, win, and wreak havoc on the nation and the world.

The novel was turned into a film in 1983, in which Martin Sheen played Stillson.

Many of King's fans say the novelist was predicting the rise of Donald J. Trump. King has told fans that he thought the Trump presidency was "scarier" than one of his novels.

"I was sort of convinced that it was possible that a politician would arise who was so outside the mainstream and so willing to say anything that he would capture the imaginations of the American people," King said in one interview.

"They take him as a joke at first because he has these rallies and he throws hot dogs into the crowd and says, 'When Greg Stillson is elected, you're going to say hot dog! We've got a real mover and shaker at last!'—crazy stuff, that nobody would possibly believe, or so we thought until Donald Trump came along," King said.

In his classic dystopian thriller, 1984, George Orwell famously predicted nearly all kinds of future technologies that have actually come to pass.

1. "Speakwrite" transcription services—today, just as Orwell foresaw, people no longer have to write or type; they can simply speak and their words are immediately typed up digitally and instantly translated into dozens of languages.

2. "Telescreens"—sure enough, today we have large screen smart TVs in our homes, as well as small smart phones, all of which have cameras and microphones, all of which are watching and listening to everything we say and do.

3. "Floating Fortresses"—massive nuclear-powered aircraft carriers are normal today, even though they barely existed in Orwell's day.

4. And, of course, "Big Brother [Really] Is Watching You"—today, closed circuit TV cameras really are everywhere, tracking everyone's movements, every moment of every day, combined with facial recognition software that can look for and identify specific "dangerous" and "troublesome" individuals, and track them through crowds so that the authorities can find and arrest them.

Another great person who predicted a large number of future inventions was Ray Bradbury. American journalists from the Washington Post wrote that the classic of world literature was not only a writer, but also a prophet.

Every year, more and more inventions described in his books are implemented. Here are a few of them:

1. Virtual reality - in the story "Weld" Bradbury describes a room with the effect of presence. It can create images, sounds and even smells, and also, quite obvious from the events of the plot, affect material objects. Modern technologies of virtual reality are able to deceive the brain with sounds and pictures. There already exist virtual reality gloves (allow people to "feel" virtual things with the help of special gloves), virtual reality glasses and helmets (the screens, which are in the device, can show slightly shifted images of the same object, creating the illusion of a three-dimensional space).

2. Self-driving cars - in his work "The Pedestrian" there are cars that drive by themselves, and also know how to conduct a dialogue with people. Nowadays self-driving cars are not yet perfectly oriented on the roads, and they do not yet manage to have a meaningful conversation with people. However, the developments are getting improved very quickly, and perhaps soon people will be able to make such things.

3. Bluetooth headphones - in the novel "Fahrenheit 451" current headphones are described as "turtles", which fit tightly to the ears and reproduce sound without wires, like AirPods.

4. Automatic telling machines - again, in the novel "Fahrenheit 451" you can find a description of another modern technology - 24-hour ATMs. They look a little different from what the writer imagined, but they are robots as well.

No writer is more renowned for his ability to foresee the future than H.G. Wells. His predictions were carried out with consistent success and they related not only to private technical inventions, but also to global issues of civilization.

Wells believed that the use of the telephone would make it unnecessary to go to the shops, to the post office etc. - everything you need can be ordered from home.

In addition, with the help of the phone it will be possible to work, as we now say, remotely, without leaving home. There is a truth in these forecasts - many specialists really work at home as freelancers; order goods and services by phone. Moreover, it has long been a common thing.

There are also, as I had mentioned before, more global forecasts. For example, H.G. Wells correctly wrote that the 20th century would be a century of war. He predicted World War II, but foresaw that it would be a conflict, which would last many decades and would result in the downfall of civilization, which would rise again under the influence of technology.

«Yet across the gulf of space, minds that are to our minds as ours are to those of the beasts that perish, intellects vast and cool and unsympathetic, regarded this earth with envious eyes, and slowly and surely drew their plans against us». —H. G. Wells (1898), The War of the Worlds

Indeed, the Second World War is considered to be one of the most important and terrible events of the 20th century.

Furthermore, Wells envisioned 'atomic bombs' that could explode continuously using the power of radioactivity.

Everyone knows that the first atomic bomb was made by Oppenheimer in July, 1945 that resulted in the twin bombings on Hiroshima and Nagasaki during the Second World War a month later. However, Wells, in his 1898 novel, The War of the Worlds, had already warned that unless there is a global government, the nations will collide against each other and destroy each other using nuclear weapons.

He even predicted laser weapons and biological conflict in his novel. Can you imagine thinking so far ahead in time! By the way, this is not even the whole list of his «inventions».

Each of these people left their mark in the history of the world. Having such a gift of foresight, they gave many ordinary people an idea of the future and, in addition, very interesting works of art.

Let me repeat the words that novelists are not supposed to be prophets or psychics, clairvoyants or descendants of Nostradamus, at least.

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СУБТИТРУВАННЯ ЯК СПОСІБ АУДІОВІЗУАЛЬНОГО ПЕРЕКЛАДУ

Постановка проблеми у загальному вигляді. Субтитрування – це один з способів аудіовізуального перекладу. Цей вид перекладу вважається найпершим та довгий період часу був єдиним. На сьогоднішній день велика кількість фільмів, серіалів, телепередач, новин тощо з'являються у різних країнах. Оскільки така продукція повинна бути адаптована для глядачів іншомовних країн, використовуються певні види аудіовізуального перекладу, зокрема субтитрування. Такий спосіб перекладу є найшвидшим, потребує невелику кількість працівників, тому є і найменш витратним, але також має певну специфіку під час створення тексту.

Аналіз останніх досліджень і публікацій. Проблематику відтворення субтитрів як аудіовізуального перекладу у відеоматеріалах розглядали такі фахівці: E. Bartoll, E. Janesova, А. Козуляєв, Є. Маленова, P. Orero, І. Ткачова, T. Tomaszkiewicz, Л. Яковлева та інші.

Мета дослідження. Метою даного дослідження є опрацювати створення субтитрів та їх відтворення, проаналізувати сучасні методи та підходи до такого виду перекладу відеоматеріалів, розглянути зручність субтитрів при перегляді відео мовою оригіналу.

Виклад основного матеріалу. Субтитрування – це відтворення тексту у письмовій формі мовою перекладу під час відтворення кіноматеріалу мовою оригіналу таким чином, щоб текст співпадав з діалогами на екрані. Створення субтитрів досить нелегкий процес і для того, щоб досягти бездоганного результату існують певні вимоги та особливості, яких потрібно дотримуватись:

1. Субтитри повинні розміщуватись внизу екрану, у країнах Азії з лівого боку;
2. Кількість символів не повинна перевищувати приблизно 40 знаків, це зумовлено тим, що глядач не встигатиме їх прочитати;
3. Субтитри повинні затримувати на екрані не довше 4-5 секунд;
4. Субтитри повинні містити не більше двох рядків, і іншому випадку вони перекриватимуть текст;
5. Субтитри повинні бути синхронізованими, з'являтись та зникати відповідно до реплік акторів;
6. Під час перекладу тексту перекладач передає усю інформацію, яка зазначена у тексті оригіналу, до прикладу пісні, які у дубляжі залишаються не перекладеними [2].

Переклад за допомогою субтитрів, на перший погляд здається простим та примітивним, проте він має велику кількість переваг. До прикладу, перекладаючи фільм з використанням субтитрів зберігається його художня особливість, глядач чує справжні голоси акторів, їхню інтонацію. Перевагою використання субтитрів також є саме мова оригіналу, адже люди які володіють знаннями певної мови або люди, що вивчають мову можуть слухати оригінал і одразу отримувати письмовий переклад, цим самим покращуючи свої навички. Також субтитри є менш витратним видом перекладу, який потребує меншої кількості людей під час його створення. І тому відеоматеріали у перекладі за допомогою субтитрів виходять у показ раніше, аніж у перекладі за допомогою дубляжу.

Субтитрування має і певні недоліки: швидкість читання субтитрів є нижчою ніж швидкість мовлення, тому використовується компресія; велика кількість глядачів надає перевагу дубляжу, адже читати субтитри це додаткові зусилля при перегляді фільму чи серіалу.

З усіх типів перекладу аудіовізуальних продуктів субтитрування найменше модифікує оригінальний кінотвір, субтитри можна назвати «найбільш нейтральним, мінімально опосередкованим способом, зв'язуючою ланкою між джерелом оригіналу та його перекладом» [3].

Висновки. Субтитрування і надалі залишається затребуваним видом перекладу через його певні переваги, збереження автентичності, не високі витрати. Підводячи підсумки можна вважати, що створення перекладу за допомогою субтитрів має певні складнощі, особливості. Тому перекладач повинен досконало володіти мовою перекладу, мовою оригіналу та вміти застосовувати свої навички під час роботи з текстами.

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LEXICAL ASPECTS OF TRANSLATION OF THE CONTEMPORARY MICROFICTION STORIES

The contemporary British and American literatures are characterized by the tendency to short fiction. It can be explained by the fact that people can't always read long novels and, at the same time, by the talent of short story writers. They can produce a text which involves interesting psychological and emotional aspects, describe the moments of people's life so that we could see the eternity in a moment.

There are different varieties of short stories : flash fiction (about 1,000 words, or 3 pages), micro fiction which is considered a subset of flash fiction (from 100 to 300 words), short-short story. The first collection of flash fiction appeared in 1992, after that came the collections of 2006, 2015 and 2022. What attracts the readers is the participation of such famous writers as John Updike, Grace Paley, Don Shea. Contest for the best flash fiction story and micro fiction are regularly held in the USA and Great Britain, and among these texts there are real masterpieces.

Five texts were analysed in this work, each of them is written in different topic and has different lexical transformations. These short stories cover such topics as: war, compassion, humor and religion.

While translating the texts, the following lexical transformations were made: specification, synonymic replacement, sense development and full rearrangement. Here are the most interesting examples of these transformations:

1. Specification

These examples show the use of specification in a humorous story about animals, who made their owners give them treats using different tricks:

"To get treats from *she-human*, I must rattle the sink's drain plug, leap down from the counter, and scream to shepherd her to the bookcase, where she keeps my treats-bag on an unreachable shelf." – "Щоб отримати ласощі від *жіночої істоти*, я мушу брязкотіти зливною пробкою раковини, зіскочити з полиці і з криком допровадити її до книжкової шафи, де вона тримає мою торбинку з ласощами на недосяжній полиці."

Here the word combination *she-human (жіноча істота)* is translated with the use of specification because we are specifying the meaning of the word human.

"The he-human gives me treats for peeing outside, so naturally, I've been pretending I have to pee much more often than I really do." – "Чоловіча істота дає мені ласощі за те, що я мочуся надворі, тож, звісно, я вдавав, що мені треба мочитися набагато частіше, ніж насправді."

In this sentence the word combination he-human is translated *чоловіча істота* according to the same principle as in the previous example.

"They're *slow*, but one can work with them." – "Вони *недоумкуваті*, але з ними можна мати справу."

In this sentence the word *slow* is translated with colloquial meaning – *недоумкуваті*.

2. Synonymic replacement

Here are also some examples of the using of synonymic replacement in the humorous story about animals:

"To get *treats* from she-human, I must rattle the sink's drain plug, leap down from the counter, and scream to shepherd her to the bookcase, where she keeps my treats-bag on an unreachable shelf." – "Щоб отримати *ласощі* від жіночої істоти, я мушу брязкотіти зливною пробкою раковини, зіскочити з полиці і з криком допровадити її до книжкової шафи, де вона тримає мою торбинку з ласощами на недосяжній полиці."

Here the word *treats* we translate as *ласощі.*

"Best *Practices* of *Companion* Animals" – "Найкращі *методи* утримання *домашніх тварин*"

In this sentence we can see two transformations: the word *practices* is translated *методи*.

The second transformation in the sentence above is *companion animals – домашні тварини*.

The following three transformations were taken from an instructive story about a girl who demonstrates how people should treat themselves with compassion and love:

"Rosie began *berating* herself even before she left the podium" – "Роузі почала *картати* себе, ще до того як зійшла з подіуму."

Here the translation of the word *berate* is *картати.*

"People must think I'm an *idiot*." – "Люди, мабуть, думають, що я *недотепа*."

The word *idiot* is translated as *недотепа*.

"Tears *stung* her eyes as she murmured, "Great job, Rosie." – "Сльози *застилали* її очі, коли вона пробурмотіла "Молодець, Роузі."

In this sentence the word *stung* is translated *застилали.*

Synonymic replacement in the next examples were taken from the story about The Second World War, which depicts a Christmas Day truce and how people behaved towards each other on that day:

"Tommy and *comrades* crept out of the *trench*." – "Томмі з *побратимами* вилізли з *окопу*."

There are two transformations in this sentence: the word *comrades* in this case is translated as *побратими*, because the contextual synonym is used;

One more synonymic transformation in this sentence is *trench – окоп.*

3. Sense development

The example of sense development also was taken from the story about the Second World War:

"Then Christmas greetings in German and English filled the air in *No Man's Land*, where once bullets and shells had screamed." – "Потім різдвяні привітання німецькою та англійською мовами наповнили повітря над "*сірою зоною*", де колись свистіли кулі та снаряди."

In this sentence *No Man's Land* is translated as *Сіра зона*.

4. Full rearrangement

The first example of full rearrangement was taken from the story about compassion:

"*Great job*, Rosie." – "*Молодець*, Роузі."

In this sentence we see colloquial expression *Great job* which in Ukrainian has such meaning as *Молодець*.

The example below was taken from a religious story depicting a man's encounter with God. While he was still alive, this man regretted that he had never confessed and was afraid because he did not know what awaited him after death:

"*Welcome*, David. I love you." – "*Ласкаво прошу*, Девіде. Я люблю тебе."

Here the word *welcome* is translated as *ласкаво прошу.* This is a typical example of full rearrangement.

Summing up the material, we can say that nowadays microfiction became more popular and translating of such texts is becoming in demand. While translating these texts translator have to know and use lexical transformations to make the target text interesting for readers. Also it is equally important to render the target text so it would be easy and understandably to read.

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THE IMPACT OF ENGLISH LANGUAGE PROFICIENCY ON TOURIST SATISFACTION

This topic is quite relevant, as English is one of the most widespread and important languages in the world. It is spoken by about two billion people in the world. Knowledge of English is also one of the most important components of modern tourism. Many tourists choose countries where they can communicate in English or try to learn it before travelling. This helps them to enjoy their travels more, as well as improve their personal and professional skills.

According to the EF EPI 2023 ranking, which assesses the level of English proficiency in 100 countries, Ukraine ranked 44th with an index of 53.64, which indicates an average level of proficiency. According to this indicator, Ukraine is ahead of such countries as Russia, China, Turkey, and India, but behind such countries as Poland, Germany, France, and Spain. According to a sociological survey conducted by KIIS in December 2022 - January 2023, 51% of Ukrainians said they had some knowledge of English, but only 23% could read, write and communicate in the language at the household and even professional levels.

English language proficiency can significantly improve the experience and satisfaction of tourists visiting other countries. English is the language of international communication, which helps to overcome language and cultural barriers, find common ground with the local population, guides, hotel, restaurant and airport staff, etc. English also gives you access to more information about the country, its history, traditions, and interesting places to visit. Tourists who know English can enjoy various types of entertainment, such as cinema, theatre, music, literature, art, sports, etc., which are available in English. In addition, English language proficiency increases the confidence and comfort of tourists while travelling, reduces the risk of misunderstandings, conflicts, stress, and saves time and money.

To illustrate the impact of English on tourist satisfaction, we can cite some real-life examples. For example, in 2023, there was a case when a Ukrainian tourist visiting Italy lost her passport and could not ask for help from the local police because she did not speak Italian. She was able to solve her problem only because she found another Ukrainian who spoke English and could translate her words to the police. This example shows how English can help in emergencies.

Another example comes from a tourism study conducted in Egypt in 2022. The researchers studied the level of tourist satisfaction with different types of services, such as accommodation, food, tours, entertainment, etc. They found that tourists who speak English were more satisfied with their trip than those who do not speak English. The main reasons for this were that English-speaking tourists could communicate more easily with the guides, get more information about Egyptian culture and history, choose more interesting and suitable excursions and activities, and feel more confident and safe. This example shows how English can help to increase tourists' satisfaction with various aspects of their travel experience.

Thus, it can be concluded that English language proficiency has a significant impact on tourists' satisfaction, as well as on their lives in general. English is not only a means of communication, but also a key to opening up new horizons, opportunities, perspectives and values. Therefore, tourists who want to get the most out of their travels should learn English or improve their knowledge and skills.

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CONTEXTUAL ALLOSEMY AND CONTEXTUAL ALLOMORPHY IN ENGLISH AND UKRAINIAN: ELUCIDATING THE DYNAMIC NATURE OF LANGUAGE THROUGH COMPARATIVE ANALYSIS

In the framework of Distributed Morphology, idioms are described as exhibiting contextual allosemy. The term "allosemy" refers to the phenomenon where a word or morpheme can have multiple meanings, whether connected or unrelated. "Contextual allosemy" specifically refers to the selection of one of these meanings based on the specific context or environment in which it appears.

Contextual allomorphy refers to the phenomenon in morphology where a morpheme (the smallest unit of meaning in a language) manifests in different forms depending on its surrounding context. Allomorphy is the variation of a morpheme's pronunciation or spelling, and contextual allomorphy specifically occurs due to the influence of neighboring sounds or morphemes. This phenomenon is common in many languages and can occur for various reasons, including phonological rules, morphophonemic alternations, and syntactic environments. Contextual allomorphy often serves to maintain regularity or phonological harmony within a word or phrase.

Contextual allomorphy can only occur if the verb conjugation has at least two synthetic SPs modifying by subject person/number. Therefore, languages such as Russian, Hindi, Japanese, Chechen, etc. are not of interest for our study.

Contextual person-number allomorphs always contain information about person-number properties of the form. Therefore, we argue that contextual allomorphy is inextricably linked to cumulation and multiple manifestation. As a consequence, we propose to consider cumulation as a gradational phenomenon, distinguishing weak and strong degrees.

Cumulation in linguistics refers to the phenomenon where multiple linguistic features or elements combine or accumulate to create a particular meaning or form. This can occur across various levels of language, such as phonology, morphology, syntax, and semantics. In the context of your passage, cumulation is proposed to be a gradual phenomenon, suggesting that different degrees or levels of cumulation exist, ranging from weak to strong.

Contextual allomorphy refers to the variation in the form of a morpheme depending on its linguistic context. Allomorphs are different versions of a morpheme that are used in different linguistic environments. In the case of person-number allomorphs, they change depending on the person and number features of the verb or noun they are attached to. For example, in English, the verb "to be" has different forms like "am," "are," and "is" depending on the person and number of the subject.

The connection between cumulation and contextual allomorphy suggests that the variation in linguistic forms due to contextual factors can accumulate or combine to create different manifestations of a linguistic structure. This implies that the way linguistic elements interact with each other in a given context can influence the overall form and meaning of a language construction. By understanding this connection, linguists can gain insights into how language systems operate and evolve.

1. Contextual Allomorphy (English):

Consider the English verb "to be":

- I am
- You are
- He/She/It is
- We are
- You are
- They are

Here, the form of the verb "to be" changes depending on the subject's person and number, illustrating contextual allomorphy.

2. Contextual Allomorphy (Ukrainian):

Take the Ukrainian verb "читати" (to read) in the present tense:
- Я читаю (I read)
- Ти читаєш (You read)
- Він/Вона читає (He/She reads)
- Ми читаємо (We read)
- Ви читаєте (You read)
- Вони читають (They read)

3. Cumulation (English):

Let's take the English noun "songwriter":
- "Song" refers to a musical composition with lyrics.
- "Writer" refers to someone who creates written works.

By combining these two elements, we get "songwriter," referring to someone who writes songs.

4. Cumulation (Ukrainian):

Consider the Ukrainian noun "письменник" (writer):
- "Письмо" means "writing" or "letter."
- "-ник" is a suffix indicating someone who performs an action or has a particular characteristic.

By combining "письмо" and "-ник," we get "письменник," referring to someone who writes or is associated with writing.

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LEXICAL AND GRAMMATICAL FEATURES OF ACADEMIC TRANSLATION

Translation has always been quite an intricate endeavor due to its complex nature requiring a deep understanding of semantics and cultural subtleties. Consequently, many translators make numerous mistakes while trying to convey the meaning of a sentence. In this article, we aim to discuss the most common lexical and grammar mistakes made while translating academic texts and show how they can be avoided.

Lexical mistakes

When translating academic papers young and inexperienced translators often use the English word “problem” instead of the words “issue” or “aspect”and as a result, the following sentence “*Проблеми теорії та практики перекладу*”is often mistakenly translated as “*Problems of theory and practice of translation*”.

Another common lexical mistake is the incorrect translation of the Ukrainian adjective “актуальний” which in the case of Ukrainian translators oftentimes happens to be quite superficial and due to this we can sometimes see such headings as: “*Actual economic issues*” or “*Actual issues of modern medicine*”.The English word “actual” does not reflect the meaning of the Ukrainian word “актуальний” therefore, in this case, it is preferable to use oneof the following words: “current”, “relevant”, or “urgent”.

In addition to this, Ukrainian word that is often mistranslated is the noun “особливість” which is often translated as “peculiarity”. In the Ukrainian language, the aforementioned noun means a distinctive characteristic of a person therefore to completely convey the meaning it is advisable to translate it as“aspect” or “feature”.

Grammatical mistakes

As for grammatical mistakes,we have noticed a tendency to misuse pronouns. For example, this Ukrainian sentence “*Заробітна плата інженера залежить від його продуктивності праці*” can be sometimes incorrectly translated as: “*An engineer's salary depends on his work performance*.” At first glance, the use of the possessive pronoun “his” is logical as in Ukrainian the word “engineer” is a masculine noun; however, most English nouns do not have grammatical gender. Consequently, in this case, we should use the possessive pronoun “their”.

The misuse of prepositions is another common grammatical mistake that often lowers the quality of translation. For example, when a Ukrainian translator tries to translate the following sentence: “*Все залежить від характеру проблеми*” they might use the preposition “from” instead of the preposition “on” after the verb “depend” which is a mistake.

Another common grammatical mistake is the incorrect use of the Infinitive with the verb to allow. For example, in the following sentence “*system of professional skills that allow to achieve professional success*” there is a mistake because when using the Infinitive with the word allow we need an object so for this reason we always say “allow sb. to do sth.”

Another example of the misuse of the Infinitive is using the “to” word after the “readiness” as a preposition hence the use of the Gerund. As a result, the sentence “*His readiness to competing was the main reason for his spiraling success*” is considered to be grammatically incorrect. The readiness should be used with preposition “for”.

The fact every non-native English speaker always agrees upon is that at times it is very easy to misuse an article and for this reason, a lot of translators struggle with them.The confusion with the use of articles is quite understandable since it is very subtle. For example, the fact that the word “motivation” is an uncountable noun known by everyone however not every translator knows that in certain cases this word can be countable, and instead of saying “*His words were huge motivation for me*” we should say “*His words were a huge motivation for me*.”

In conclusion, it is important to mention that most of these mistakes are rather difficult to rid of since simply knowing of their existence does not prevent translators from making them especially if they do not have enough practical experience in translation or have to work long hours under pressure. Nonetheless, it is always a good idea to consult the dictionary as in doing so a translator can ensure that nothing important “gets lost in translation” and study the intricacies behind the use of prepositions and articles.

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UMWELTVERANTWORTUNG DER STAATEN FÜR GRENZÜBERSCHREITENDE SCHADSTOFFE

Die Umweltverantwortung der Staaten für grenzüberschreitende Verschmutzung ist ein wichtiger Aspekt des internationalen Umweltrechts. Die Staaten sollten zusammenarbeiten, um solche Situationen zu verhindern und zu lösen [1].

Zu den Bekämpfungsmaßnahmen der grenzüberschreitenden Umweltverschmutzung gehören:

Internationale Verträge und Vereinbarungen. Staaten können Verträge abschließen, die die Regeln und Mechanismen für eine gemeinsame Reaktion auf grenzüberschreitende Verschmutzung festlegen [2].

Überwachung und Informationsaustausch. Es ist wichtig, wirksame Mechanismen zur Erkennung und Verfolgung grenzüberschreitender Verschmutzungen sowie den Austausch dieser Informationen zwischen Staaten zu etablieren [1].

Bestimmung der Verantwortung. Das internationale Umweltrecht kann Grundsätze zur Bestimmung der Verantwortung von Staaten für grenzüberschreitende Verschmutzung und zum Schadensersatz festlegen.

Förderung des Umweltbewusstseins. Ermutigung der Öffentlichkeit, der Medien und unrentabler Organisationen zur aktiven Teilnahme an der Lösung von Umweltproblemen.

Stärkung der innerstaatlichen Gesetzgebung. Länder sollten nationale Vorschriften entwickeln und verbessern, die den internationalen Standards entsprechen, und ihre wirksame Umsetzung sicherstellen [2].

Der Kampf gegen grenzüberschreitende Umweltverschmutzung erfordert gemeinsame Anstrengungen und das gegenseitige Verständnis zwischen den Staaten. Dadurch können wir die Umwelt schützen und ihre Nachhaltigkeit für zukünftige Generationen sicherstellen [1].

Daher wird die Umweltverantwortung der Staaten für grenzüberschreitende Verschmutzung durch das internationale Umweltrecht bestimmt, das gemeinsame Maßnahmen zur Vermeidung und Lösung von Umweltproblemen bietet. Wichtige Instrumente sind der Abschluss internationaler Abkommen, eine wirksame Überwachung und ein effektiver Informationsaustausch, die Festlegung von Verantwortlichkeiten und die Förderung der Beteiligung der Öffentlichkeit.

Darüber hinaus lässt sich sagen, dass die Stärkung der nationalen Gesetzgebung von entscheidender Bedeutung ist, um die Einhaltung internationaler Standards sicherzustellen. Daher sind nicht nur gemeinsame Anstrengungen, sondern auch das gegenseitige Verständnis zwischen den Staaten im Kampf gegen grenzüberschreitende Umweltverschmutzung für den Erhalt der Umwelt und ihre Nachhaltigkeit notwendig, um die Umwelt für zukünftige Generationen zu bewahren.

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THE IMPORTANCE OF COMMUNICATION FOR THE LEGAL PROFESSION

Communication is a rather complex and multifaceted process of establishing and developing contact between people, which, in most cases, arises as a specific need for joint activities.

Communication includes:

- exchange of information;
- perception, cognition and understanding;
- development of a common strategy for interaction [1.]

Communication has a fairly broad classification, in which professional communication is one of the most important. This type of communication is related to official activities and/or work, and is also important for legal activities. This is due to the fact that legal activity is a subject-subject activity, i.e. the achievement of its goals takes place in the "person-to-person" system. This means that the success of such activities is largely determined by the ability to build competent and professional communication.

Any type of communication can be verbal or non-verbal. The former is expressed verbally, while the latter is done through facial expressions, gestures, and even the colour of your clothes or the smell of your perfume. [2.]

It is important to note that people from the legal profession are always actively involved in various types of communication and the effectiveness of their communication serves several important purposes. First and foremost, it allows lawyers to fully understand their clients' needs and concerns. Through active listening and open dialogue, lawyers can gather important information and build trust with their clients. This understanding forms the basis for developing a strong legal strategy that is tailored to the clients' goals.

In addition, effective communication is essential for presenting arguments and persuading judges, juries and opposing counsel. Lawyers need to be able to articulate their positions clearly and confidently, anticipate counter-arguments and provide convincing evidence to support their claims. A lawyer's ability to communicate persuasively can have a significant impact on the outcome of a case.

It is impossible not to point out the importance of written communication. Lawyers work with a huge number of different business papers and need to draft accurate and well-structured legal documents such as contracts, statements and memos [3.]

To avoid mistakes in written or verbal communication that could lead to confusion, a lawyer should have a good knowledge of the legal framework. Knowledge also helps in communication activities such as discussions, as lawyers are often involved in them. Good communication skills also allow lawyers to clearly express the interests of their clients, listen to the other side's point of view and find common ground. In discussions, non-verbal language plays a very important role, as it is the reactions that most truly express the attitudes of the parties to each other.

When working with clients, a lawyer must know how to explain complex legal terms in simple terms so that they are understood. This also requires general knowledge of psychology.

If we return to professional communication, namely that of lawyers, its peculiarity is time constraints. This characteristic of professional communication is related to its target orientation and regulatory framework. Also, the power character is no less important, but it is important not to overstep the boundaries and not to hyperbolise. It is also worth noting the ability to quickly adapt to a change of topic and not show excitement - that is, stress resistance should be developed.

Communication is therefore an integral part of almost all professions. However, when it comes to lawyers, almost all aspects of their profession involve different types of communication - verbal, facial, written, and others. And given the nature of the profession, communication must meet certain criteria. And in order to communicate or correspond, to draft or execute various business papers efficiently and without errors, certain knowledge is required.

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BESONDERHEITEN DES SOZIALSCHUTZES VON MENSCHEN MIT BEHINDERUNGEN

Das Problem der Integration von Menschen mit Behinderungen in die ukrainische Gesellschaft ist besonders akut sowohl während des Krieges als auch nach dem Krieg. Deswegen ist die Zusammenarbeit aller Beteiligten erforderlich, um Barrieren abzubauen und gleichberechtigte Teilhabe zu ermöglichen [1].

Zu den Maßnahmen der Inklusion von Menschen mit Behinderungen gehören:

– Gesetzgebung und Politik. Die Ukraine muss Gesetze und politische Strategien entwickeln, die Nichtdiskriminierung, Barrierefreiheit und individuelle Unterstützung gewährleisten [2].

– Barriereabbau und Hilfsangebote. Es müssen Barrieren in Architektur, Information und Infrastruktur abgebaut und ausreichend Hilfsmittel und Dienstleistungen bereitgestellt werden [1].

– Bewusstseinsbildung. Aufklärungskampagnen sollen Vorurteile in der Gesellschaft gegenüber Menschen mit Behinderungen abbauen und mehr Verständnis schaffen [2].

– Beschäftigungsförderung. Arbeitsplätze müssen inklusiv für Menschen mit Behinderungen gestaltet werden, bei der Aus- und Weiterbildung müssen Menschen mit Behinderungen unterstützt werden.

– Partizipation. Menschen mit Behinderungen und ihre Organisationen müssen aktiv in Entscheidungsprozesse einbezogen werden, die ihre Rechte betreffen.

Die volle Teilhabe von Menschen mit Behinderungen erfordert konsequente Anstrengungen auf allen Ebenen. Nur so können Ungleichheiten überwunden werden und so kann eine inklusive Gesellschaft geschaffen werden [1].

Somit ist die Integration von Menschen mit Behinderungen in der Ukraine eine gemeinsame Aufgabe. Wichtige Schritte sind der Abbau von Barrieren durch Gesetze, Infrastruktur und Sensibilisierung, die Schaffung von Beschäftigungsmöglichkeiten sowie die aktive Einbeziehung Betroffener. Durch abgestimmtes Handeln von allen Teilnehmern können die Rechte von Menschen mit Behinderungen verwirklicht und ihre gleichberechtigte Teilhabe erreicht werden [2].

Nur durch einen ganzheitlichen Ansatz und eine enge Zusammenarbeit von Regierungsstellen, zivilgesellschaftlichen Institutionen, Arbeitgebern und der gesamten Gesellschaft können die Prinzipien der Inklusion, Chancengleichheit und eine würdevolle und umfassende Teilhabe von Menschen mit Behinderungen an allen Lebensbereichen umgesetzt werden. Dies ist eine unabdingbare Voraussetzung für den Aufbau einer gerechten und offenen Gesellschaft in der Ukraine.

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MURPHY`S LAW: IMPACT ON HUMAN LIFE AND CULTURE

Everyone experiences those moments in life when everything that can go wrong does, from important events to conversations, ending with a missed bus and a sandwich that falls buttered side down. In colloquial terms, these incidents are known as Murphy`s Law.

Murphy`s Law is a rather humorous philosophical principle, and its essence is that if there is a possibility of any inconvenience happening, it will definitely happen [1].

In Western culture, and now not only in it, there is already talk of "Murphy`s laws", which are understood as aphorisms, instructive sayings not only of a mathematical, technical, or philosophical nature, but also even sarcastic sayings.

Related to Murphy`s Law are Sod`s Law (Sod`s law or "the sandwich law" – The sandwich always falls buttered side down) and Finagle`s Law.

The origin of the term Murphy`s Law is described in the book “The History of Murphy`s Law” by Nick T. Spark [2]. Spark concluded that the differences in the memories of the participants make it impossible to accurately determine who first coined the phrase Murphy’s Law. The law is more likely to have originated from attempts to use new measuring devices invented by Ed Murphy and was named after him in response to words said by Murphy about the unsuccessful operation of the devices. One day, Murphy discovered a serious mistake made by one of the technicians during the installation of research equipment and made a statement about him that became the prototype of Murphy`s Law. In its modern interpretation, the law was voiced at a press conference several months later, first (of many later) by Colonel Joul Paul Stapp, who was called the “fastest man on Earth” because he was the subject studied for G-forces during accelerations [2].

After that, more and more “laws of Murphy” began to appear that have no relation to Captain Murphy himself. Many of these “laws” are authored by fairly well-known figures who held high positions. There are some examples of new “Murphy`s Laws”: If you throw something away, you will need it; the line you`re in always moves slower; what you`re looking for can only be found in the last pocket; if you wash your car, it will rain immediately; the one time you decide to relax and take it easy, the boss will come by with extra work [3].

As we see from the above Murphy`s Law has had a significant impact on human life and culture. While originally formulated as a humorous adage, its implications have been felt in various aspects of human experience.

Murphy`s Law can influence human psychology by fostering a sense of caution or fatalism. People may become more vigilant or prepared for potential mishaps, which can affect their decision-making and behavior.

In many cultures, Murphy`s Law has become a common reference point for acknowledging the unpredictability and challenges of life. It is often used as a humorous or cynical commentary on unfortunate events, reflecting a shared understanding of life's uncertainties.

The awareness of Murphy`s Law can influence how people approach problem-solving and risk management. It may encourage individuals to consider worst-case scenarios and plan accordingly, leading to more robust strategies and contingency plans.

In engineering and design fields, Murphy`s Law has influenced the development of systems and products. Engineers often design with the assumption that things will fail, leading to the implementation of safety measures and redundancy to minimize the impact of failures.

Murphy`s Law has been referenced in literature, films, and popular culture, contributing to its widespread recognition and influence. It has become a shorthand for the idea that things often do not go as planned. Here are some notable examples:

Douglas Adams references a “Brockian Ultra-Cricket” match in “The Hitchhiker`s Guide to the Galaxy”, where Murphy`s Law is humorously illustrated by the game's chaotic nature.

“The Terminator” film series features a character named Murphy, whose Law Enforcement Systems Division (L.E.S.D.) becomes self-aware and leads to a dystopian future.

In “Jurassic Park”, the theme park's disastrous failure is often seen as an example of Murphy`s Law in action, where the scientists` best-laid plans go awry.

“Star Trek” often explores themes related to Murphy`s Law, such as in the episode “The Galileo Seven”, where Spock faces a series of setbacks and failures despite careful planning.

“The X-Files” episode “Post-Modern Prometheus” references Murphy`s Law as a recurring motif, reflecting the show`s themes of uncertainty and unpredictability.

In "Back to the Future", the characters encounter numerous obstacles and setbacks while trying to fix the timeline, echoing the spirit of Murphy`s Law.

"Futurama" frequently references Murphy`s Law, often through the character of Bender, whose antics often lead to unforeseen consequences.

"Doctor Who" also often features stories where the Doctor`s plans go awry due to unforeseen circumstances, embodying the idea of Murphy`s Law in a time-travel context.

These examples demonstrate the widespread use and adaptation of Murphy`s Law in various forms of media, highlighting its enduring relevance and appeal as a concept.

Overall, Murphy`s Law has had a nuanced impact on human life and culture, shaping attitudes towards uncertainty, risk, and problem-solving. While often viewed humorously, its underlying message about the inevitability of setbacks resonates with many people's experiences.

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COPYRIGHT IN THE XXI CENTURY

In today's world, which is saturated with information and digital content, the topic of copyright (exclusive right) becomes very relevant. With the advancement of the Internet, social platforms and other technologies, the amount of available content and the potential for infringement of an exclusive right are increasing. Changes in the digital environment require new approaches to copyright protection and the development of Internet law.

Objects of copyright can be: literary works, musical works, dramatic and choreographic works, works of fine art, works of architecture, photographic works, audiovisual works, computer programs, databases, collections of works.

Today, everyone is faced with the concept of copyright without even thinking about it. Much of what we do in our daily lives is part of copyright, for example: we listen to music, watch various videos, read books - all these are collective or individual works for which a person or a group of persons has a legal copyright.

Exclusive right - the property right of a person who has a copyright and (or) related rights in relation to a work, performance, production, transmission of a broadcasting organization, phonogram or videogram, to use these objects of copyright and (or) related rights only by him and on issuance of permission only by this person or prohibition of their use to other persons [1].

There are several principles of copyright implementation:

Economic principle: based on copyrights that have a high economic value for the content creator. Poets, bloggers, artists and other creators of culture, business, etc. do it to get paid for their work. That is why this principle stimulates authors to be even more creative in their field, which can bring considerable profit.

Social principle: copyright is of great importance for the development of education and culture. By protecting copyright, we can ensure that content creators receive a decent wage for their work. This will stimulate the creation of new ideas that will enrich our culture and education.

Legal principle: There are a significant number of legal issues surrounding copyright. Copyright law changes and evolves to meet the challenges of the times so that citizens can protect their product ownership and other personal interests.

Ethical principle: author's works must be used legally and ethically, namely, to value the work of content creators and not to use their works without permission.

Recently, the importance of strengthening the protection of copyright and related rights is growing. This is due to two main factors. The first factor is that the value of copyright objects and related rights, the improper use of which can generate significant income, is increasing intensively. The second factor is due to the emergence of new technologies for the reproduction and use of legally protected copyright objects. This problem is complicated by the fact that such illegal actions often remain outside the control of the relevant authorities [2].

Art. 41 The Constitution of Ukraine guarantees the right of every person to own, use and dispose of the results of his intellectual and creative activity. Protection of personal non-property and property rights of subjects of copyright and related rights is carried out in accordance with administrative, civil and criminal legislation [3].

Today, the most common violations of copyright are offenses related to the illegal use of exclusive property rights of authors of works and illegal distribution of works. Thus, an example of the specified copyright violations is posting without obtaining the appropriate permission of the author (or authors) or other copyright holders of works on Internet sites [4].

There are many types of copyright infringement: reproduction (copying a work without the permission of the copyright owner; this can include copying text, images, music, video or any other type of work), distribution (distributing copies of the work without the permission of the copyright owner, namely : selling, renting, giving away or any other way of transferring copies of the work to other people), performance (public performance of a musical work without the permission of the copyright owner, namely: live performance, broadcast or any other way of public reproduction of music) , display (public display of a work of art without the permission of the copyright owner, namely: displaying a painting, sculpture or any other type of work of art in a public place), adaptation (making changes to the work without the permission of the copyright owner, namely: including a translation the work into another language, the creation of a derivative work or any other change of the work), adaptation (transformation of the work into another format without the permission of the copyright owner, namely: turning a book into a movie, a song into a ringtone or any other transformation of the work), commercial use (use of the work for commercial purposes without the permission of the copyright owner, namely: use of the work in an advertisement, product or any other commercial context).

Violation of copyright may entail civil liability: compensation for material damages and compensation for moral damage; criminal liability: in cases of serious copyright violations, criminal sanctions may be applied, which may include arrest or significant fines; administrative sanctions: fines or confiscation of materials; injunction: a court can prohibit the further use or distribution of infringing material, and order the removal or destruction of such material.

To protect an exclusive right, you need to record your authorship, keep copies of your works with the date of creation, place a copyright notice and your name on the work, use a license, enter into contracts with people who want to use your works, learn the basics of copyright, to better understand their rights and responsibilities.

The exclusive right must always be remembered, especially in times of war. In addition, it is necessary to improve the level of consciousness of citizens and maintain respect for the author as a creator. This will minimize the percentage of offenses and significantly reduce the number of those prosecuted in the investigated field of activity.

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INTERNATIONALE MITTEL ZUR LÖSUNG INTERNATIONALER STREITIGKEITEN

Das Dokument, das die grundlegenden Bestimmungen zur Lösung internationaler Streitigkeiten festlegt, ist die Charta der Vereinten Nationen, deren Bestandteil das Statut des Internationalen Gerichtshofs ist. Dieses Dokument wurde von vielen Ländern unterzeichnet, die erhebliche Verluste während des Zweiten Weltkrieges erlitten haben. Die Sicherheit und die Wahrung des Friedens stehen in diesem Dokument an erster Stelle. Daher wird auch der Frage der friedlichen Streitbeilegung in diesem Dokument viel Aufmerksamkeit gewidmet. Die Wege zur friedlichen Beilegung internationaler Streitigkeiten sind direkt in Artikel 33 der UN-Charta festgelegt, der besagt, dass die an dem Streit teilnehmenden Parteien versuchen sollten, den Streit durch Untersuchung, Verhandlungen, Schlichtung, Vermittlung, internationale Schiedsgerichtsbarkeit, gerichtliche Verfahren, die Anrufung regionaler Organisationen oder Abkommen oder andere friedliche Mittel nach ihrer Wahl beizulegen, der die Unterstützung des internationalen Friedens und der Sicherheit gefährden könnte.

Die Charta der Vereinten Nationen ist ein Muster für die friedliche Beilegung internationaler Streitigkeiten. Aber in letzter Zeit sind Wissenschaftler in ihren Forschungen darauf gekommen, dass diese Frage von meisten Wissenschaftlern nur aufgrund der UN-Charta und anderer völkerrechtlichen Instrumente erforscht wurde, die schon längst dazu aufgefordert waren, Fragen der friedlichen Regelung internationaler Konflikte zu lösen. Trotz des Verständnisses der Gesellschaft und der Welt für die Notwendigkeit der friedlichen Lösung internationaler Streitigkeiten gewinnen militärische Konflikte heute immer mehr größere Stärke und Dauerhaftigkeit.

Der Einmarsch der russischen Armee in das Territorium der Ukraine am 24. Februar 2022 bestätigte die Annahmen über die Unzulänglichkeit friedlicher Wege zur Beilegung internationaler Streitigkeiten für die Ukrainer und die ganze Welt. Der Krieg in der Ukraine hat ein sehr fragiles System der friedlichen Beilegung internationaler Streitigkeiten gezeigt: Völkermord, Kriegsverbrechen, die Tötung von Zivilisten, Terrorismus, die Verletzung der territorialen Integrität und Souveränität eines Landes, nuklearischer Terrorismus, nukleare Bedrohung für alle europäischen Länder - das sind die Folgen des Fehlens wirklich effektiver Wege zur friedlichen Beilegung internationaler Streitigkeiten. Heute besteht die Notwendigkeit nicht nur darin, diese Wege zu verbessern, sondern auch ein neues Konzept des weltweiten Schutzes zu entwickeln [1].

Besondere Aufmerksamkeit verdient die Forschung über friedliche Wege zur Beilegung internationaler Streitigkeiten. Der UN-Sicherheitsrat, dem durch die Charta der Vereinten Nationen die Hauptverantwortung für die Aufrechterhaltung des internationalen Friedens und der Sicherheit übertragen wurde, ist am meisten dazu befugt, von den Parteien eines Streits die Anwendung friedlicher Streitbeilegungsmethoden zu verlangen. Der UN-Sicherheitsrat überwacht alle Bedrohungen für den Weltfrieden, er ist verpflichtet, die Strategie zur Lösung internationaler Streitigkeiten zu bestimmen, den Parteien die erforderlichen Maßnahmen zur Beilegung strittiger Fragen zu empfehlen und so schnell wie möglich Maßnahmen zur Wiederherstellung des Friedens zu ergreifen. Der UN-Sicherheitsrat hat das letzte Wort in Bezug auf den Einsatz von Waffengewalt bei einem internationalen Konflikt.

Beim Betracht der Möglichkeiten zur Lösung internationaler Streitigkeiten sind Verhandlungen von großer Bedeutung. Verhandlungen sind das verbreitetste und effektivste Mittel zur Beilegung internationaler Streitigkeiten: Sie werden zur Lösung fast aller Streitigkeiten verwendet. Verhandlungen ermöglichen auch unerwünschte Einmischung Dritter in den Streit zu beseitigen [2].

Die Wahrung des Friedens in der Welt ist eine der Hauptaufgaben aller internationalen Organisationen. Das Grundlegende Dokument, das die Fragen der Regelung internationaler Streitigkeiten regelt, ist die Charta der Vereinten Nationen. Jedoch wurde nach dem Beginn des groß angelegten Eindringens der RF in das Territorium der Ukraine klar, dass all diese Akte nur auf dem Papier existieren, indem die Realität wesentlich komplizierter ist. Die praktische Umsetzung dieser Methoden und Wege zur friedlichen Beilegung internationaler Streitigkeiten erwies sich als schwierig, ebenso wie die Erhöhung des Einflussniveaus internationaler Rechtsakte und Gerichtsentscheidungen auf die internationale Gemeinschaft.

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PROTECTION OF PERSONAL DATA IN THE PERIOD OF DIGITAL TECHNOLOGIES DEVELOPMENT

As society evolves, so does the need for new technologies. With their development comes the need to protect the personal data of users who use these technologies.

The development of digital technologies has brought about significant changes in many areas of life, but it has also created new risks for privacy and personal data protection. The collection, storage and use of personal information makes it vulnerable to theft, misuse and unauthorized access.

These is a growing amount of data being collected today, including biometric data, location data, and online behavioral data. This data is becoming increasingly complex and detailed, making it more valuable to attackers. Another problem is that many people are unaware of the risks associated with disclosing personal information online. This makes users more vulnerable to fraud, identity theft, and other crimes.

The general issues of regulatory and legal support during the processing and circulation of personal data are set out in the Law of Ukraine "On Personal Data Protection". According to Article 6 of this law, personal data processing is carried out in an open and transparent manner, using the means and in a manner consistent with the defined processing purposes. If the purpose of processing is changed, the personal data controller must seek the consent of the data subject. It is also not allowed to process data about an individual that is confidential information without his or her consent. Also, according to this law, the personal data subject must provide unambiguous consent to the processing of this data [1].

According to Article 8 of this law, the subject of personal data has the right to know the sources of collection, location of their data and the owner, as well as the purpose of such processing. The subject must also be familiarized with the procedure for processing personal data [1].

It is also worth noting that a personal data subject may apply to the authorized bodies if his or her rights have been violated during the processing of personal data, which is also provided for by the Law of Ukraine "On Personal Data Protection" [1].

The General Data Protection Regulation (GDPR) is an important legal act that also contains personal data protection rules. This EU regulation establishes strict rules for the protection of personal data and provides broad right to data subjects. It serves as a model for data protection legislation in other countries.

Ukraine also has a Ukrainian Parliamentary Commissioner for Human Rights, who exercises parliamentary control over compliance with personal data protection legislation and the rights of users.

In general, personal data protection is an ongoing process that requires constant improvement of legislation, supervision by authorized bodies, and appropriate measures by personal data owners.

The current legislation of Ukraine on the protection of personal data needs to be improved in accordance with the provisions of international standards, according to which personal data must: be obtained by law; processed with the consent of the data subject and in the amount minimally necessary for a particular be accurate and updated; be used only for clearly defined purposes; be accessible to the data subject; be protected from unauthorized access [2].

The basic principles of personal data protection in Ukraine include data protection in Ukraine should include: the quality of personal data, including the legality of their collection, processing and dissemination in terms of redundancy, reliability and anonymity; the right of the personal data subject, including the right to be informed about the place and purpose of processing and the reliability of the data (notification, access, correction or destruction), the right to consent to data processing (the right to control), the right to judicial protection; security, which provides for the implementation of protection measures by type of personal data, targeted liability, control of access to data processing facilities [2].

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CHANGING THE LEGAL REGIME IN WARTIME

During wartime, the country's legal regime moves to a new level, reflecting the particular complexity and tension of the situation. Changes in the legal environment at this time are determined by the need to ensure security, protect national interests and ensure the effective functioning of the state. Wartime requires a response to new threats and challenges that may arise, which often leads to the introduction of special legal mechanisms and measures. In this context, it is important to consider the basic principles and mechanisms for changing the legal regime in wartime, as well as their consequences and impact on society.

Article 1 of the Law of Ukraine "On the legal regime of martial law" Martial law is a special legal regime introduced in Ukraine or in some of its localities in the event of armed aggression or threat of attack, danger to the state independence of Ukraine, its territorial integrity and provides for the provision of appropriate state authorities, military command, military administrations and local self-government bodies powers necessary to avert the threat, repulse armed aggression and ensure national security, eliminate the threat of danger to the state independence of Ukraine, its territorial integrity, as well as the temporary, threat-induced, restriction of the constitutional rights and freedoms of a person and citizen and the rights and legitimate interests of legal entities with the indication period of validity of these restrictions [1].

Article 3 of the Decree stipulates that in connection with the introduction of martial law in Ukraine, constitutional rights and freedoms of a person and citizen provided for in Articles 30-34, 38, 39, 41-44, 53 of the Constitution of Ukraine may be temporarily restricted for the period of martial law, as well as temporary restrictions on the rights and legitimate interests of legal entities within the limits and to the extent necessary to ensure the possibility of introducing and implementing measures of the legal regime of martial law, as provided for in part one of Article 8 of the Law of Ukraine "On the Legal Regime of Martial Law".

The content of the legal regime of martial law, the procedure for its introduction and cancellation, the legal basis for the activities of state authorities, military command, military administrations, local self-government bodies, enterprises, institutions and organizations under martial law, guarantees of human and civil rights and freedoms and the rights and legitimate interests of legal entities are determined by the Law of Ukraine "On the Legal Regime of Martial Law".

The military command under martial law is entitled to introduce and implement measures of the legal regime of martial law together with executive authorities, military administrations and local self-government bodies. To this end, the military command is authorized to issue binding orders and directives on defense, public safety and order, and the implementation of measures of the martial law regime [2].

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INNOVATIVE LEGAL APPROACHES AS A KEY FACTOR IN THE DEVELOPMENT OF SOCIETY

Innovative legal approaches are innovative methods, strategies and practices in the field of law, which are aimed at implementing innovative solutions to solve modern legal problems and challenges. This may include the application of new technologies, the development of new legal instruments, the creation of new legislation or policies, as well as the introduction of new approaches to the regulation of certain areas of life.

Innovative legal approaches contribute to the improvement of the legal system, the development of legal science and practice, and also provide a response to changes in society and the economy. They make it possible to adapt legal norms to new challenges and can contribute to improving the quality of life of citizens.

Examining the variation of interpretations of the term "innovation", we see that its use is quite multifaceted: from overly generalized (broad) options to specific (narrowed) ones, which mostly belong to technical innovations. Some authors, considering this concept, understand by it the objects of implementation, considering innovation as an idea, practice or product perceived as new; others are a process that leads to the emergence of something new.

Innovative approaches are: Scientific and technical, Technological, Economical, Organizational, Management, Scientific and technical, Technological, Economical, Organizational management.

Innovative legal approaches in modern society play a key role in ensuring sustainable development, protecting human rights, supporting innovation and technological progress. Such approaches contribute to the solution of complex social problems, ensure the effective functioning of the legal system and contribute to the construction of a democratic society.

Innovative legal approaches may include the introduction of new legislative initiatives, reform of the legal system, the use of new technologies in the field of justice, the development of alternative dispute resolution mechanisms, and much more.

It is important to note that innovative legal approaches require constant improvement and adaptation to changes in society and technological progress. They contribute to the improvement of the quality of life of citizens, the development of business and the economy, and also ensure stability and security in society.

Innovative legal approaches contribute to the adaptation of legislation to rapid changes in society, which allows for effective regulation of new spheres of activity, and they also contribute to the creation of more transparent and effective management mechanisms in modern society.

The use of innovative legal instruments promotes the stimulation of entrepreneurship, investments and innovative development of the economy.

Innovative legal approaches contribute not only to the improvement of the quality of life of citizens, providing them with access to new opportunities and resources, but also to the construction of a legal state, where laws are not only a tool of quarantine, but also a means of protecting human rights and freedoms.

Implementation of innovative legal practices contributes to the preservation of the country's competitiveness on the international market and its further development.

Therefore, innovative legal approaches in modern society play a key role in ensuring the adaptation of legislation to the rapid changes taking place in the global world. They contribute to the creation of effective mechanisms for regulating new spheres of activity, protecting the rights and interests of citizens in the digital environment, improving the quality of life and stimulating economic development. Innovative legal approaches are a necessary tool for ensuring the country's competitiveness on the international market and build the foundation for building a legal state where human rights and freedoms are the most important values. Thus, innovative legal approaches are an important key factor in the development of modern society.

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LEGAL RESPONSIBILITY AND LEGAL CULTURE IN MODERN SOCIETY

The term "legal responsibility" implies the obligation to comply with laws and regulations, as well as the consequences for their violation. It is an important mechanism for controlling the behaviour of participants in social relations, which helps to ensure law and order and protect the rights and freedoms of citizens.

However, legal responsibility cannot be effective without a high level of legal culture among the population. Legal culture includes knowledge of basic legal norms, the ability to apply them in life situations, and respect for the rights and freedoms of others. [2, p.309].

For a long time, the concept of culture was often considered synonymous with "civilization", which meant a certain level of development of society - its social order, level of education, manners of behaviour, and lifestyle, different from the barbaric one. However, contemporary philosophers and cultural studies scholars are ambivalent about this interpretation and are trying to reach a consensus on a universal understanding.

For example, O. Skakun defines "culture" as a set of material and spiritual values that reflect the active creative activity of people in the process of historical development of society. According to M. Kozyubr, culture is the internal spiritual state of society, which is the result of the interaction of social processes in the creation of social values and awareness of historical experience.

Legal culture is closely linked to the general culture of a nation and reflects its level of development. In the past Soviet legal discourse, there was no unambiguous understanding of this concept and its place in the legal system of society. Legal scholars generally define legal culture as a system of legal values that correspond to the level of legal awareness of an individual and society as a whole.

Most scholars, in particular A.V. Matat, understand legal culture as a qualitative state of legal life of society, characterised by the achieved level of development of the legal system, legal consciousness, legislation, law and order, as well as the degree of guarantee of fundamental human rights and freedoms.

Kravchuk M.V. emphasises the subjective aspect of the concept of "legal culture", pointing to the importance of personal, psychological characteristics of a person aimed at legal behaviour [2, p.309].

Legal culture is an important aspect of social life that is determined by the system of legal values and reflects the degree of legal progress. It is manifested in the attitude of each person to the rights of others, as well as in respect for these rights. This culture includes various aspects of the spiritual life of society, such as values, customs and ideologies.

The structure of legal culture is complex and includes various components, such as law, legislation, legal relations, legal consciousness, lawmaking and other elements of the legal system. These aspects are reflected both in human behaviour and in the mind of a person.

Legal culture performs a variety of functions in society, including cognitive, regulatory, normative and value-based, communicative and prognostic. It promotes the assimilation of the legal heritage of past eras and modern achievements of domestic and foreign law, contributes to the formation of the rule of law and the development of civil society.

The regulatory role of legal culture is to ensure the sustainable and effective functioning of society by setting standards of socially beneficial behaviour for individuals and social groups.

The normative-value function of legal culture is to harmonize legal behaviour with the norms of positive law and natural normative requirements.

The communicative function of legal culture helps to reconcile the interests of different social groups and promotes social cohesion [3, p.35].

The prognostic function is expressed in the ability to predict the directions of development of the legal system, lawmaking, implementation of law and social and legal activity of citizens.

The legal culture of society and the individual are interdependent. The higher the level of legal awareness among citizens, the higher the level of legal culture of society as a whole.

Legal culture is a key element in the process of state formation, as it contributes to the establishment of the legal system and the development of civil society.

The Ukrainian legal culture, which was formed in the Soviet era, is undergoing changes due to the economic and social challenges of our time.

We may note that the concepts of legal culture of an individual and society are interdependent. The more educated citizens are in the field of law, the higher is the legal culture of the nation.

Y.I. Krylova and O.V. Makarova consider legal culture as a key element in the formation of the state, as it contributes to the development of the legal system and civil society. That is, building a state governed by the rule of law is impossible without raising the level of legal culture and legal awareness of citizens.

Considering the modern Ukrainian legal culture, it is worth noting that the pre-legal consciousness of the population, formed in Soviet times, is influenced by the conditions of economic and social crisis [4, p.422].

According to M. Kozyubra, the mass public consciousness of Ukraine continues to be dominated by the idea of law as an instrument of politics, a tool of coercion that embodies the will of the legislator, often aimed at satisfying the interests of individual masters or the leadership of society.

It is worth noting that in order to improve the level of legal culture of Ukrainians, it is necessary to overcome legal nihilism, which is rooted in the minds of citizens. This implies abandoning the dismissive attitude to law in society. Among the reasons for this phenomenon, A.V. Matat points to political and economic instability, abuse of office by officials, and the low level of legal knowledge in society, which has been characterized for a long time. According to the scientist, a scientifically sound state and legal policy of Ukraine, which is consistent with the democratic development of society, is of paramount importance in overcoming legal nihilism in modern conditions [1, p.211].

Thus, overcoming legal nihilism is an important direction in the progressive development of the country, its citizens, legal and political systems, as well as the level of legal culture in general.

It should be noted that one of the most common forms of influence on the legal consciousness of young people is the media. Nowadays, social media can be used to disseminate any information, saving time and resources. According to V. Pylypchuk, there are problems of legal culture and morality in the field of information: there is a tendency for a sharp decline in morality and respect for universal values during "virtual" communication; there are no effective legal mechanisms to counter violations of human rights and freedoms on the Internet and the media; and there are limited opportunities for judicial protection of the dignity, honour and privacy of citizens.

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THE CONSTITUTIONAL RIGHT OF A PERSON TO EDUCATION

Everyone has the right to education. Complete general secondary education is mandatory.

The state ensures the availability and free of charge preschool, general secondary, vocational, higher and post-graduate education in state and communal educational institutions;

Various forms of education: institutional (full-time (day, evening), extramural, (distance, online); individual (external, family (home), pedagogical patronage, at the workplace (in production) and dual.

Citizens have the right to obtain higher education free of charge in state and communal educational institutions on a competitive basis.

Citizens belonging to national minorities are guaranteed, in accordance with the law, to study in their native language or to study their native language in state and communal educational institutions or through national cultural societies [1]

Education as a basic human right:

Education is considered one of the basic human rights, as it contributes to the development of the individual and the improvement of his quality of life. It is enshrined in a number of international documents, such as the Universal Declaration of Human Rights (Article 26) and the Convention on the Rights of the Child (Article 28).

The Universal Declaration of Human Rights states that education should be aimed at the full development of the human personality and increasing respect for human rights and fundamental freedoms [2]

Availability and accessibility of education:

The constitutions of many countries, such as Ukraine, the United States and others, guarantee the right of every person to education. For example, Article 53 of the Constitution of Ukraine enshrines the right to education as one of the most important rights of citizens [1]

Development of inclusive education:

Inclusive education is becoming more and more important in today's world. It ensures access to education for all, including people with disabilities, special needs and other vulnerable groups. Inclusive education provides an opportunity to learn for different groups of people, regardless of their characteristics.

Equality of access to education:

All citizens have equal rights of access to education regardless of race, color, ethnic origin, sex, language, religion, political or other beliefs, property status, place of residence, origin, social and property status.

Freedom of choice of education:

Each person is able to independently choose an educational institution, form of education and language of education.

The state, in turn, must ensure the existence of various types of educational institutions offering various types of educational programs.

The constitutional right of a person to education is of crucial importance for the development of the individual, society and the state as a whole.

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PROTECTION OF CHILDREN`S RIGHTS UNDER MARTIAL LAW

During the armed aggression of the Russian Federation against Ukraine, all Ukrainian children have suffered violations of their legally enshrined rights. Thousands of innocent children were left orphaned and crippled. Even if a child has not suffered physical pain, exploitation or loss of parents, he or she has suffered moral pain, as every Ukrainian child has seen explosions, heard or seen the death of Ukrainian heroes, or even just heard a siren [1].

We all know very well that the war did not begin on February 24, 2022, but its beginning should be sought with the annexation of Crimea and the partial occupation of Donbas. Atthattime, Ukraine did not have a clear legislative frame work for protecting children's rights in armed conflict. Therefore, children's rights experts began to emphasize that the state is obliged to:

- Ratify the Statute of the International Criminal Court and amend Article 124 of the Constitution of Ukraine;
- Introduce a clear ban on the recruitment and use of children in armed conflicts into Ukrainian legislation;
- Amend the Law of Ukraine "On Protection of Childhood" to bring it in line within ternational standards [2].

The protection of children's rights under martial law is not only a matter of humanism, but also the responsibility of the state. There are clear international standards that Ukraine must implement. Since 2014, Ukrainian legislation has significantly strengthened the development of child protection during the war, but there are still gaps that need to be addressed. Despite the difficult times in our country, legislation has made significant progress in this area. Ukraine has taken important steps to improve its legislation, ratified international conventions, and implemented international law. However, the implementation of these norms under martial law is very difficult [3].

I would like to briefly focus on the progress in Ukraine in protecting children's rights. Thus, the Resolution of the Cabinet of Ministers of Ukraine "On the Establishment of the Coordination Headquarters for the Protection of Children's Rights under Martial Law" No. 302 of 17.03.2022 came into force.The Coordination Headquarters is a temporary advisory body of the Cabinet of Ministers of Ukraine, established to facilitate coordination of activities of central and local executive authorities, other state bodies, and local self-government bodies on the protection of children's rights under martial law[4].

Another important step in protecting children's rights during martial law was the introduction of the "Child is Not Alone" chatbot by the Office of the President of Ukraine, together with UNICEF UKRAINE and the Ministry of Social Policy.The functions of this chatbot are: providing information on safety, health, and psychological support; consulting with psychologists and lawyers; and contacting emergency services in times of danger. The advantages of the program are its availability in Ukrainian and English, confidentiality and data protection, and fast and effective assistance to children. The creation of this program shows that the Ukrainian authorities are determined to ensure the well-being of children even under martial law.

Thus, protecting children's rights under martial law is a priority for Ukraine. The war has caused significant risks to the lives and safety of children, and comprehensive and coordinated efforts are needed to protect them. Therefore, it is important to: improve legislation and practice in line with international standards; ensure children's access to education, healthcare, psychosocial support and provide all necessary services; combat exploitation and violence against children; attract resources and support from international partners; and disseminate information on the issue of protecting children's rights in times of war.

By protecting children, we protect the future of Ukraine!

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IMPEACHMENT, ONE OF THE REASONS FOR EARLY TERMINATION OF THE POWERS OF THE PRESIDENT OF UKRAINE

The President of Ukraine performs his duties for five years before the newly elected President takes office in accordance with the Constitution of Ukraine. But there are cases when he terminates his powers early.

Premature termination of powers is a legal and political institution that establishes the principle of responsibility and continuity in the functioning of state and local self-government bodies and their officials. First of all, it is a type of sanctions [2]

Article 108 of the fifth section of the Constitution of Ukraine provides for early termination of powers in the event of:

1) resignations;
2) inability to fulfill one's powers due to one's health;
3) removal from office by impeachment;
4) death [1]

One of the most difficult procedures for removing the president from office is impeachment. This is not only a legal procedure, but also an important political moment that reflects the attitude of society towards the actions of the head of state.

Impeachment is an extrajudicial constitutional procedure of investigation and consideration of the case of removal of the President of Ukraine from office if there are signs of treason or other crime, the consequence of which may be early termination of his powers [3]

It is a process that must follow clearly defined rules and procedures.

Stages of removal of the President of Ukraine from office by impeachment:

I. Initiation of the issue of removal of the President of Ukraine from office in the order of impeachment by the Verkhovna Rada of Ukraine;

II. Creation of a temporary special investigative commission, election of a special prosecutor and special investigators.

III. Consideration and decision-making based on the results of discussion of the conclusions and proposals of the special temporary investigative commission.

IV. Consideration by the Verkhovna Rada of the conclusions of the Constitutional Court of Ukraine and the Supreme Court of Ukraine.

V. Adoption of a decision to remove the President of Ukraine from office by impeachment [3]

Early termination of powers must be justified and confirmed by the presence of serious violations on the part of the President of Ukraine. This process involves an in-depth study of the case, a thorough investigation and the conclusion of the competent judicial authorities.

Termination of authority must be fair and legal. Every detail of the procedure is valuable, because the future of the country depends on it. It is also important to understand that impeachment is not an end in itself, but a mechanism to protect democratic values and the rule of law. Such a process must be justified and conducted in accordance with the law in order to reflect the will of the people and ensure stability and legality in the country.

Therefore, impeachment, as a reason for terminating the powers of the president, should be considered in the context of compliance with the constitutional norms and national interests of Ukraine.

Thus, the procedure for early termination of powers is a complex and responsible process that requires great attention and compliance with high standards of fairness and legality. The future of the country and its citizens depends on its correctness. This process contributes to increasing the responsibility of the authorities to citizens and strengthening democratic institutions in Ukraine.

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MAIN FEATURES OF JUDICIAL ACTIVITY IN THE USA

The judicial activity of the USA is one of the most effective in the world. It`s a part of the Anglo-Saxon legal system. (This one has) judicial precedent as the source of law. A judicial precedent is a legal decision or judgment used as a reference in similar cases in the future. So, judges are complete independence in judicial decision, but they must take into account their ethical principles for the seeking justice. For this reason, the profession of a judge is considered very prestigious and appreciated in society in the USA.

The U.S. judicial system is divided into two levels - federal and state level. Each of them has its own conditions regarding employment of judges, their obligations and termination of judicial powers. The federal judges are considering cases, which are regulated by federal laws and the Constitution of the USA meanwhile the state-level judges are considering cases, which are regulated by local law.

The U.S. Constitution says some requirements about a candidate of a federal or state judge position: he have to be a citizen of USA, who has attained the age of 21, has a law education and speaks fluent English. There are several additional requirements. Firstly, excellent theoretical knowledge of jurisprudence and practical experience in legal activities. Secondly, the judge must have good physical health and intellectual development. Finally, it is existence of high moral values and impeccable reputation in the professional and personal (pritave) spheres. U.S. judges of any level are allowed to be lecturers. They can teach and explore jurisprudence in educational institutions. In this way they improve legislation and methods of justice in the country [1, p. 6]. In my opinion, this practice is excellent, because judges can practice law not only in the court building, but also in law schools, where they can transfer their invaluable experience to future lawyers of their country.

The selection of candidates for the position of a federal judge is carried out by the Ministry of Justice, namely the Legal Policy Service. The employees of it must collect documents about the candidate and submit them to the Senate Judiciary Committee. There is a hearing with a candidate. During it the Committee sets out in detail his competence, voices all aspects of personal life for a lot of years and professional experience. But before that an applicant for the position of a federal judge fills in a questionnaire about himself, his achievements, legal culture, etc. During the hearing, there should be no discrimination against a person on any grounds (race, religion, origin, property). And the final step - the Senate informs the President of the United States in writing about the appointment of a candidate for the position of a judge of the United States. After that the President signs this document. The new federal judge receives a package of documents. It contains the text of the oath and the set time when the judge must take it. He may proceed to perform his duties after this process [4].

Each state has some autonomy in the field of legislation. For this reason, each of them may have its own laws, which differ from the laws of other states. State-level judges can be employed through several ways: on a party basis, non-party elections, appointment by the governor or legislative body with agreement by the population through elections. They must have knowledge of the laws of a specific state and have an impeccable reputation for the population to elect them to position [1, p. 7].

The highest level of the U.S. judicial hierarchy belongs to the Supreme Court of the United States. The duties of its judges should be to manage and control absolutely the entire federal judicial system of the country. They also have the right to consider appeals against decisions of appellate courts and decisions of state courts that are related to federal law. The (composition) of the court is the Chief Justice and nine judges. The candidates for these positions must pass a successful interview and gain an absolute majority of votes in the Senate [2].

So, a candidate for a judge in the United States requires almost the ideality of a person in all spheres of life. I consider, U.S. judges make reputation the best judicial system in the world.

Judges who are at least 65 years old and have at least fifteen years of work experience can obtain a higher-level status – “senior judge”. If the judges are obtained this status, then they have the right to perform less work [3]. I think it is good practice because older people have more time to rest from the routine work of the judge.

According to Article 3 of the U.S. Constitution, Section I, a judge may hold office until his behavior is due. Federal judges are appointed for life or for a sufficiently long period (from seven to fourteen years). Therefore, it is important that judges do not abuse their powers during their term of office. But if this happens, there are legally fixed rules for the dismissal of a person from his position. The judge can be dismissed by impeachment, which is carried out in the US Congress [1, p. 14]. The dismissal of a judge at the state level can take place in different ways, depending on legislation of the state. For example, mental or physical disability, accusations of corruption or serious crime. The judges elect their populations in some states, so it is allowed deprive the judge of his judicial powers by voting [1, p. 8].

Finally, the United States of America pays much attention to the dismissal of a judge. The USA gets ahead of many states in many areas, including jurisprudence. So representatives of this profession are the best of the best and serve as an example for their foreign colleagues. Therefore, even any little mistake of a judge in any area of his life will be seen.

So, the profession of a judge of the United States of America is hard work. The judges of this state will be proving that it is possible to have independence in justice, and at the same time have a high level of legal culture and moral principles for a fair trial.

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THE COMMON LAW AND CIVIL LAW TRADITIONS

This topic has been a constant source of in-depth investigation by legal scholar, because most nations today follow one of two major legal traditions: common law or civil law. The use of one system over another has to do with the history of the country or region in question. Take Canada for instance. Quebec, originally a French colony, adheres to the civil law system. In contrast, the rest of Canada, colonized by England, follows common law. This historical influence from different European powers explains the legal divide within the country itself. So, understanding the key distinctions between common law and civil law is crucial in today's world.

Civil law, as it regards a type of law, is a branch of law that regulates the non-criminal rights, duties of persons (natural persons and legal persons) and equal legal relations between private individuals. Common areas of civil law include: family law, contracts, torts, and trusts [1]. The common law system is premised on a concept called stare decisis. The term originates from the Latin phrase “Stare decisis et non quieta movere”, which translates as “to stand by decisions and not disturb the undisturbed” [5]. Common law is an unwritten body of laws based on judicial precedents [2].

Civil law boasts the longest and richest history, shaping legal systems around the globe. Civil law originates in ancient Rome. The common law system dates back to the Norman Conquest in 1066.

The common law tradition emerged in England during the Middle Ages and was applied within British colonies across continents. The civil law tradition developed in continental Europe at the same time and was applied in the colonies of European imperial powers such as Spain and Portugal. Civil law was also adopted in the nineteenth and twentieth centuries by countries formerly possessing distinctive legal traditions, such as Japan, that sought to reform their legal systems in order to gain economic and political power comparable to that of Western European nation-states [3].

Unlike some legal systems with comprehensive written codes, common law is built on past court rulings. These rulings, called precedents, serve as a foundation for future decisions in similar cases. Court records and historical collections like yearbooks and reports keep track of these precedents over time.

Civil law, in contrast, is codified. Countries with civil law systems have comprehensive, continuously updated legal codes that specify all matters capable of being brought before a court, the applicable procedure, and the appropriate punishment for each offense [3]. These legal codes act like a roadmap, guiding us through different types of law. Substantive law tells us what actions can lead to trouble, whether it's a crime or a civil dispute. Procedural law explains the steps to take to figure out if someone broke the law. Finally, penal law determines the consequences for wrongdoing.

In civil law jurisdictions, because of the focus on formal, written laws, judges decide cases primarily based on the applicable code. Juries are not generally involved. Judges may refer to prior court decisions, but they do so only to achieve consistency, and not because of a legal requirement to follow other judicial decisions. In place of juries, civil courts allow a very inquisitorial style by their judges. The judges question witnesses and are much more involved in the development of the evidence [5].

Civil law, as a legal system, refers to a popular way of structuring legal systems around broad codes and detailed statutes that determines the rights and obligations of individuals, without any emphasis on the role of precedent, courts, judges, and juries as in common law countries [4]. As civil law came into practice throughout Europe, the role of local custom as a source of law became increasingly important—particularly as growing European states sought to unify and organize their individual legal systems [3].This historical context highlights the interplay between legal systems and broader societal forces.

In conclusion, the common law and civil law traditions represent two distinct yet influential approaches to legal systems. Understanding their historical roots, core principles equips us to navigate the legal landscape across the globe.As the world becomes increasingly interconnected, recognizing these legal differences becomes even more critical for fostering international cooperation and upholding the rule of law.

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CONCEPT AND STRUCTURE OF THE VERKHOVNA RADA OF UKRAINE

Parliaments are national collegial representative legislative bodies of state authority, fully or partially elected by the people (electorate), and unlike other national collegial representative bodies—such as constituent assemblies (constitutional conventions, assemblies)—they operate on a permanent basis [1]

The status of the Verkhovna Rada of Ukraine is defined by the Constitution of Ukraine (Articles 75-81), the Law of Ukraine 'On the Rules of Procedure of the Verkhovna Rada of Ukraine,' and other legislative acts.

According to Article 75 of the Constitution of Ukraine, the sole body of legislative power in Ukraine is the parliament - the Verkhovna Rada of Ukraine. [2]

In Ukraine, the Verkhovna Rada plays a leading role in the legislative sphere, with decisive influence on the formation and implementation of state policy. It exercises legislative regulation in all areas of public life, focusing on the adoption of laws that serve as the foundation for the development of democracy, protection of citizens' rights and freedoms, guaranteeing national security, and stimulating economic growth in the country.

According to the Constitution of Ukraine, the Verkhovna Rada of Ukraine is a unicameral parliament consisting of 450 Members of Parliament, who are elected based on universal, equal, and direct suffrage through secret ballot using a mixed electoral system for a term of 5 years. The Verkhovna Rada of Ukraine is empowered if no less than 2/3 of its constitutional composition is elected. [3]

The structure of the Verkhovna Rada of Ukraine encompasses its internal organization, which is determined by its representative, collegial nature, functions, and competencies, and consists of the following bodies and officials:

1. The Chairperson of the Verkhovna Rada of Ukraine oversees the work of the Verkhovna Rada; the First Deputy and Deputy Chairpersons of the Verkhovna Rada of Ukraine provide assistance to the Chairperson and perform their duties in their absence.

2. The Preparatory Deputy Group coordinates the preparation for the work of the newly elected Verkhovna Rada.

3. Parliamentary factions unite deputies with similar political beliefs and interests for joint activities in the Verkhovna Rada.

4. Parliamentary groups unite deputies regardless of their political beliefs for joint activities in the Verkhovna Rada.

5. Inter-factional parliamentary associations coordinate the joint work of deputies from different factions to address specific issues.

6. The Conciliation Council of parliamentary factions (parliamentary groups) coordinates the positions of factions (groups) on certain issues.

7. The Counting Commission monitors voting and vote counting during votes in the Verkhovna Rada.

8. The Temporary Presidium of the First Session of the Verkhovna Rada of Ukraine organizes and oversees the work of the first session of the new convocation of the Verkhovna Rada.

9. Committees study and discuss draft laws and other issues before they are put to a vote.

10. Subcommittees specialize in studying specific aspects of issues considered within a committee.

11. Temporary special commissions are formed to study specific problems and develop corresponding solutions.

12. Temporary investigative commissions conduct investigations into important cases and events.

13. Special temporary investigative commission, formed to investigate specific cases that require special attention.

14. The Permanent Representative of the President to the Verkhovna Rada of Ukraine coordinates interaction between the President and the Verkhovna Rada.

15. Working groups of the Verkhovna Rada of Ukraine are formed to study specific issues and develop recommendations for the Verkhovna Rada.

The Verkhovna Rada is empowered to consider and decide on any issues not within the competence of the bodies of state executive or judicial power. Those issues which are not within such competence are exclusively resolved by an all-Ukrainian referendum.

The procedure of the Verkhovna Rada of Ukraine is determined by its regulations adopted by the Ukrainian parliament on February 10, 2010. The Verkhovna Rada operates in sessions, and for the organization of its work, a Presidium was specially formed. [4]

Therefore, the Verkhovna Rada of Ukraine, consisting of 450 Members of Parliament, plays a key role in the legislative process of the state. Its main function is to adopt laws and make important decisions concerning both the state and its citizens. Additionally, the Verkhovna Rada exercises control over the actions of the government, ensures representation of various interests and parties in the parliament, and plays a significant role in shaping state policy and ensuring the exercise of citizens' rights. It also has the important function of adopting the state budget, which determines financial priorities and the allocation of funds to various spheres of public life. The Verkhovna Rada plays a crucial role in ensuring the principle of separation of powers by monitoring compliance with laws and constitutional norms, thereby preventing abuses and corruption in government bodies and ensuring equality before the law for all citizens.

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FREEDOM OF SPEECH IN UKRAINE

Freedom of speech is the foundation of democracy and an important element in promoting progress and human development. In a world without freedom of speech, the freedom of expression would be limited and restricted, and society would be dominated by a stifling silence. The absence of pluralism of opinion creates a generally accepted uniformity, and difference of opinion is punished. A society without freedom of speech will decline. Because without a free exchange of ideas, it is impossible to generate new ideas and find better ways of development. Freedom of speech gives us the right to speak, express our opinions, share our knowledge and experience. It also guarantees access to various sources of information and allows us to form our own opinions. In addition, freedom of speech allows us to control the actions of the authorities, uncover injustice, and stand up for a better future. [1].

The Constitution of Ukraine, in particular Article 34, is a fundamental document that guarantees the fundamental right to freedom of speech. It is important to note that any law restricting freedom of speech must comply with the Constitution of Ukraine. The article establishes the following principle: all citizens are free to express their opinions and beliefs [2]. The Constitution of Ukraine also expressly prohibits censorship. This is reflected, in particular, in the right to demand from journalists, and mass media, approval of information before its spread, to prevent its spread, or to prevent its spread in any other way or to spread information, except in cases where preliminary approval of information is carried out based on the law, as well as in case of a court ban on the spread of information (part 1 of Article 24 of the Law of Ukraine "On Information" [3]). In particular, interference in the work of journalists and control over what they publish are prohibited. They cannot withhold important information or restrict its spread. They are also not allowed to ban coverage of certain topics or persons or to criticize those in power unless this is provided for by an agreement or editorial charter.

At first glance, this legislative framework for preventing acts of censorship seems to be too limited, focusing mainly on the activities of certain actors, such as journalists and media outlets. However, a systematic interpretation of the legislation leads to the conclusion that the right to censorship applies to all participants in information relations. In addition, it is also worth paying attention to the provisions of Article 309 of the Civil Code of Ukraine [4]. The Article provides for freedom of literary, artistic, scientific, and technical creativity, the right of everyone to freely choose the field, content, and form (methods, tools) of creativity, and prevents censorship of the creative process and the results of creative activity.

The above gives the impression that securing freedom of speech requires, firstly, compliance with the restrictions established by law, and, secondly, the prevention of censorship.

The war in Ukraine, which began on February 24, 2022, has had a significant impact on freedom of speech, revealing several important aspects. On the one hand, the authorities have imposed a number of restrictions on freedom of speech, which are justified by the need to protect state security. These restrictions include a ban on the spread of information about the movements of Ukrainian forces, hate speech, and the broadcasting of Russian propaganda channels. Some journalists and media outlets have been accused of collaborating with the enemy, and some have been forced to close their operations.

However, Ukrainian society has demonstrated a strong commitment to protecting freedom of speech. Journalists have risked their lives to cover the war and continue their work. Independent media play an important role in covering the war and countering Russian propaganda. International organizations have condemned the restrictions on freedom of speech in Ukraine and called on the authorities to uphold their human rights obligations. Freedom of speech is one of the most important achievements of democracy, as it is at the heart of human rights and democratic societies. [5].

So, freedom of speech in Ukraine is an important aspect of a democratic society and constantly faces various challenges and obstacles. The protection of freedom of speech is an important guarantee of Ukraine's democratic development, and it is important that Ukrainian society actively defends this right and continues to fight for it, considering it a common heritage that should be used for the public good and national development.

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POWERS AND TERMINATION OF POWERS OF THE PRESIDENT OF UKRAINE

The President of Ukraine is the head of state of Ukraine, who acts on its behalf within the country and on the international arena, the highest official of the state [3]. According to Article 103. The President of Ukraine is elected by citizens of Ukraine on the basis of universal, equal and direct suffrage by secret ballot for a period of five years [1].

The election of the president is an important political process in many countries, including Ukraine. Depending on the country, special attention is paid to the election procedure, candidacy rules, voting and vote counting.

Ukraine has a presidential-parliamentary form of government, which means that the president is elected by the people for a five-year term through general elections. A citizen of the country who has reached the age of 35, has the right to vote, has lived in Ukraine for at least 10 years before the election day and speaks the state language can become the president of Ukraine. The powers of the President of Ukraine are defined by the Constitution and other laws.

The main powers of the President of Ukraine include:

I. Ensures state independence, national security and state succession [3].

II. Makes decisions on the recognition of other states.

III. The President exercises general leadership of the state.

IV. The President represents Ukraine in relations with other countries and international organizations. He implements foreign policy and signs international treaties.

V. The President has the right to terminate the powers of the Verkhovna Rada in the event of unresolved constitutional conflict or the impossibility of forming a parliamentary majority.

VI. The President has the right to award special titles and awards to Ukrainian citizens for significant contribution to the development of the country or for demonstrated courage and heroism and others.

Also, the powers of the president can be terminated in various circumstances, usually such situations include:

I. Resignation: the president may decide to leave office by resignation. This can be due to various reasons, from political to personal.

II. Impossibility to exercise his powers due to health conditions: If the president becomes ill or physically or psychologically incapacitated, his powers may be terminated in accordance with the constitution or laws of the country.

III. Removal from office by way of impeachment: this process can take place through impeachment (in case of violation of the law or the constitution), as a rule, after a special investigation and a vote in the relevant bodies.

IV. Deaths: when a president dies, his powers also end, and the constitution often determines the procedure for interim appointments or new elections for the office of president [2].

The powers and termination of powers of the President of Ukraine are an important component of the country's political system. These processes are regulated by the Constitution of Ukraine and legislation. In particular, the president can terminate his powers in cases of violation of the Constitution or other important legal norms, which were mentioned above. Such mechanisms guarantee the stability and legality of power processes in the country, contributing to the preservation of democracy and the rule of law.

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THE ROLE OF LAWYERS IN SOCIETY

Lawyers are integral members of society, playing a pivotal role in upholding the rule of law, safeguarding individual rights, and ensuring justice for all. In this report, we delve into the multifaceted role of lawyers in the social fabric, examining their contributions to maintaining order, protecting rights, and fostering legal awareness.

Guardians of Justice:

Lawyers serve as guardians of justice, ensuring that legal proceedings are fair, impartial, and conducted according to the principles of due process. They represent clients in courts, advocating for their rights and interests, and contribute to the administration of justice by presenting evidence, making legal arguments, and upholding the integrity of the legal system[1].

Upholders of Rights:

One of the primary responsibilities of lawyers is to uphold the rights of individuals within society. They provide legal counsel and representation to clients facing various legal challenges, ranging from civil disputes to criminal charges. By defending the rights of the accused, advocating for victims of injustice, and challenging oppressive laws, lawyers play a crucial role in protecting fundamental liberties and promoting equality before the law.

Promoters of Legal Awareness:

Lawyers play a vital role in promoting legal awareness and education within society. Through public outreach programs, legal clinics, and pro bono initiatives, they empower individuals to understand their rights, navigate legal complexities, and access justice. By disseminating legal knowledge, lawyers contribute to the development of a more informed and empowered citizenry, capable of engaging meaningfully with the legal system.

Agents of Social Change:

Lawyers often serve as agents of social change, using the law as a tool to challenge injustice, advocate for reform, and advance the cause of human rights. From landmark court cases to advocacy campaigns, lawyers have played instrumental roles in shaping legal precedents, legislative reforms, and societal attitudes towards issues such as gender equality, racial justice, and LGBTQ+ rights. By leveraging their expertise and influence, lawyers can catalyze positive transformations within society, promoting greater inclusivity, fairness, and respect for human dignity.

Conclusions:

In conclusion, the role of lawyers in society is multifaceted and indispensable. As guardians of justice, upholders of rights, promoters of legal awareness, and agents of social change, lawyers wield significant influence in shaping the legal landscape and safeguarding the principles of democracy, equality, and justice for all. Their tireless efforts contribute to the maintenance of a just, equitable, and rights-respecting society [2].

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DER SCHUTZ DER MENSCHENRECHTE WÄHREND DER KRIEGSZEIT

Wir alle wünschen uns Frieden, Harmonie und Sicherheit in unserem Leben. Leider zeigt die Weltgeschichte, dass die Kriegskonflikte die Erreichung dieser Ziele verhindern können. Während des Krieges werden die Menschenrechte verletzt, was eine ernsthafte Herausforderung für die Gesellschaft darstellt. Lassen wir uns untersuchen, wie der Schutz der Menschenrechte während der Kriegszeit gewährleistet werden kann.

Vor allem ist es wichtig anzuerkennen, dass auch in schwierigen Kriegszeiten die Menschenrechte geachtet und geschützt werden müssen. Das internationale Recht, wie zum Beispiel die Genfer Konventionen [1], legt die Normen fest, die für alle Konfliktparteien beim Konflikt verbindlich sind. Diese Normen sehen den Schutz der Zivilbevölkerung, humanitäre Hilfe und andere wichtige Aspekte des Menschenrechtsschutzes in Kriegszeiten vor. Die Länder müssen sich an diese Normen halten, wenn sie selbst an einem Konflikt beteiligt sind. Der zweite wichtige Aspekt ist die Teilnahme der internationalen humanitären Organisationen an der Bereitstellung von Hilfe und Schutz vor Krieg [2]. Die Vereinten Nationen, die Europäischen Union und viele andere Organisationen sind führend im Kampf um die Menschenrechte während des Krieges [3]. Sie leisten medizinische Hilfe, Unterkunft, Nahrung und andere notwendige Ressourcen und helfen auch bei der Befreiung von Gefangenen und Militärpersonal.

Die Bürger sollten ihre Rechte nicht nur kennen, sondern auch wissen, wie sie ihre Rechte in den Kriegszeiten verteidigen können. Die weit verbreitete Information über die Menschenrechte und das humanitäre Recht hilft eine tolerante und bewusste Gesellschaft zu schaffen, die empfindlicher auf die Probleme von Krieg und Konflikten reagiert.

Heute während des Krieges in der Ukraine sehen wir die Hilfe der EU: Etwa 27 Milliarden Euro zusätzlicher Militärhilfe für die Ukraine wurden bilateral im Rahmen des Europäischen Friedensfonds oder von einzelnen Mitgliedstaaten bereitgestellt [4]. Die EU finanziert unter anderem gepanzerte Fahrzeuge, Panzer, schwere Artillerie und Munition. Darüber hinaus hat die EU im Jahre 2022 330 Millionen Euro für ein Soforthilfeprogramm mobilisiert, das dazu beitrug, den Zugang zu grundlegenden Gütern und Dienstleistungen wie Bildung, Gesundheitsversorgung und Nahrungsmitteln sicherzustellen. Das Förderprogramm hat auch dazu beigetragen, die Bevölkerung – sowohl Binnenflüchtlinge als auch ihre Aufnahmegemeinden – zu schützen und kleine und mittlere Unternehmen sowie die Landwirtschaft zu unterstützen [5].

Fazit. Der Schutz der Menschenrechte während der Kriegszeit ist eine wichtige Verpflichtung für uns alle. Die internationale Gemeinschaft muss alles tun, was von ihr abhängt, um die Einhaltung des Völkerrechts sicherzustellen und den Menschen zu helfen, die diese Hilfe am meisten brauchen. Nur gemeinsam können wir den Schutz der Menschenrechte auch unter den schwierigsten Bedingungen des Krieges besorgen.

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MIGRANTS AND REFUGEES' RIGHTS VIOLATION IN THE INTER-AMERICAN HUMAN RIGHTS SYSTEM

The Inter-American Commission on Human Rights and the International Court of Human Rights have established that the principles of equality and non-discrimination require the state to ensure that migrants do not suffer discrimination on any of the grounds protected by the American Convention on Human Rights. Also, to take specific measures to protect certain groups of migrants who are in a vulnerable position [1].

The Durban Declaration of 2001 established that xenophobia against non-citizens, particularly with regard to migrants, is one of the main sources of contemporary racism. Around the world, many migrants and refugees find themselves in a state of increased instability. This puts them at risk of human rights violations, including discrimination in housing, education, health, work, or social security [2].

The case with Latin America deserves special attention, as most states on this continent have reformed and liberalized their immigration and refugee policies. They have expanded the rights of migrants in an unprecedented way, accordingly many new laws have been described as extremely progressive in terms of protecting the rights of migrants and refugees. Despite this, these norms usually have a declaratory nature. Immigrants often face de facto arbitrary restrictions on their rights based on nationality, ethnicity, gender, and sexual orientation [3].

Such countries as the Dominican Republic, Honduras, and Paraguay, which adopted immigration laws in 2004, 2004, and 1996 respectively, included discriminatory provisions regarding access to certain groups of people [4]. These include individuals with psychological disorders or physical disabilities. For example, Article 81 of the 2004 Immigration Law of Honduras establishes that foreigners suffering from acute or chronic psychosis, as well as disabled people, cannot enter the country. The immigration laws of Paraguay and the Dominican Republic further assert that they do not admit people with physical disabilities who cannot perform their work [5, 6]. Both immigration laws also include a provision that can be used to discriminate against people who have sexually transmitted infectious diseases.

Special protection guarantees in immigration laws and regulations are mainly aimed at children, women, the elderly, and victims of human trafficking. However, a large number of regulations do not include some vulnerable groups. For example, immigration legislation and refugee legislation do not contain special provisions for the protection of LGBT community members.

Terrorism has become another factor that has caused a crisis in migration regulation. In response to this threat, governments are forced to strengthen security measures, expanding the powers of the executive branch and limiting the rights of citizens [7]. The new legislation of states has become the cause of violation of the rights of minorities and foreigners. Only in the first two years after the attacks in the USA on September 11, 2001, a significant number of foreign citizens were detained. Most of them were released or deported after the FBI dismissed the charges of their involvement in any terrorist organization. They spent thousands of days, weeks, months, and in some cases years in detention before their guilt was refuted. Most of the detainees were from the Middle East, which indicates that the detentions were carried out more on ethnic and religious grounds than for specific offenses [8].

It is worth mentioning a series of aggressive steps by the Donald Trump administration, which were aimed at limiting illegal migration. In April 2018, a "zero tolerance policy" was introduced. This policy led to the fact that children were separated from their parents during the illegal crossing of the US border. Despite the fact that the law allows families to stay together during the border crossing, more than 2000 children were separated from their parents, while adults were held criminally responsible [9, p.203-204].

Therefore, in the current political situation of the American continent, the strategic value lies in strengthening democratic institutions, especially judicial systems, and national efforts to overcome current levels of isolation and inequality. In light of this, in addition to the effectiveness of their jurisprudence and the development of their system of individual petitions, states must reflect on their political role. They need to pay attention to structural models that affect the effective exercise of rights by disadvantaged sectors of the population.

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PROBLEMS OF HUMAN RIGHTS PROTECTION IN MUSLIM COUNTRIES

The issue of human rights protection in Muslim countries is complex and controversial. On the one hand, Muslim countries declare that they recognize and adhere to universally recognized human rights norms and standards enshrined in international documents such as the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights. Muslim countries, on the other hand, have their own human rights documents based on Islamic religious and cultural characteristics, such as the Cairo Declaration on Human Rights in Islam and the Arab Charter on Human Rights. These documents often contradict international norms, especially in relation to women, children, minorities, freedom of religion and freedom of expression. [3, c. 19; 5].

The main problem is that Muslim countries believe that international human rights documents are a product of Western civilization and impose their values on other peoples and cultures. They also argue that Islam is a complete and perfect system of life that includes all aspects of human rights and does not need external sources or interpretations. They recognize the Sharia, the Islamic rules and regulations derived from Islam's holy book, the Koran, and the Sunnah, the tradition of the Prophet Muhammad, as the ultimate authority on all matters. [1, c. 449]

In many Muslim countries, this attitude has led to human rights violations, especially against those who do not belong to the Muslim majority or do not adhere to the orthodox interpretation of Islam. For example, in some countries, crimes such as adultery, apostasy, blasphemy, homosexuality, and witchcraft, which are not recognized as such in other countries, are punished with cruel punishments such as amputation, whipping, stoning, and death. In some countries, women do not have the same rights as men in areas such as education, work, marriage, inheritance, testimony in court, dress, and movement. In some countries, children are subjected to violence, exploitation, early marriage, circumcision, and deprivation of education. In some countries, ethnic minorities, such as Christians, Yazidis, Baha'is, Ahmadis, Shiites, Kurds, and Berbers, are subject to persecution, discrimination, violence, expulsion, and massacres. [1, c. 454; 2, c. 578]

Therefore, the protection of human rights in Muslim countries requires serious attention and dialogue between different parties, taking into account religious, cultural, historical, political and social factors that affect this area. It is necessary to seek ways of reconciliation and cooperation between Muslim and non-Muslim countries, as well as between different groups and movements within Islam, which can contribute to better observance and protection of human rights in all parts of the world.

In some Muslim countries, there may be laws or customs that restrict women's rights in areas such as labor, education, marriage, and inheritance. For example, in Saudi Arabia, women are not allowed to drive a car, travel without the permission of a husband or guardian, dress at will, or hold certain positions. In Iran, women do not have equal rights with men in court, marriage, divorce, inheritance, and as witnesses[2]. In Afghanistan, women face violence, discrimination, early marriage, illiteracy, and lack of access to health care [3, c. 21; 4].

In some Muslim countries, there are restrictions on other religions that may limit the religious freedom of minorities. For example, Pakistan has blasphemy laws that punish insulting Islam, the Koran, or the Prophet Muhammad with the death penalty or life imprisonment. In Egypt, Christians, especially Copts, are discriminated against and persecuted, subjected to violence, deportation, massacres, and the destruction of churches. In Indonesia, religious freedom is restricted for Buddhists, Hindus and Confucians, as well as for Ahmadis, who are considered apostates from Islam.

Many Muslim countries have laws that punish same-sex relationships and other non-traditional sexual behavior. For example, homosexuality is punishable by death in Iran, Saudi Arabia, Sudan, Yemen, and Mauritania. In Turkey, Iraq, Egypt, Morocco, Tunisia, Iraq, Morocco, Tunisia, and other countries, the LGBT community is subject to discrimination, violence, arrests, threats, and blackmail [3, c. 22].

Freedom of expression is restricted in many Muslim countries, especially with regard to criticism of religion and government. For example, in Turkey, Iran, Bahrain, and Azerbaijan, journalists, bloggers, activists, writers, artists, and others who express their views are subject to censorship, arrest, prosecution, torture, disappearance, and murder [1, c. 440].

Some Muslim countries have judicial systems that do not guarantee the right to a fair trial and allow for human rights violations. For example, Saudi Arabia, Iran, and Sudan have Sharia-based justice systems that may contravene international human rights standards such as the presumption of innocence, the right to defense, the right to appeal, and the impartiality of judges [4].

Countries with high levels of migration may face challenges in protecting migrants' rights, such as the right to work and access to education and health care. For example, migrants working in construction, domestic service, agriculture, and other sectors in Qatar, the United Arab Emirates, Kuwait, and other Gulf countries face exploitation, violence, non-payment of wages, confiscation of passports, inability to change employers or leave the country without permission, and lack of social protection and legal support.

Therefore, it can be concluded that the protection of human rights in Muslim countries is an important task that requires global dialogue and mutual understanding. All countries, regardless of their religious or cultural characteristics, must respect universal human rights. Efforts should be directed at improving the protection of the rights of women, children, minorities and migrants, as well as ensuring freedom of expression and religion.

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YURIY NEMYRYCH – THE AUTHOR OF THE CONCEPT OF THE TRIUNE POLISH-LITHUANIAN COMMONWEALTH

Yurii Nemyrych is a Ukrainian tycoon, statesman and diplomat of the Khmelnytskyi period [2]. The Triune Commonwealth (Republic of the Three Nations) is a political project of the transformation of the confederation of the Kingdom of Poland and the Great Kingdom of Lithuania into a triune state, as a result of the creation of the Grand Duchy of Russia on Ukrainian lands [3]

It was Yury Nemyrych who worked out the theory and concept of the formation of the Grand Duchy of Russia on the territory of Ukraine and with the help of Hetman Vyhovsky and even proclaimed it. It was Nemyrych's hand that wrote the original version of the treaty, adopted on September 6, 1658 at the Council in Gadyach. The Hadiat Agreement stipulated: "Ukraine, i.e. the lands in the Chernihiv, Kyiv and Bratslav voivodships, becomes a free and independent country and is united again with the Kingdom of Poland and the Grand Duchy of Lithuania under the name of the Grand Duchy of Russia under the supremacy of the Polish king, who is elected by all three peoples together; Great The Principality of Rus itself arranges its highest legislative internal affairs. Power belongs to the Council, which consists of ambassadors from all over Ukraine" [1]

One of the researchers of the Hadiac agreement, Vyacheslav Budzinovsky, gave a description of the pacts: "The Hadiac articles prove that, from this point of view, our nation was ahead of all other European nations by almost two hundred years. They are the first clear and most complete national program in Europe [4]

After the death of Bohdan Khmelnytskyi in the same year, Yurii Nemyrych becomes an associate of Hetman Ivan Vyhovskyi - advocates the denunciation (termination of an international treaty by notifying one state to another of the termination of the concluded treaty is carried out in the order and within the time stipulated by this treaty) Pereyaslav Agreements, participates in battle near Konotop (1659). Before that, in search of allies in the fight against Moscow, the leadership of Ukraine at that time turned to the Polish-Lithuanian Commonwealth. And here Nemyrych's political maturity is evident - together with Colonel Pavel Teterea, he becomes one of the lobbyists (targeted legal or illegal influence on state authorities and local self-government bodies, as well as on their officials, directed at them on behalf of another person, organization) of Hadiatska agreements This unique document, in fact, recognized the Cossack state as part of a federation of three states - the Polish-Lithuanian Commonwealth, the Grand Duchy of Lithuania, and the Grand Duchy of Russia [4]

Researchers of this period believe that the combination with the Crown of Volhynia, Bratslav Oblast, and Kyiv Oblast started the process of establishing Ukrainian national consciousness, helped to create a cultural and political community, a secular society, necessary for the formation of national consciousness [5]

Based on the above, the following conclusions can be drawn:

1. The concept is the unification of three principalities, where Ukraine becomes a free and independent state under the leadership of I. Vyhovsky.
2. The Grand Duchy of Rus ruled the highest legislative bodies.
3. Hadiac articles are the first clear and most complete national program in Europe.

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TOPICAL PROBLEMS OF JURISPRUDENCE IN UKRAINE

Jurisprudence is a social science and a specialty that studies law as a separate system that is part of social norms, a form of law in state organization and activity, and in the overall political social system [1].

The problem of reforming the judiciary in Ukraine is currently proving to be relevant, as the most important prerequisites for the development of civil society should be high-quality, stable legislation and effective justice that can actually ensure reliable protection of human rights and freedoms, the interests of society and the state. Therefore, there is a need for a theoretical understanding of the new stage of reforming the judicial system in Ukraine, bringing it closer to international standards for effective improvement and implementation in practice. The focus of the judicial reform should primarily be on maximizing the rule of law, as well as achieving a social effect in society, restoring trust in the judiciary and creating conditions for accessible justice [2].

For a long time, corruption has been one of Ukraine's biggest problems and a topic of constant debate for both the Ukrainian and international communities. In the Corruption Perceptions Index (CPI) compiled by the global anti-corruption organization Transparency International and based on the assessments of businessmen and analysts, Ukraine was ranked 120th out of 180 countries in 2018. And although Ukraine's position in the ranking is improving from year to year, this state of affairs is still far from acceptable. According to numerous analytical reports and surveys, corruption is the biggest problem for both foreign and domestic businesses. The obvious problems caused by high levels of bribery and abuse are the destruction of the society's value system and total distrust of the public authorities, which ultimately leads to negative economic consequences, increasing inequality and slowing down the growth of incomes [3].

Unfortunately, due to the economic, political and social problems existing in our society, the state has a threatening situation with ensuring the fundamental rights and freedoms of man and citizen to receive complete, unbiased information necessary for making informed decisions. At the same time, a negative factor affecting the state of ensuring the right to information is the low legal awareness and legal, information and legal culture of citizens, officials and employees. An equally important problem is the shortcomings in the legislation itself: some provisions of information legislation are outdated, legal mechanisms for realization and protection of the right to information are not sufficiently developed, there is a lack of terminology, there are contradictions in the regulation of certain social relations by different laws, which leads to ambiguous interpretation of their norms and creates difficulties for their application. It is no secret that there are currently many difficulties in the area of public access to information from state authorities and local self-government bodies. These bodies sometimes unlawfully apply restrictions on access to information, effectively refusing to provide information by classifying it as restricted information [4].

In real life, we can see that both the executive and legislative branches of government independently use coercion to achieve the desired result. At the same time, the result may differ from the desires of society (lack of understanding, substitution of the interests of society for the interests of certain groups, etc.) Administrative justice was created to limit the powers of public authorities and protect the rights of citizens in such cases. However, the active position of public authorities aimed at achieving their goals by any means is still observed. Attempts to reduce the powers of administrative courts in considering cases under their jurisdiction will not be exceptional.

As of today, the following generally accepted guarantees of judicial independence have become declarative and conditional: the procedure for election (appointment) and dismissal of judges; the right of a judge to resign; the procedure for the administration of justice provided for by law; prohibition of interference in the administration of justice; liability for contempt of court; immunity of judges; existence of judicial self-government bodies; creation of necessary organizational, technical and informational conditions for the operation of courts; proper material and social security of judges. By the way, it is no coincidence that when presenting the amendments to the Basic Law, the subject of the legislative initiative did not clearly define the system of domestic judicial proceedings. The reason for this phenomenon is the same - the same attempts and numerous attempts to have a "flexible system" of courts (as explained by the representative in the Constitutional Court) [5].

Therefore, hidden shortcomings manifest themselves in several forms. These include legal gaps, inconsistencies in legal provisions, inconsistency of legal provisions with the principles of law and doctrinal approaches of legal theory, unjustified partiality, lack of implementation mechanism, unification of the content of the same legal terms used in different legal acts, non-compliance with the requirement of Article 22 of the Constitution of Ukraine that when adopting new laws or amending existing laws, it is not allowed to narrow the content and scope of existing rights and freedoms of citizens. 22 of the Constitution of Ukraine that when adopting new laws or amending existing laws, it is not allowed to narrow the content and scope of existing rights and freedoms. [6].

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THE INTERNATIONAL BILL OF RIGHTS IMPACT ON THE GLOBAL LEGAL ORDER

Human rights are the foundation of the modern world order, which ensures the inviolability and dignity of every person, regardless of their origin, gender or religion. Everyone should understand their rights, and there is a need to enshrine them in international law. International human rights standards are a key step in the development of international law. Despite the fact that the states that recognise the jurisdiction of these documents have obligations to the international community, namely to protect and respect human rights, they record cases of their violations. The conditions of global crises and military conflicts also create difficulties in respecting human rights.

The International Bill of Human Rights is an important «international document» as it forms the basis of international human rights protection at the universal level, uniting four international legal instruments, namely: «The Universal Declaration of Human Rights» (UDHR) [1], «The International Covenant on Civil and Political Rights» (ICCPR) [2], «The International Covenant on Economic, Social and Cultural Rights» (ICESCR) [3] and «The Optional Protocol to the International Covenant on Civil and Political Rights» [4].

These documents are of great importance to the international legal order because they set out general principles for the protection and realization of civil, political, economic, social and cultural rights in all countries. They also prevent states from restricting rights that already exist on their territories.

For more than a quarter of a century, the Universal Declaration of Human Rights has remained the only international instrument to which «all peoples and all nations should aspire». It has become a prominent and respected document not only among states that have acceded to one or both Covenants, but also among states that have not ratified or acceded to either Covenant [1].

The content of the Declaration has been cited as a basis or justification for many significant decisions taken by the United Nations (UN). It also became a catalyst for the creation and development of new international human rights instruments, both within and outside the UN. Such acts include the Convention on the Elimination of All Forms of Racial Discrimination, the Convention on the Elimination of All Forms of Discrimination against Women, the UN Convention on the Rights of the Child, the UN Convention against Torture, etc. The provisions of the Declaration served as the basis for the development of new national constitutions and domestic laws [5, c. 15].

It can also be noted that the issue of applying universal human rights standards during armed conflicts is important for international law. Thus, the main source in this case will be the Advisory Opinion of the International Court of Justice on the Legal Consequences of the Construction of a Wall in the Occupied Palestinian Territory, adopted on 9 July 2004.

However, it should be noted that Israel denied the application of the ICCPR and ICESCR to the occupied Palestinian territory. Israel argued that international humanitarian law governs the protection of persons in situations of conflict, such as those in the West Bank and Gaza Strip. However, according to Israel, human rights treaties are intended to protect citizens from their own government in times of peace [6, c. 188-189].

UN institutions, such as the General Assembly and the Security Council, have often referred to the Universal Declaration of Human Rights and one or both of the Covenants as the basis for their actions in important resolutions and decisions.

The content of the Declaration is reflected in a number of multilateral international treaties at both the universal and regional levels. The latter include the Convention for the Protection of Human Rights and Fundamental Freedoms, the American Convention on Human Rights, and the African Charter on Human and Peoples' Rights. References to the UDHR in each of these acts are present in their preambles [7, c. 178-179].

As noted earlier, the Universal Declaration of Human Rights does not have the same legal force, as it was adopted in the form of a resolution of a recommendatory nature. In this regard, Hersch Lauterpacht in his work «International Law and Human Rights» condemns the Declaration for its «deceptive» and «cover-up» nature [7, c. 180]. He warned that one should not «rush» to adopt the Declaration, as this could lead to meaningless generalizations. But his words were not heard, and the provisions of the Universal Declaration of Human Rights are unclear. States did not unanimously accept the UDHR as legally binding.

Ian Brownlee, a prominent English international lawyer, writes in his Principles of Public International Law that the Universal Declaration of Human Rights was adopted as a first step towards the adoption of a human rights covenant in the form of an international treaty. According to him, the UDHR is important for lawyers because it demonstrates how an international document can influence the rules of law regardless of its formal legal nature. Brownlee also argues that the Universal Declaration has influenced the content of national human rights law through its direct use in courts and tribunals. The Declaration is not legally binding, and some of its provisions, such as the reference to the right to asylum, are most likely not legal norms [7, c. 181].

Therefore, based on the above, we can conclude that the International Bill of Human Rights is an important international document that defines general principles for the protection and realisation of human rights in all countries, as well as prevents the restriction of existing rights in their territories. It consists of the Universal Declaration of Human Rights and two Covenants on Human Rights, which are legally binding on the states parties.

Although the Universal Declaration of Human Rights is not legally binding, it has a normative influence on international and national human rights law and has become the basis for the development of new international human rights instruments, both universal and regional.

Based on the opinion of well-known scholars, I agree with Brophy, as he argues that the Universal Declaration of Human Rights is important for the development of international and national law in this area. The elements and norms of the International Bill of Rights are also reflected in the opinions of courts and tribunals.

The International Bill of Rights is an important part of the global heritage of humanity. It occupies a prominent place among international human rights standards, ensuring that each of its elements is properly implemented by the member states. Its influence is applied not only at the international level, but also at the national level. This reflects the global recognition of the importance of protecting human rights and confirms that the International Bill of Rights is a fundamental document that influences the legislation of countries around the world.

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MEDIATION AS A FORM OF RESTORATIVE JUSTICE FOR JUVENILES IN CRIMINAL PROCEEDINGS

The ideas of restorative justice as a means of social reconciliation accessible to all age groups are spreading rapidly in the modern Ukrainian justice system, especially in cases involving minors. An important component of restorative justice is mediation, a method of dispute resolution involving an intermediary (mediator) who helps the parties to a conflict to establish a communication process and analyze the conflict situation, taking into account the interests and requirements of all parties to the conflict. It is worth noting that mediation is often used in criminal law, namely in criminal proceedings against minors. After all, criminal proceedings against minors have significant features and differences from other cases, so mediation as a form of restorative justice is being introduced to replace the usual methods of resolving proceedings against minors, which are characterized by their categorical, limited and cruelty [1, c. 12].

The relevance of this topic is primarily due to the fact that mediation in Ukraine is becoming increasingly widespread, especially its application to minors in criminal cases, and therefore the study of this innovation is important for justice in general.

The main purpose of restorative justice and mediation is to prevent possible criminal offenses in the future and misunderstandings between the parties to such acts. In particular, an integral part of mediation is the mediator, who, unlike a judge as a subject of formal legal proceedings, is not directly involved in resolving a conflict over a particular criminal offense, i.e., the decision is made by the parties to the case themselves [2].

In addition, it should be noted that the main features of restorative justice for juveniles include: voluntariness; confidentiality; neutrality of the mediator; repair of the harm caused; acceptance of responsibility by the offender; self-determination of the parties; repair of the harm caused.

At the same time, it is important to note that the injured party is the main one in restorative justice, he or she can express his or her emotions and receive the necessary apology from the person who committed the unlawful act, which is the main goal of mediation in general. In turn, the person who committed the criminal offense needs to realize the consequences of his or her actions and get the opportunity to correct them through a conversation with the victim. In addition, it is through mediation that the parties to criminal proceedings, talking to each other, can reach a certain understanding, which will further affect the degree of punishment.

Analyzing the main mechanism for the implementation of restorative justice in criminal proceedings against minors, it should be understood that such a person, due to his or her age, may not realize the extent and consequences of his or her unlawful acts. At the same time, mediation is a means that to some extent contributes to the earliest possible withdrawal of a child from the criminal process and his or her re-socialization into public life [3, c. 30]. After all, justice may apply different types of punishment to minors, which can change the future life of a minor forever, and it is through restorative justice that such a person has the opportunity to have a better life.

Therefore, it is mediation as a form of restorative justice that acts as an alternative means of resolving a socially dangerous act by a minor, giving him or her the opportunity to realize the offense committed and creating an environment for constructive dialogue with the victim.

However, it is important to note that restorative justice does not exclude the use of punishment, but implies that the juvenile voluntarily accepts responsibility for the offense and intends to repair the damage caused, thus contributing to the restoration of social ties and the possibility of reconciliation with the victim.

In particular, the advantages of restorative justice for juveniles include: the possibility of reconciliation of the parties to the dispute; confidentiality of the dispute; awareness of the consequences of the unlawful act by the person who committed the unlawful act; avoidance of a more severe punishment by replacing it with a less severe punishment or exemption from criminal liability; avoidance of recidivism and adequate socialization of the offender; elimination of all possible negative consequences of the juvenile's stay in prison [4].

In conclusion, we note that mediation as a form of restorative justice for juveniles in criminal proceedings has great prospects in the future, but requires some adaptation of the Ukrainian legal framework to the specifics of this mechanism [5, c. 5]. Therefore, mediation as a means of full or partial reconciliation of the parties to a dispute can play an extremely important role in various cases, especially in relation to minors. However, the process of introducing restorative proceedings in criminal proceedings against minors requires gradual, staged and appropriate changes in general.

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CURRENT STRUCTURE AND JURISDICTION OF THE EUROPEAN COURT OF HUMAN RIGHTS: PROBLEMATIC ISSUES AND DEVELOPMENT VECTORS

From the very beginning, the question of the need to protect the rights of every person has been raised. As far back as ancient history, namely the laws of King Hammurabi (Babylon, approximately 2000 BC), which were the first written code of laws, it was written that the king should promote a just government, and the result of this government should be the extermination of the wicked and cruel and the protection of the weak from oppression by the strong.

The study of the shortcomings and development vectors of the European Court of Human Rights is an extremely relevant and important task, as it is aimed at strengthening the human rights protection system and overcoming the current challenges facing this body and its future development.

Before we dive into the issue of creating the ECHR, it is worthwhile to understand the term human rights. It is worth noting that human rights are a kind of shield that protects each of us regardless of gender, age, race, or material wealth. These rights give us respect and require respect for others. Human rights are: natural (because every person is endowed with them from birth and belong to every person), inalienable (no one can lose them, as they relate to the basic aspects of human existence), universal (because they apply to every inhabitant of the planet Earth without time zone restrictions) and indivisible (because all human rights are interrelated)[1, c 384-385].

The European Court of Human Rights is a judicial body established on the basis of the European Convention for the Protection of Human Rights and Fundamental Freedoms in 1950, which aims to ensure the implementation of the provisions of this Convention by the State Parties [2, p. 283-286]. The Convention is one of the fundamental acts in the field of human rights protection, the Council of Europe created it as the first post-war attempt to unite Europe. This document is recognized as one of the main instruments for adjusting the standards of human rights and freedoms in Europe [3, p. 254-266].

Unlike the Universal Declaration of Human Rights, which was adopted by the UN General Assembly in 1948, the Convention was intended to create an effective mechanism for the protection of human rights and freedoms at the international level. Later, in the judgments of the Court in the cases of Sunday Times v. the United Kingdom of April 26, 1979 and Airey v. Ireland" of October 9, 1977, the objectives of the Convention were formulated: "to establish certain international standards to be observed by the High Contracting Parties in their relations with individuals under their jurisdiction" and "to ensure real and effective protection of human rights and freedoms" [4].

Amendments and additions to the Convention are mediated by the adoption of its Protocols. The first Protocol was adopted on March 20, 1952 (entered into force on May 18, 1954), and the latest (Protocol No. 16) entered into force on August 1, 2018.

The quantitative composition of the Court is defined in Article 20 of the Convention, which states that the number of its judges shall correspond to the number of High Contracting Parties. In March 2022, when there were 47 judges in the Council of Europe, a historic event took place - Russia was expelled from the Council of Europe for the first time, and at the same time the judge representing this country was dismissed.

The current jurisdiction of the European Court of Human Rights (ECHR) is undoubtedly of great importance in ensuring the protection of human rights and freedoms in Europe. However, over time, new challenges and issues related to the effectiveness and functioning of this body arise. The most prominent and urgent problem facing the Convention system is the crisis of case overload. Another problem is the effectiveness of dealing with persistent violations and how the Court's method of judgment and its impact on case law can be improved. However, the most common problem underlying all of these issues is the lack of commitment to the administration of constitutional justice.

Here are a few proposals that could help reduce the number of applications, if implemented, although they are unlikely to solve this problem by themselves:

First, the creation of a new "Judicial Committee" to weed out inadmissible applications and to deal immediately with admissibility issues in cases of obvious violations would allow the European Court to focus more intensively on analyzing more complex and serious violations. However, this would probably not eliminate the need to change the "manifestly ill-founded" criterion to an admissibility criterion based on the seriousness of the violation in question.

Secondly, many potential complaints could be transferred to national authorities if the European Court were to issue more "pilot judgments". These judgments would be based on individual complaints that highlight a systemic problem in compliance with the law. They would not only condemn the violations that affected the applicants, but also recommend specific measures for the respondent state. This would allow for assistance to be provided to a wider range of potential victims, without the need for each of them to individually file a complaint with Strasbourg. As a result, it would be possible to reduce a significant number of "repeat" judgments, since approximately 60% of the Court's judgments relate to violations of the Convention that have already been recognized in the state against which the complaint was filed [6].

The third suggestion concerns the improvement of national mechanisms for effective legal protection against delays in court proceedings. This may also help to reduce the number of complaints, which are the most common types of violations. For example, between 1999 and 2005, 58% of the violations of the Convention concerned the right to a fair trial under Article 6, while 37% concerned inadmissible delays in trials, which is a specific violation of the right to a fair trial. However, the key challenge is to ensure the effective implementation of such measures where there has been a problem with judicial delays for many years. For example, in Italy, the Pinto Law of 2001 provides the right to compensation for those who face delays in court proceedings. This initiative has allowed the European Court of Human Rights to declare some applications inadmissible, which was not possible before. However, in the case of Scordino v. Italy, the Grand Chamber of the Court decided that the procedure for applying this law is not exhaustive, and applicants still have the right to file complaints in Strasbourg [7, p. 685].

The history of the European Court of Human Rights shows a significant development and improvement of its structure and functions. From the initial stage, when the Court was limited to making recommendations, it has evolved into an influential international judicial institution whose judgments are binding on member states. The role of the European Court in guaranteeing human rights is very significant, and its history is an excellent example of how justice can change the world and contribute to its improvement.

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UKRAINE'S ACCESSION TO NATO: PROSPECTS AND BENEFITS

The following year after Ukraine gained independence, partnership relations with the North Atlantic Treaty Organization (NATO) began to emerge. The annexation of Crimea and the occupation of Donbas in 2014 spurred the intensification of cooperation in several key areas. Since the start of the full-scale invasion in 2022, NATO member states have been striving to comprehensively support and assist Ukraine. Due to the dynamic nature of events and their significance for Ukraine's further development, the topic of the prospects and benefits of joining NATO requires deeper analysis.

The development of relations between Ukraine and NATO, the problems, and prospects of their dynamics from the beginning of independence in 1991 until 2024 have been studied in their works by researchers such as M. Alexeyevets, O. Kruchinina, A. Magomedova, O. Nestertsova-Sobakar, M. Onyshchuk, L. Tatarinova, O. Pistrakevich, Yu. Franchuk, M. Pendyura, A. Cafruny, S. Cross, R. Hunter, R. Menon, W. Ruger, T. Sauer, J. Sperling, M. Webber, and other scholars.

The full-scale invasion of Russia into Ukraine forced a deeper understanding of the advantages and indispensability of Euro-Atlantic integration, both from Ukraine's perspective and from the side of NATO member states. The NATO Summit in Madrid in 2022, the first summit after Russia's full-scale invasion of Ukraine, once again reaffirmed the Alliance's position in supporting Ukraine and strongly condemned Russia's military actions on Ukrainian territory. A significant decision for Ukraine at the Summit was the agreement among NATO member countries to expand the Comprehensive Assistance Program for Ukraine. Specifically, it was noted that the Alliance would support Ukraine in implementing reforms in the long term and in post-war reconstruction efforts [1].

The Vilnius Summit in 2023 confirmed the achievements made during the Madrid Summit. It was determined that Ukraine would become a full-fledged member when all

NATO member states agree on Ukraine's accession to the Alliance, and after the end of the war with Russia, including meeting all requirements for Ukraine, particularly regarding the modernization of defense institutions.

Ukraine's attainment of full NATO membership will not only enhance the level of security and accelerate the country's foreign policy goals but also significantly improve its image and strengthen Ukraine's role on the international stage. Moreover, becoming a member state of the Alliance will allow Ukraine to greatly improve its geopolitical and military security posture [2].

Equally important in ensuring a security system is political security. Today, the state of the political system in Ukraine is in a precarious state. The transformation of politics into a tool for commercial gain, the politicization of public life, inadequate professional training of politicians, and the lack of political accountability have led to political passivity among citizens and decreased trust in politicians within society.

This situation makes the political system highly vulnerable to external and internal threats, and the lack of trust of citizens in state institutions opens up the possibility for effective conduct of hybrid warfare or other non-military means by Russia against Ukraine [3].

In the case of full membership in NATO, Ukraine will have the opportunity to reach an appropriate level of development and security in the information space, which significantly impacts the state of political, economic, defense, and other components of national security. This issue is particularly relevant for Ukraine and NATO amid Russia's targeted aggressive informational campaigns aimed at fueling conflicts within Europe and Ukraine, including encroachments on its state sovereignty and territorial integrity. It is worth mentioning economic security, which is crucial for ensuring a proper level of national security for the country. In recent years, the main challenges in the economic sphere include Russia's hybrid warfare and its use of hybrid and military methods and tools to undermine the Ukrainian economy.

Some of the positive outcomes for the Ukrainian economy upon joining NATO include:

1. Standardization of economic rules.
2. Implementation of economic reforms.
3. Improvement of the investment climate for entrepreneurs from Ukraine as well as foreign investors. NATO membership will contribute to enhancing Ukraine's investment image, as investors will not view Ukraine as a post-Soviet state with high levels of corruption, crime, and other characteristics typical of post-Soviet economies.
4. Improved prospects for EU accession and joining relevant economic development programs. As a full-fledged member of the Alliance, Ukraine will have the opportunity to create an effective economic mechanism capable of overcoming both internal and external threats, reducing the shadow economy [4].

Full membership will contribute to the creation of an effective mechanism for identifying threats to national economic interests and restoring industrial potential in Donetsk and Luhansk regions as well as in the Crimean Peninsula. Therefore, the mechanism of economic security requires improvement based on the experience of NATO member states in forming economic security.

Thus, it can confidently be stated today that Ukraine will become a full member of the Alliance, albeit without a clear timeframe. Obtaining the status of a full NATO member will enable Ukraine to ensure national security at a high level and to respond timely to challenges and threats. Ukraine's national security policy will be developed based on current social and state needs, as well as the process of integration into European security structures, based on the democratic development of society and the state, observance of a high level of protection of rights and freedoms, and affirmation of European values.

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MARKETING AS A MANAGEMENT FUNCTION

In the realm of business where competition steadily intensifies, marketing plays a pivotal role in an organization's success. It's not merely a means of promoting goods or services to the market but also embodies a significant managerial function. Marketing as a management function encompasses a broad spectrum of activities, ranging from market analysis and understanding consumer needs to crafting promotion strategies and brand management. Marketing as a management function involves various processes and activities aimed at achieving organizational goals through the creation, communication, and delivery of value to customers. It encompasses market research, segmentation, targeting, positioning, product development, pricing, distribution, promotion, and customer relationship management.

At the macro level, marketing performs the functions of organizing trade and organizing market communication flows. As a result, costs are reduced and the turnover of all equity capital is accelerated. All other functions at various stages of marketing management are performed at the micro level and are directly related to business operations [1].

Each of the seven functions of marketing highlights a step in the process of marketing a product or service. Understanding the processes, strategies and tools involved in marketing is crucial and knowing these functions will help develop a standardized plan for business. The 7 functions of marketing are:

- promotion;
- selling;
- product management
- pricing
- marketing information management
- financing
- distribution

When most people think of marketing, they think of promotion. But promotion is about making customers and potential customers aware of your products, services and company. Sales are about getting your product to the customer and at the same time building relationships and value. Effective communication is key to the process of selling a product or service. Effective product management requires identifying opportunities for improvement and knowing when to pull back on changes. Maintaining competitiveness is crucial to ensure customer loyalty and business success. Pricing is one of the most difficult functions of marketing and involves setting prices for services and products. Product pricing can be complex as it needs to take into account factors such as consumers' perceptions of value, production prices and competitors' pricing, while at the same time making a profit. Market information management is the process of collecting consumer and competitive data to improve other marketing functions and help businesses plan their strategies. Without marketing information management, the other seven functions of marketing are useless. The marketing function of finance means having the financial means to run the business and how to use them to achieve the best return on investment (ROI). Distribution refers to when and where to make the product available to consumers and depends on several factors, including the target audience and brand. Small business owners may choose to open a physical store depending on their product and reach [2].

Marketing includes the implementation of sales policy, which includes the definition of sales channels and methods for each specific type of product and specific market; Calculate the possible costs for the organization of sales, advertising, promotions and delivery. However, the organization of sales and the conduct of commercial activities belong to the economic and operational activities of the enterprise, all management functions, including marketing, are aimed at increasing business efficiency [3].

In today's digital age, marketing as a management function has evolved to embrace technologies such as data analytics, social media, and automation to enhance its effectiveness and reach. By recognizing marketing as a fundamental management function, organizations can better navigate the complexities of the marketplace, adapt to changing environments, and ultimately achieve sustainable competitive advantage and business success. According to P.F. Drucker 'the goal of marketing is to make sales efforts unnecessary. Its goal is to get to know and understand the client so well that the product and service will fit the client exactly and will sell themselves' [4].

The scale of marketing is extremely broad. According to estimates of the European Marketing Association, in Ukraine, approximately 40% of the population is one way or another related to marketing activities. However, this activity is mostly carried out in the absence of professional knowledge, and sometimes even without awareness of its meaning and content. The Association reached these conclusions after studying the activities of private entrepreneurs in the markets, merchandisers, and sales personnel [5].

The need to apply marketing and its research methods is important and necessary. So, for example, according to experts, the timely determination of consumer needs in Ukraine is the main reason for excessive costs and excessive marketing efforts to sell unnecessary products. As a result, more funds are spent on advertising and sales organization. Some factors that can affect business efficiency: employee skills and motivation, technological advancements, market demand and regulatory environment.

Marketing function is separate or complex types of specialized activities carried out within the framework of the enterprise as a market participant. Focusing on the main marketing approach as a market concept of management and sales, it is necessary to distinguish four complex functional blocks, each of which contains several sub-functions in its structure. It is necessary to distinguish the functions of marketing at the macro and micro level.

In conclusion, marketing stands as a quintessential management function that drives organizational success in today's competitive landscape. It encompasses a multifaceted approach involving strategic planning, market analysis, customer engagement, and brand management. By integrating marketing principles into managerial decision-making processes, businesses can adapt to dynamic market conditions, capitalize on emerging opportunities, and build sustainable competitive advantages. Moreover, marketing serves as a vital link between the organization and its customers, fostering meaningful relationships and driving long-term growth. Embracing marketing as a core management function empowers organizations to navigate complexities, innovate, and thrive in an ever-evolving business environment.

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PECULIARITIES OF MANAGEMENT IN THE DEVELOPED COUNTRIES

Developed countries of the world demonstrate such characteristics of management as a high level of professionalism, strategic thinking, innovation orientation and resistance to change. In addition, they often strive to improve efficiency, create a positive work environment, and develop a culture that supports collaboration and creativity. The main challenge of management in developed countries is to increase the productivity of knowledge. This is due to the fact that today the main capital resource of advanced economies and the main target of spending are workers who have deep knowledge and use what they have acquired during their work. The productivity of a well-trained workforce depends primarily on innovation and quality [1].

Management in developed countries of the world differs from the approach in less developed countries by many factors, including economic stability, infrastructure development, high level of education of the population, and development of management systems.

Features of management in developed countries are as follows:

1. Strategic management: in developed countries, strategic management is given great importance. Companies actively use market analysis, competitive advantages, and business strategies to achieve long-term goals.

2. Innovation and research: with advanced scientific and technological developments and access to financial resources, companies in developed countries often invest in research and development of new technologies and products.

3. Result-oriented culture: most developed countries have a result-oriented culture. Company managers place high demands on their employees in terms of efficiency and productivity.

4. Flexibility and adaptability: rapid changes in markets and technology have allowed companies in developed countries to be more flexible and adaptable to change. Respond quickly to changes in demand, competition and regulations.

5. Quality management systems: many companies in developed countries have implemented quality management systems such as ISO to ensure high quality products and services and meet international standards.

6. Advanced human resource management systems: companies in developed countries often spend a lot of effort on developing their human resources. This includes employee training and development, motivation programs and talent retention.

7. Corporate social responsibility: corporate social responsibility is receiving more and more attention in developed countries companies show interest in community support, environmental sustainability and ethical business practices.

All together, these factors contribute to the creation of efficient and competitive organizations in the developed countries of the world.

The system of the USA management is worth studying. The formation of management as a science in the USA began in the 20th century. The fact that this country is a democracy played a big role in this, as well as the hard work and educational aspirations of its citizens. The state was very liberal. This is how management as a science was formed. The founder of management is undoubtedly Frederick Taylor (1856 - 1915) [2].

Management in the United States differs from management in other countries in a number of ways that reflect the peculiarities and cultural characteristics of the US business environment. Democratic approaches to leadership are widespread in the United States. Managers, even lower-level managers, often encourage an open exchange of thoughts and ideas. Important aspects of this approach are the promotion of collective decision-making and the initiative of subordinates. The United States is known for its entrepreneurial culture, which is reflected in its support for innovation, risk, and achievement.

Management in business is aimed at stimulating and supporting entrepreneurial activity and creativity. American business culture usually focuses on achieving results. Management and employees are focused on achieving goals and success, which contributes to the company's competitiveness. Management also prefers flexibility and quick adaptation to changing market conditions. Companies are encouraged to continuously innovate and improve their products and processes. Given the cultural diversity of the United States, many companies incorporate the principles of cross-cultural leadership into their operations. Understanding and respecting the cultural differences between employees helps to create effective work teams. Even there, reward systems are often based on performance and achievement. High performance and achievement of goals are encouraged and may include financial bonuses, company shares and other bonuses.

The United States emphasizes the importance of transparency, ethics and accountability in corporate governance. Companies often adhere to strict governance standards that include legal and ethical frameworks. These characteristics form a uniquely American approach to management that helps companies succeed in a competitive business environment.

Thus, we believe that the developed countries of the world have a high level of management based on strategic management, innovation, flexibility and adaptability to changes, result-oriented culture, developed human resource management systems, and corporate social responsibility. These capabilities help create competitive and efficient organizations that perform well in a global business environment.

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THE ROLE OF THE CENTRAL BANK IN ENSURING FINANCIAL STABILITY

The issue of financial stability has become increasingly important in recent years. In many countries, the central bank is the responsible authority or coordinator of national programmes to assess and ensure the stability of the financial and credit system.

The state of war requires the National Bank of Ukraine and all financial institutions to primarily meet the needs of national security, ensure the reliable functioning of financial markets and the smooth operation of the banking and payment system. To do so, it is essential that finances operate in a stable manner, and that public finances and critical infrastructure function reliably. In such a challenging situation, the NBU cannot magically solve all the problems. Each of its decisions has its pros and cons, so it is important to clearly set priorities and minimise overall risks when making monetary and exchange rate policy decisions [1, c. 15].

Among the foreign scholars who have analysed the role of central banks in ensuring financial stability, in my opinion, the most important are the publications by C. Borio, R. Ferguson, W. White, R. Alfaro, M. Drehmann, and others. Some scholars believe that central banks should expand their competence to include monitoring asset prices, such as securities and real estate, as well as consumer prices. They argue that financial stability issues should be included in the scope of monetary policy and recommend the active use of instruments to maintain financial stability and prevent bubbles in financial markets. The role of the central bank in ensuring financial stability has been considered by such national scholars as: A. Galchynskyi, V. Heits, V. Mishchenko, A. Moroz, S. Naumenkova, O. Petryk, V. Kozyuk, and others [2, c. 127]. The study of the work of these scholars opens up a wide range of perspectives for a better understanding of the role of central banks in stabilising the financial system. However, many aspects of this issue remain insufficiently studied by researchers.

Traditionally, the main task of central banks is to maintain financial stability in the economy, including price stability. The powers of the central bank in this area are usually set out in the central bank law. However, monetary stability is not the only goal of a central bank [2, c. 127]. The central bank's day-to-day work is also focused on maintaining financial stability in the economy.

Financial stability can be viewed as the ability of the financial system to effectively perform three main functions: to ensure the continuous allocation of resources from savers to investors; to assess and manage financial risks with relative accuracy; and to respond effectively to financial and economic unexpected events or shocks.

I think central banks play a key role in ensuring financial stability. The main reason is that they are responsible for the stability of the national currency and at the same time are responsible for the stability of the banking system. Banks are the central element of the financial system, so the emergence of systemic instability in the banking sector has a negative impact on financial stability and can have serious socio-economic consequences for the country as a whole. However, ensuring financial stability cannot be the sole responsibility of central banks. It is a complex task that requires the joint efforts of many public authorities, such as ministries of finance, financial supervisors and regulators, together with central banks.

In times of systemic instability in the financial and banking sectors, the role of the central bank becomes crucial. It takes measures to restore normal liquidity conditions, ensure the continuity of the payment system, and restore confidence in the banking system. In addition, the central bank takes measures to support financial institutions, including recapitalisation, asset restructuring, reorganisation and liquidation, in order to strengthen their financial stability.

Thus, financial stability is one of the most important components of economic development, and its maintenance requires a comprehensive approach and interaction of various government agencies, including the central bank. The National Bank of Ukraine, while not having direct legislative powers in this area, plays a key role in ensuring the stability of the country's financial system by focusing on the main tasks of monitoring and maintaining financial stability. Although the responsibility for this process is shared between different authorities, it is important to recognise the significant role of the NBU in this context, as it is a key player in ensuring Ukraine's economic stability and development.

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HENRY EMERSON'S PRODUKTIVITY PRINCIPLES

Henry Emerson's Productivity Principles can serve as a valuable framework for individuals seeking to enhance their efficiency and effectiveness in various aspects of life. In the realm of productivity, where countless methods and philosophies abound, the principles laid down by Henry Emerson stand out as timeless pillars guiding individuals towards peak performance. Henry Emerson, a renowned productivity expert and author, distilled his insights into a set of principles that have become foundational to many seeking to optimize their workflows, achieve their goals, and lead more fulfilling lives.

Harrington Emerson was born on August 2, 1853, in Trenton, New Jersey, to Edwin Emerson, who was a professor of political science, and Mary Louisa Emerson. His father was also the daughter of Congressman Samuel Ingham, who served as Secretary of the U.S. Treasury under President Andrew Jackson. Emerson was educated at private schools in Europe and studied engineering at the Technical University of Munich from 1872 to 1875. After returning to the United States in 1876, he worked as a professor of modern languages at the University of Nebraska until 1882, when he was fired because of his advanced educational views.

Over the following years, Emerson worked in a variety of positions, including banker, land salesman, tax agent, and teacher. In 1893, he joined William J. Bryan's campaign for the presidency of the United States, which was an important milestone in his career. In 1897, Emerson began to take an interest in mechanical engineering and soon after joined the Electric Storage Battery Company in New York. In 1900, he founded the Emerson Institute in New York to focus on management consulting. Harrington Emerson married Mary Crawford Sapley, and they had three daughters, including the famous artist Louisa Emerson Ronebeck. Emerson's main idea is that productivity can be achieved with minimal effort rather than strenuous effort. He believes that tension and productivity are exactly the opposite. Productivity occurs when you work with minimal effort. Emerson argues that trying to complete a task at any cost through hard work, team management, and coercion does not maximize results [2].

Let us consider twelve principles of productivity offered by Emerson [1]:

1. Clear ideals and goals: an organization is inspired by different ideals and goals. If they are directed in the same direction, the result is enormous. In reality, everyone is pulling in different directions. The main goal is often vague and uncertain. Even managers often do not have a clear idea of it.

2. Common sense: everyone believes that they have common sense, otherwise they have no faith in themselves. But there is common sense of a lower, narrow order. But there is also common sense of a higher order, which presupposes education, enlightenment, and foresight. Narrow common sense pushes us to waste natural resources. Often, small momentary gains are overlooked in favor of large losses. Many large fortunes were made in this way. Competence is needed to avoid short-sighted decisions.

3. Competent advice: artisans did everything themselves and relied only on their own strength. They didn't need lawyers, purchasing agents, advertising agents, chemists, or rationalization engineers. Large-scale production implies the need for qualified specialist consultants. This is due to rapid scientific progress. One person can no longer be competent in all the fields of science required for modern production.

4. Discipline: the basis of a modern organization is a precise time schedule. There is a lower and a higher discipline. When a rich man, who does not have a fixed schedule, constantly forces his servants to act according to his mood, we are dealing with lower discipline. At the level of an organization, this is a violation of the general order due to laziness, inconsistencies, etc. The most important regulator of behavior is the rules of the organization. Everyone should know their role in the common cause, their exact responsibilities, accurate and quick accounting of all actions and results, normalized conditions and standardized operations, plus a system of rewards for productivity. The highest discipline is not given by fear. But all the severity of discipline must be directed against all inappropriate elements.

5. Fair treatment of staff: the best basis for peaceful and harmonious relations and high labor productivity is careful selection of personnel. First, candidates are carefully selected, taking into account their education, health, and even their biography, which gives an indication of certain moral qualities, and then they are treated fairly and justly. This requires benevolence and a sense of justice. An employee should not be required to work for his employer for less than what he could receive under the same working conditions from another employer. But neither can an entrepreneur be required to pay more than the rates charged by his competitors.

6. Fast, reliable, complete, accurate, and permanent accounting: there is accounting for normalized conditions, accounting for normalized operations, accounting for discipline, and accounting for fairness. The main one is cost and productivity accounting, which includes all the above factors. The purpose of accounting is to increase the number and intensity of reservations in order to provide us with information that we do not receive through external senses. More and more sophisticated accounting tools are needed (a thermometer is a tool for recording temperature). An accounting document is anything that provides information. But simply recording all the information is not enough. The most important thing for management is productivity accounting. One of the goals of scientific management is to transform productivity accounting into cost accounting. As a rule, when productivity grows, the cost price falls.

7. Dispatch management: the term ‘dispatching’ is borrowed from the practice of the traffic service, and therefore we have taken the organization of this service in our work. Since the foreman is responsible for the train driver in the workshop, we had to create a new position of dispatcher above him, and this dispatcher's workplace was connected to all operational workers by telephone and courier service. As for the dispatch accounting system, it was borrowed from banking practice. An employee who accepts money from a depositor records the amount in his or her personal book and simultaneously credits the bank’s cash book and the depositor's personal account. When the depositor writes out a check and presents it to the cash withdrawal window, the employee pays the depositor the amount due and again debits both the cash book and the personal account. By the end of the day, cash on hand should equal the balance of all accounts.

8. Norms and schedules: high performance in labor is not associated with an increase, but with a reduction in effort. Effort reduction is achieved by knowing and accounting for all productivity reserves, the ability to put them into practice and avoid unnecessary labor costs, time, materials, and energy.

9. Normalization of conditions: it is not necessary to adapt a person to a machine, but to create machines and technologies that would enable a person to do more and better.

10. Normalization of operations: labor should be normalized so that an employee can complete a task and earn good money.

11. Written standardized instructions: they serve to free up the employee’s brain for initiative, invention, and creativity.

12. Reward for productivity: it is advisable to introduce a system of remuneration that takes into account both the time spent by the employee and her skills, which are manifested in the quality of her work.

The twelve principles of labor organization proposed by Emerson served as the basis for the rational organization of labor at an industrial enterprise and are still effectively used in management practice.

So, Harrington Emerson was a renowned management consulting specialist and a well-known organizational theorist whose contribution to the development of modern management is extremely significant. His works, ideas and methods became the basis for further research and development of management theories. He actively worked in the field of effective management, introducing innovative approaches and methods that played a key role in improving organizational processes. Thus, Harrington Emerson remains an important figure in the history of management, and his legacy continues to inspire and influence modern management practitioners.

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MODERN MANAGEMENT PRINCIPLES AND THEIR CHARACTERISTICS

Rapid changes in the business environment, such as globalization and technological advances, pose new challenges for managers, requiring them to adapt and apply new approaches. Modern management methods and tools help to increase the productivity and efficiency of organizations. In addition, human capital development, employee motivation and strategic management are becoming key aspects of success. Innovation and social responsibility also play an important role in modern management. In general, modern management principles allow organizations to successfully adapt to changes, achieve better results and ensure competitiveness.

Today, one of the main tasks of modern management is the effective use of knowledge. In developed economies, the main resource and the main cost component is an employee who has the knowledge and skills acquired through systematic education. This is different from the situation when an employee uses only craft skills or physical strength. Knowledge is becoming a valuable asset for organizations in a world of rapid technological change. Organizations that skillfully utilize the knowledge of their employees are able to achieve competitive advantage and market success [1].

Managing knowledge and the employees who possess it requires managers to apply certain strategies and approaches. For example, it is important to stimulate the process of creating new knowledge in your organization. This means actively engaging employees in the exchange of ideas, gathering information, and working together on projects. In addition, structured knowledge storage and transfer systems need to be put in place to ensure that knowledge is accessible to all stakeholders.

General principles of modern management are:

– The principle of goal setting. This means that the management of an organization should be based on clearly defined goals, taking into account the external environment and internal capabilities of the organization, and direct the efforts of employees to achieve these goals.

– The principle of science. Management, taking into account the principle of science, organizes, regulates and controls the development of the organization in accordance with these laws. It also uses the most modern and latest achievements in the science of management to effectively manage the organization. The application of the principle of science helps managers to focus on advanced scientific research, management methods and tools. This helps to improve the efficiency and effectiveness of management decisions, as well as facilitates adaptation to changes in the social and business environment.

– The principle of hierarchy. This principle includes the rules of the organization and its constituent elements and stems from the need for the division of labor in society. Specialized labor requires coordination of efforts to achieve goals, which leads to a hierarchical management structure.

– The principle of distribution of rights, duties and responsibilities states that each employee of the organization must clearly understand his or her rights, duties and area of responsibility. These elements should be mutually agreed upon and aimed at achieving the organization's goals.

– The principle of systemic management implies a close relationship between the structural and functional unity of the system, as well as the solution of economic, socio-political and cultural problems in the management process. This principle includes several aspects that contribute to the achievement of management goals, namely: a combination of centralism and decentralization in management; a combination of state regulation and economic independence in management; a combination of political and economic management; a combination of sectoral and territorial approaches to management; a combination of individual interests and organizational goals; a combination of the owner's right and employee participation in management; and the principle of feedback.

– The principle of each employee's share in the overall performance of the organization, also known as the principle of proportional remuneration, implies that each employee should be aware of his or her contribution to the achievement of the organization's goals and be rewarded accordingly. This principle should be based on the principle of fairness, according to which an employee should be rewarded for his or her efforts and contribution to the development of the organization. This helps to stimulate employee motivation, increase their sense of self-worth and engage them in active participation in achieving common goals.

– The principle of efficiency and effectiveness requires an organization to constantly strive for the optimal use of all available resources in order to achieve maximum results. This means that the organization should rationally allocate its financial, human, material and technological resources, ensuring their optimal use in all aspects of its activities [2, p.34-36].

Thus, with the rapid changes in the business environment, modern management principles play an important role in the success and competitiveness of organizations. These principles include the effective use of knowledge and resources of employees, stimulating innovation and social responsibility, as well as taking into account goals, scientific approach, hierarchy and systematic management. Implementation of these principles helps organizations adapt to changes, increase productivity and efficiency, and achieve competitive advantage in the market.

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ENTREPRENEURSHIP AS AN OBJECT OF MANAGEMENT

Entrepreneurship, as an object of management, is one of the key components of economic activity, which is determined not only by the creation of products or services, but also by the effective use of resources and risk management. In the context of today's world, where change and instability have become the norm, entrepreneurship requires a systematic approach to management. Understanding and using the principles of management becomes crucial for ensuring the success of the enterprise.

Business management requires an integrated approach and consideration of various aspects, including strategic planning, financial analysis, marketing strategies and risk management. The main goal of business management is to achieve the set goals and ensure the stability and profitability of the enterprise in the conditions of constant changes in the market. For this, it is necessary to take into account economic, social, technological and political factors that affect the activity of the enterprise.

Entrepreneurship is the main type of economic activity (production or commercial) carried out by individuals or legal entities, called entrepreneurs, on a permanent basis in their own name and at their own risk. Entrepreneurship is a type of activity of people who adapt their own or borrowed capital to the productive or non-productive sphere of the economy in order to make a profit [1].

Management of enterprise activities is a specific type of labor process, characterized by all its inherent elements: labor items (information), labor tools (management methods), labor itself (management functions), as well as its result (management decisions) [3].

From the point of view of the system approach, the enterprise is an economic system characterized by complexity, variability and dynamism. The economic system belongs to the class of cybernetic systems, that is, systems with control. At the same time, the enterprise forms a socio-economic system. The main feature of the socio-economic system is that the system is based on the interests of people, since its main element is a person. The set of public, collective and personal interests also affects the state of the system [4].

The enterprise as a system consists of two subsystems: the controlled subsystem - the subsystem that is the object of management, and the controlling subsystem - the subsystem that manages the system.

The object of enterprise management (the object of enterprise management) is its collective in the process of production and economic activity, which consists in the performance of works, production of products, provision of services.

The role and importance of entrepreneurship management in today's business world:

1. For efficient financial management and resource allocation

In the modern company environment, efficient resource allocation and financial management are essential. Investing time, money, and effort where it will maximize production and optimize results is guided by entrepreneurship management. This supports your decision-making process.

2. It contributes to the development of performance standards.

Set goals and deadlines using entrepreneurship management, which act as performance standards. By keeping an eye on one's progress, one can stay on course, make necessary method adjustments, and raise your chances of success.

3. For evaluating and reducing risks.

The focus of entrepreneurship management is on risk assessment and mitigation. It entails striking a balance between individual risk and one's position within the organization in order to ensure responsible risk-taking.

4. Prioritization and time management

Time management and prioritization are guaranteed by management and entrepreneurship strategies.

5. For scaling and business growth:

Entrepreneurship management helps you plan for scalability and effective growth management. With management and entrepreneurship, one can anticipate expansion challenges and implement measures for smooth growth.

6. For market analysis and strategic planning

The ability to understand market trends and planning accordingly is critical in entrepreneurship management. Market analysis and strategic planning identify customer needs and preferences, gain competitive advantage and set achievable goals.

7. It ensures effective leadership and team management:

Entrepreneurship management emphasizes strong leadership and effective team management. Effective business management is crucial for all entrepreneurs. A company is only as strong as the processes and systems in place to ensure its seamless operation, after all [5].

Entrepreneurs can successfully establish a strong foundation for their firms by investing the time to learn about business management. If you're a first-time business owner, remember to give business management top priority in your daily operations. One can succeed more quickly in this approach [2].

So, gaining expertise in entrepreneurship management will equip with the means to set out on a thrilling quest for business success. Combining an entrepreneurial mindset with sensible management techniques helps you succeed. One may create a robust and creative firm and make well-informed decisions with the aid of entrepreneurship management. An executive management program in entrepreneurship development can help one improve your abilities so one can take a more thorough and calculated approach to business leadership. Also, ensuring effective business management involves the development of strategies, implementation of innovative approaches, and constant monitoring of results. Thus, the correct management of the enterprise contributes to the achievement of its strategic goals and successful functioning on the market.

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INVESTMENT LITERACY: SAVINGS FOR EVERYONE

Increasing and preserving cash reserves is one of the most pressing issues of humanity at different times. In the modern world, this is primarily due to the problems of unemployment, poverty, etc. People are always trying to save at least something to improve their living standards or survive crises. That is why we believe it is necessary to analyze investment literacy and find out the important points in saving money.

To begin with, let's define what is generally understood by the terms "savings" and "investment". At its core, savings are a certain accumulation of monetary resources that is formed in the course of setting aside part of the funds or incomplete spending. And investments is a process of investing in something that will bring some additional profit in the future. And here it is also clear that savings are the main source for investment, that is, before investing, you need to have appropriate reserves [1, c. 73, 89].

Speaking of investment literacy, we believe it is worth noting that the starting point is the ability to properly save money. In general, such issues are popular nowadays, and there are various professionals in this field who write blogs, conduct various courses, etc. For example, we know of such people as Naida Khotynska and Anastasia Kovalchuk, and you can see them on Instagram, YouTube, etc.

Let's focus on N. Khotynska for a moment. This is a person who has more than 6 years of experience on the stock exchange, and her blog and course on investments are among the leading ones [2]. And you can often hear from her about the "pay yourself" rule. This applies directly to savings. When we get a salary, for example, we should not immediately think about what to spend it on, but the first thing to do is to set aside some of it as savings. Of course, we also need to have a rational approach here, i.e., we should analyze what our total budget is, what our main expenses are, etc., and then determine what amount we will feel comfortable putting aside so that it does not affect our budget too much. In general, it is optimal to save 5-10% of your income to start with, but it is important that you do it regularly.

When a certain amount of such savings is accumulated, people ask themselves the question: "What to do with it next?". No matter how trite it may sound, it's not a good idea to simply keep these cash reserves, let's say, "under the mattress". After all, here we are talking not just about accumulating money, but also about preserving its value over time. That is, we are talking primarily about the impact of inflation (depreciation of money), for example, 100 hryvnias today is already a smaller amount in a year (depending on the inflation rate in the country). This once again indicates that savings need to be put into circulation, i.e. invested.

Today, there are many ways to do this. One of the most common is to put money on deposit in banks. Yes, it's better than letting our savings just lie around. However, most official and reliable banks offer a yield, meaning a percentage that mostly does not cover the inflation rate (in Ukraine). In addition, it takes a long time for that interest to accumulate more or less normally, and it is unprofitable to withdraw your investments early, as the percentage of return is reduced. But again, we emphasize that this is still at least some kind of alternative for preserving your savings.

Another good investment option is to buy securities. This is also relevant, and there is a lot of information about it. In our opinion, for beginners and for those who want a more passive and calm investment strategy, you can try bonds and stocks. As for the former, now, during the war, Ukraine is issuing military bonds, with prices starting at around UAH 900. You can buy them in banks, the Diia app, etc. A bond is essentially our loan to the state, and if it is a military bond, it goes to support the army, so in this case we get a return and help. In general, the percentage of return on the bond covers the inflation rate, so it is beneficial for the safety of our funds [3].

When you buy shares, it's like buying a part of a company. Ordinary people can't buy them directly, but they have to go through a broker, i.e. an intermediary who will enter the stock market and make the necessary transactions. By buying shares, a person becomes a shareholder, and after a certain period, the company in question pays a certain share of its profits to that person, in other words, dividends. Here you can vary, invest in different companies, industries, etc. Of course, this is a more complicated process, as it requires regular analysis of the stock market, but it usually doesn't take much time. The number of shares is large, of any price, so you can start even with $10. In general, we can talk a lot more about securities, because there are different types, but bonds and stocks are among the most common options for investment.

It is important to say that if you just invest money once or twice, it will not give the desired result. Regularity is important in both savings and investments. Before you start investing, you need to determine: investment goals, how much to invest, investment periods, etc. It is also worth noting that time plays an extremely important role in investments, meaning that the sooner a person starts investing, the better the result will be.

To summarize, we can say that in today's world, everyone should learn financial literacy, including investment. We need to talk about this, to disseminate this information, especially in our country, so that the population is at least a little bit aware. And we can also say in general that investments are a great opportunity to provide yourself with some additional income both now and in the future.

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ELECTRONIC MONEY: ADVANTAGES AND DISADVANTAGES

In today's world, electronic money has become very important to the way we handle our finances. It changes the way we think about money and how we use it. As everything becomes more digitally connected, electronic money makes transactions faster and easier than ever before. It's like a big change in how we use our money, making it more convenient for everyone.

Electronic money (e-money) is broadly defined as the electronic storage of monetary value on a technical device that can be widely used to make payments to entities other than e-money issuers. Electronic money functions as a prepaid bearer certificate, so that the transaction does not require the presence of any bank account. First, electronic money is a form of credit money used for various payments and settlements using electronic means of information transmission. To understand the nature of electronic money, it is important to research its history and trace its origins and development [1].

The concept of electronic payments can be traced back to the early 20th century. An important milestone occurred in 1918 when the US Federal Reserve Bank started transferring money by telegraph [2, p. 63]. This was the beginning of electronic payment methods that provided a fast and convenient way to transfer money from point A to point B.

This was an important step in the development of electronic payment methods. This currency became more widely used in 1972 with the establishment of automated clearing houses to provide US banks with an electronic alternative to check transactions.

Electronic money has thus emerged as a result of the evolution of financial transactions through the development of electronic technologies that mechanized and automated banking transactions. The Internet has also played an important role in the spread of these currencies [2, p. 63]. However, the most powerful catalyst was the introduction of new technologies into banking, which ultimately led to the development of electronic money.

Now that we have studied the history, let's get to the heart of this matter: the advantages and disadvantages of this currency. The advantages of electronic money are many. The first is the ease and speed of transactions. Unlike cash, e-money allows payments to be made quickly and easily. With cash, payments and transfers cannot be made as fast as with e-money. Also, financial transactions can be carried out with ease. It is much easier for banks to move funds online than to move funds in cash transactions. Another advantage of electronic money is that it is much cheaper to maintain and practically protected against counterfeiting and theft [2, p. 64]. With e-money it is easy to pay online and track the flow of funds by viewing payment histories. The e-money system is completely open and transparent, and a computerized database remembers all actions related to payments and transfers.

Such money can save you time, which in turn gives you more time for other things, rather than waiting for payment in full money. A big advantage for the state is the reduction of costs for printing money and circulating funds, because electronic money exists only in the computer's memory [2, p. 64], which in turn explains the ease of its creation almost without effort.

Many disadvantages arise from the advantages. One of the main disadvantages is people's distrust of the authorities and their desire not to pay taxes. People believe that electronic money is a total means of control, and cash is freedom. And indeed, actions with electronic money are tracked much easier than actions with cash.

A significant drawback is the imperfection of fraud protection systems. Next to the development of technologies, there will always be such a phenomenon as hacking, which negatively affects trust in electronic money systems.

Also, in today's conditions, there is not always electricity and access to the Internet. Electronic money requires access to the Internet, and without network coverage you will not be able to purchase anything. So, along with their ease of use, it is important to remember such a point.

In conclusion, it can be noted that electronic money opens up new opportunities in the field of convenient and fast financial transactions, contributing to the effective development of the modern economy. They simplify payment processes and have numerous advantages, such as reducing costs and ensuring payment transparency. However, there are certain drawbacks, such as people's distrust of the system and potential cyber security threats. Despite this, it is important to understand that the development of electronic money is an integral part of the modern world, and in the future their role in financial transactions will only grow. The question is no longer "will electronic money be everywhere?", instead there is such a thing as "when?". Taking this into account, the key task of developed countries is the constant improvement of security systems and ensuring access to electronic means in all conditions, which will allow the maximum use of the advantages of electronic money to improve financial circulation and promote the development of the economy.

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MANAGEMENT AS A CONTROL SYSTEM IN MARKET CONDITIONS

In today’s dynamic market environment, effective management is a main factor for the success of any organization. Increasing competition, rapid technological change, and globalization of markets make it necessary to have clear control over all aspects of the company. To succeed in this environment, businesses need to be able to effectively manage their resources and operations.

Management as a control system can help businesses to do this by providing a framework for planning, organizing, directing, and controlling their activities. This framework can help businesses to:

- set clear goals and objectives;
- identify and distribute resources effectively;
- monitor and measure performance;
- take corrective action when necessary.

By using a management control system, businesses can improve their effectiveness and profitability.

So, management as a control system is a comprehensive approach to administation that uses various tools and methods to ensure the achievement of the organization’s goals.

It is important to note that the control system in market conditions should be dynamic and adaptive, constantly improving considering changes in the external environment and organizational needs.

An effective control system is an integral attribute of the successful functioning of any organization, providing the achievement of strategic goals, increasing competitiveness, and sustainability in the long term.

Main elements of a control system in market conditions includes: *goal setting and planning:* defining clear, measurable, achievable, relevant, and time-bound (SMART) goals corresponding to the organization's mission and strategy and creating detailed action plans, budgets, and forecasts to achieve set goals; *organizational structure and motivation:* clear allocation of powers, responsibility, and areas of control and designing and implementing a motivation system that stimulates employees to achieve high results; *control and feedback:* implementing effective monitoring and control systems for activities, resources, and risks and establishing a clear feedback system to ensure continuous improvement and informed decision-making; *information support and risk management:* identifying, assessing, and ranking risks faced by the organization, developing preventive measures and response plans.

If all personnel always did what was best for the organization, control - and even management - would not be needed. But, obviously individuals are sometimes unable or unwilling to act in the best interests of the organization, and a set of controls must be put in place to protect against undesirable behavior and to encourage desirable actions [1].

So, why we need controle system? People do not always understand what is expected of them and how best to perform their jobs. They may have limited abilities, lack of the necessary training or information, and may also have innate cognitive biases that negatively impact their work. Some people may not be willing to act in the best interests of the organization. In turn, control can help people perform their jobs better, and it can also help the organization achieve its goals.

The application nuances of control systems in different types of organizations are determined by the diversity of their needs and characteristics. In small and medium-sized enterprises, where there is a lack of extensive resources, simpler control systems are typically employed, focusing on main indicators and using available tools. Flexibility and adaptability to changes are also important features of management in this segment. In large organizations, there is usually a multi-tiered control system, where each level has clearly defined responsibilities, and more complex data analysis tools are used. Standardization and formalization of control procedures are also important in this context.

The main task of managing the control system of production processes in a market economy is to ensure a level of product quality that can maximally satisfy consumer needs, require minimal costs, and allow orders to be fulfilled within set deadlines [2].

Namely, managing the control system of production processes is an important component of successful enterprise operation in market economy conditions. Ensuring high product quality by means of effective control allows the enterprise to maintain a stable position in the market, satisfy customer needs, and increase its competitiveness. Permanent improvement of the control system is necessary to adapt to changes in market demands and ensure a high level of production efficiency and quality.

Management as a control system is an integral component for navigating the difficulties of the market and ensuring long-term viability. This means that it helps organizations understand and adapt to changes in the economic environment, avoid risks, and use opportunities for increasing competitive advantage. Moreover, management as a control system provides clear perspective to leadership for the future, helping to determine goals and strategies for achieving success in the long term.

To sum up, in the conditions of market competition, management as a control system proves to be a critical element for achieving organizational success. Effective management becomes the key to ensuring competitiveness and stability of enterprises in modern conditions. A control system, based on strategic planning, data analysis, and interaction of stakeholders, allows for efficient response to changes in market conditions and ensures compliance of the organization's business strategy with current requirements. Management as a control system appears as a tool for identifying and elimination internal and external risks, promoting process efficiency, and resource optimization. However, successful realization of this control system requires constant updating and adaptation to changes in the economic environment, as well as open communication dialogue within the organization and with its external partners. Thus, management as a control system plays an important role in ensuring stability, development, and successful operation of enterprises in a competitive market environment.

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THE SOCIO-ECONOMIC NATURE OF MANAGERIAL LABOR IS MODERN SOCIETY

In today's world, human resource management in organizations is becoming an increasingly important element of successful operation. Human resource management is not limited to administrative functions. They include analyzing social and economic needs, efficient use of human resources, and developing strategies to improve efficiency. The socio-economic nature of managerial labor is determined by a set of factors that include not only economic aspects but also social relationships in the organization. Human resource management is becoming an important mechanism that ensures the efficiency of the team and contributes to the achievement of the company's strategic goals and its competitiveness in the market.

Managerial professional activity is a form of practical activity that has arisen as a result of the division and specialization of labor in the process of social development and differentiation of human labor. It is a form of practical activity that arose as a result of the division and specialization of labor in the process of social development and differentiation of human labor. The constant expansion of the network of governing bodies is a natural manifestation of social and historical progress [3,p.135]. Management is becoming more and more complex, and the number of people engaged in management work is constantly growing. Management functions cover all areas of social life and, indirectly, the sphere of individual development of a person - professional, official and personal. Management is an integrated process of planning, organizing, motivating and controlling, through which professionally trained specialists form and manage organizations in all sectors of the economy, set goals, develop ways to achieve them and coordinate the activities of employees.

In a market economy, expectations from management are growing. It is impossible to solve such a wide range of problems without specialized knowledge. Relatively independent specialized areas of management activity are emerging. The development of management as a specialized activity, the growth of its role and the constant expansion of the network of management institutions are a natural manifestation of social and historical progress.

The first feature of managerial labor is that it does not directly produce specific consumer values, but has a regulated impact on the production process and thus provides the necessary conditions for its development.

The second feature of managerial labor is that it is associated with the transformation of information, while the activities of production workers are aimed at the production of labor items (raw materials, fuel, spare parts) and are associated with the transformation of labor items into consumer products. Managerial work has other features, such as the difficulty of comparing its cost-benefit, the difficulty of determining the size of the beneficial effect, the large number of mental elements in most work processes, and the shift in the center of gravity to mental processes such as perception, memory, and thinking.

The third feature of managerial work is that it requires a high degree of specialization and is more complex. The degree of complexity of managerial work depends on the nature of the function performed and the hierarchical level of management, the number of subordinates, the qualifications of subordinates, the level of development and complexity of production, the intensity of planned work and the availability of resources. It is necessary to rationally distribute the work of managers by complexity in accordance with the qualifications of performers [4].

In the current state of social development in most countries of the world, an important criterion for employment is the achievement of high efficiency. Efficiency as a philosophical category means the ability to produce, effect, efficiency of a process, project, etc. and is defined as the ratio of effect, result to the costs that provided this result. Employment that is carried out in accordance with the requirements of intensive reproduction and the criteria of economic feasibility and social efficiency, as well as focused on reducing physical, non-prestigious and hard labor, is effective employment in the national economy. Effective employment as an economic category is a goal-oriented and socially useful activity for the production of social product, which is provided by an economic profession and generates income that guarantees the employee and favorable living conditions [1, p.79]. Such employment does not imply the elimination of formal employment and the retention of unnecessary workers to avoid unemployment. Effective employment is associated not only with a sufficient level of income, but also with good health, higher levels of education and qualifications, experience, knowledge, skills, competence and productivity, as well as the complexity of the work and its nature. This suggests that this form of employment largely reflects its qualitative characteristics.

The socio-economic nature of managerial labor has its own characteristics. The results of managerial labor cannot be measured directly in terms of value or in kind. To evaluate managerial labor, it is impossible to use indicators related to the quantity and quality of products produced. The work of production organizers has elements of creativity and originality that cannot be measured by productivity indicators. It can be measured by efficiency and effectiveness indicators, which are expressed in the overall performance of the unit that the employee manages.

Indicators of efficiency are:

- specificity of the subject, tools, product and result of managerial labor;
- increased qualification requirements for managers and management specialists;
- variety of operations and procedures;
- increased level of independence in decision-making.

Unfortunately, there are shortcomings in the domestic practice of making and implementing management decisions at all levels of economic management. There are many reasons for this, not the least of which is the lack of legitimacy of management decisions. The experience of successful companies shows that making sound and effective management decisions has a significant impact on their competitiveness.

This is an essential element of a market economy. Competition in the Ukrainian market has intensified significantly with the entry of both domestic and foreign companies. Many Ukrainian companies have failed to adapt to the market. This was due to the inability of management to respond quickly to changes in the market environment and to make sound business decisions regarding the growth and competitiveness of domestic industrial enterprises. Adapting management experience and knowledge gained in Ukraine to the Ukrainian business environment requires a review of the business environment [2, p.124].

Thus, the socio-economic nature of managerial activity is determined by the relationship between economic processes and social elements in the context of managing resources, human capital and organizational goals. The important objective of management is to ensure organizational efficiency and stability, social welfare of employees and to promote the development of economic processes in the broader socio-economic context. Specific features of managerial work are that it is mental labor, managers' participation in the creation of material wealth is indirect, i.e. through the work of other people, one of the main tools of labor is human intelligence, and the result of work is determined by the employees of the management structure.

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THE IMPACT OF WAR ON THE UKRAINIAN AND GLOBAL ECONOMY

Over the past centuries, human development has been accompanied by various conflicts and wars that have had catastrophic consequences for all spheres of society, including the economy.

War greatly compounds a number of pre-existing adverse global economic trends, including rising inflation, extreme poverty, increasing food insecurity, deglobalization, and worsening environmental degradation.

Wars were also one of the reasons why entire states, such as the Roman Empire and Yugoslavia, disappeared. As a result, entire economic systems, currencies, and economic relations between states disappeared.

For a more detailed study of the impact of war on the country's economy, it is not necessary to dive into deep history, and to review the current situation in Ukraine and assess its impact on the situation for both the Ukrainian economy and the global economy.

According to the IMF, more than 7 million Ukrainians, or roughly 20% of the population, have been forced to leave the country or become internally displaced, which undoubtedly puts pressure on the social safety net. This also leads to a shrinking labor force and a shortage of employees at enterprises and firms. The number of unemployed per vacancy increased from 6 to 12, and the unemployment rate rose to 40%. Real wages declined significantly. The war resulted in the outflow of national investors and a decrease in the overall competitiveness of the state in the global market [2, p. 67-68].

The economic consequences of the war are felt in many important areas, such as the markets for goods and services, financial markets, and various economic ties. The countries of the European Economic Area are likely to suffer economic losses due to the close economic ties with Russia and Ukraine that existed before the war. One of the most tangible consequences of the war has been the emergence of large numbers of refugees and an increased risk of widespread financial stress in some emerging market and developing economies. This has led to various economic problems, such as weakening inflation expectations, rising poverty rates, and worsening food security.

Trade on international markets has also been disrupted by the hostilities. Transportation routes destroyed by Russian missiles made it difficult to transport goods by land, and the skies over Ukraine were closed to all traffic. Transportation routes through the Black Sea were also restricted. As a result, half of Ukraine's exports and 90% of its grain could not leave the country. The sowing and harvest seasons were disrupted, with serious consequences.

The Russian shelling also affected another important sector, the electricity sector, which often indicates the level of economic activity in a country. At the outbreak of the war, electricity consumption dropped by 25%, which, of course, had an impact on other areas. As the conflict continues, these figures are likely to be even higher now. As a result of the war, half of the Ukrainian enterprises were completely shut down in February and March, while others were forced to operate at lower capacity levels.

The disruption of logistics supply chains and the decline in production of goods by domestic producers led to an increase in prices on Ukrainian consumer markets. According to the State Statistics Service, prices for consumer goods rose by 4.5% in the first month of the war [1, p. 171-172].

The only positive consequence of the full-scale war is the popularization of Ukraine in the world. To be frank, an objective assessment of the situation shows that before the events of 2022, only a few people could tell where Ukraine was located and who lived there. But now everything has changed: Ukraine is covered daily by the media around the world, our president and the spirit of Ukraine have become Time magazine's Person of the Year, and the leaders of the world's leading countries are helping the people of Ukraine in every way possible.

Without a doubt, war brings only negative consequences and destruction. On a micro level, war leads to the destruction of infrastructure, disruption of production, increased unemployment and poverty. As a result, domestic consumption, investment, and exports decline, leading to a decline in economic growth. At the macro level, war disrupts global trade ties, leading to a loss of investor confidence, higher debt costs, and a decrease in international investment. This can have far-reaching consequences for the economic stability of the country and the world as a whole.

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METHODS AND SYSTEMS OF LABOR MOTIVATION

The socio-economic basis for the behavior and intensification of efforts of the company’s personnel aimed at improving the efficiency of their activities is always labor motivation.

The motivation system characterizes a set of interrelated measures that stimulate an individual employee or the workforce as a whole to achieve individual and common goals of the enterprise (organization). In order to form a proper attitude to work, it is necessary to create such conditions that the staff perceives their work as a conscious activity that is a source of self-improvement, the basis for professional and career growth.

The motivation system should develop a sense of belonging to a particular organization. The appropriate attitude to work and conscious behavior are determined by the employee’s system of values, working conditions, and the incentives applied. Given the dominant role of socio-economic conditions, any motivation model is based primarily on psychological aspects. The distinguishable types of needs are physiological, safety and security, social, respect, and self-expression.

The influence of the enterprise’s management subsystem on behavioral factors depends on the knowledge of elements of not only individual psychology that determine the actions of each employee, but also the collective psychology of certain groups of employees. This leads to the perception of motivation as a probabilistic process: what motivates one employee in a particular situation will not affect him or her in another situation or will not affect another employee under similar conditions. [1]

This explains the need to construct multifactor motivation models, in which the latter becomes a function of employees’ needs, expectations and perception of the fairness of remuneration. The performance of a particular employee is determined primarily by individual capabilities and personal interest, as well as by the awareness of his or her own role in collective efforts. The amount of labor expenditure depends on the employee’s assessment of the adequacy of the level of remuneration and confidence that it will be received. The factors that determine the employee’s behavior and that should be taken into account in the practice of motivating his or her work include, first of all, the following: physical type of personality (age, gender, etc.), level of self-awareness and education, professional training, psychological climate in the team, influence of the external environment, etc. With regard to collective psychology, the formation of an effective motivation system is based on the constant analysis and improvement of relations between: employers and employees; managers and their subordinates; competing work groups; groups performing related functions.

The incentive system at the enterprise level should be based on certain requirements, namely*:*

– alignment of remuneration with performance and recognition of personal contribution to overall success. This implies a fair distribution of income depending on the degree of increase in labor productivity;

– creating appropriate conditions to protect the health, safety and well-being of all employees;

– providing opportunities for the growth of professional skills and the realization of employees' abilities, i.e., creating training, professional development and retraining programs;

– maintaining an atmosphere of trust in the team, interest in the realization of a common goal, and the possibility of two-way communication between managers and employees. [3]

In addition to the commonly used classification of motivation methods, they can also be divided into individual and group, as well as into external rewards, i.e. rewards from outside, and internal rewards, i.e. rewards provided by the work itself (a sense of the importance of work, self-respect, etc.).

Participation in profits (income) or staff incentives through profits means distribution of a certain part of them among the company's employees. Such distribution may be immediate (e.g., monthly payments) or deferred (for several months or even years), and may take the form of cash payments or transfer of a certain number of company shares to employees. [2]

The existence of different forms of profit sharing is explained by the fact that even the most sophisticated individual or collective remuneration systems are not always able to generate a genuine desire among all employees of the enterprise to be involved in consistently high overall performance. A fair, clear and understandable distribution of part of the profits among the « economic agents » (the owner, the administration, the specialists, the workers) is increasingly becoming crucial not only for creating a positive social and psychological climate, but also for the prosperity of any enterprise (firm).

Additional payments from profits depend on many circumstances, including, inter alia, the level of production costs and prices, competitive position, financial situation of the company, etc., and their amounts are determined by a separate agreement concluded between the relevant parties as part of collective bargaining at the company - usually when concluding tariff agreements. When designing a particular profit-based participation system, one should take into account the difficulty of determining a direct link between profit growth and the contribution of a particular employee. This is why incentive systems are often implemented that are linked to the results of the actual production and operations (resource savings, sales growth, etc.).

So, only those who fulfill the working conditions in a quality manner can be rewarded, and inappropriate motivation reduces the desire to work selflessly and fruitfully among those who deserve to be thanked. Therefore, an individual assessment of each employee is also very important

In conclusion, only Western companies have recently been a model of non-standard motivational measures for staff. Now, fortunately, domestic business has embarked on the path of development and change. It is now more and more common to see pets in the workplace, to arrange a workplace at home, or to have a flexible work schedule. And such measures are working a sense of freedom, self-worth and dignity are much better than fears, fines and reprimands.

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FEATURES OF MINISTERIAL WORK IN UKRAINE IN WAR PERIOD

Management is an important element of any organization, regardless of its type and size. Management activities include coordinating resources, making strategic decisions, monitoring operational performance and achieving goals. The peculiarity of ministerial work lies in the skills and competencies required to successfully manage people, finances, processes and the strategic direction of the organization.

In today’s world, where change and instability are the norm, the work of managers is especially important. Leaders and managers must be prepared for rapid change, adapt to new situations, and solve complex problems. They need strategic thinking, leadership qualities, communication skills, and the ability to motivate a team to achieve common goals.

Specific ministerial tasks also include the ability to analyze information, make informed decisions, use time and resources efficiently, build effective teams and promote their development. Managers must be prepared for the challenges that may arise in the course of their work and respond quickly to them.

This requires managers to be highly qualified, professional and able to work in a constantly changing environment. This is an important factor in the success of an organization and the achievement of its strategic goals.

The concept of leadership work is to some extent related to the concept of management as an object or field of application. Management as a specific type of human activity is divided into distribution and cooperation in social work. The essence of management, its functions and characteristics are determined, on the one hand, by the problem it solves, and on the other hand, by its goals, means and the task of management itself.

In today’s environment, every organization constantly needs new management approaches to withstand changes in the market environment. In other words, how long the company will exist and how successful it will be depends on the efficiency of its management.

Management work is primarily an intellectual task. Although it does not directly function as a creator of material wealth, it is an integral part of the work of a team member. It is no coincidence that the performance evaluations of managers (especially top management) are tied to the company’s performance. ministerial work is a form of social work whose main task is to ensure purposeful and coordinated activities of both individual participants in the cooperation process and the labor collective as a whole.

Management in modern conditions should be directly aimed at meeting the needs of employees, which in turn should contribute to the efficiency of the organization. Management is primarily about working with people whose work is subject to ministerial influence. The labor activity of people in the organization, relations between people in the management processes can be indirectly manifested in the form of various forms of information. Information is collected, processed and transmitted as part of administrative operations. Communication in the management process between different managers and between managers and production personnel is also carried out with the help of information [1].

The entire management organization is divided into three groups, or levels of management, each of which performs a specific task. The highest level of management (organizational) level has full authority in accordance with its position and delegates certain functions to the lower (ministerial) level. The latter delegates authority to the technical level. Top managers have the greatest authority and are responsible for the development of the strategic plan of the enterprise, this category of managers is responsible for the development of the company's strategy (60% of all activities are strategic tasks) [2, p. 163].

With the beginning of russia's full-scale invasion of Ukraine on February 24, 2022, many areas of activity have changed in some way, including management. Managing in conditions of instability or war requires taking into account many organizational and social factors. The main thing is the emotional state of the team, redistribution of roles, short-term planning, and rapid adaptation to the unpredictable. Then the role of crisis management is reduced to setting a vector, setting priorities, and regular communication, even outside the agenda. However, changes to the corporate structure should be based on very specific business goals. Strict hierarchies only work for some business models. This model is most effective when strict optimization is required rather than flexibility for a fixed set of products or services. However, in recent years, companies have been actively moving towards flat management structures, where most decisions are made locally [3].

A flat management structure has a number of advantages over other types of management, for example:

- improved communication;
- quick decision-making;
- increased employee empowerment;
- focus on innovation;
- cost-effectiveness;
- flexibility and adaptability;
- reduction of organizational politics.

However, there are also certain disadvantages:

- limited opportunities for vertical growth;
- possibility of overwork and burnout;
- lack of specialization;
- risk of micromanagement
- leadership problems;
- dependence on competent employees [4].

The efficiency of employees' work directly depends on their emotional state; employees can work only if they are in the appropriate emotional and mental state. Therefore, the task of the manager is to diagnose himself and his team and do everything possible to ensure a stable working environment. Management should strive to minimize the negative impact of the external environment. It is necessary to discuss and understand the situation, conduct constructive communication, share positive news, and talk about the scenario of events.

Thus, management is a complex, multilevel process that requires strategic planning, crisis management, resource mobilization, business sustainability, effective communication and leadership. in the modern world, management is very important, managers must be prepared for rapid changes and be able to quickly adapt to new situations. Within the framework of military management, special attention should be paid to strategic planning, effective crisis management and mobilization of resources to achieve goals and ensure stability. In order to successfully navigate an environment filled with uncertainty and complexity, it is important to have appropriate management skills.

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PLANNING AS THE PRIMARY METHOD OF ECONOMIC MANAGEMENT

Planning is one of the most crucial methods of economic management, determining the development and efficiency of economic processes in any country or organization. The success of production, resource allocation, and achievement of strategic goals depend on well-constructed plans.

The importance of planning lies in ensuring purposeful economic development, enhancing resource utilization efficiency, reducing risks and uncertainties, and motivating personnel to achieve common goals. In the conditions of a market economy, planning becomes significantly more important, as surviving in competitive struggle without thorough calculations, justification, and anticipation of various future changes is extremely challenging.

Economic management of enterprises is a management direction aimed at achieving tactical and strategic goals of the enterprise based on economic and financial planning, control, and regulation of internal and external economic relations.

A. Honcharov and N. Oleynikova define enterprise economic management as a science of enterprise management aimed at achieving its strategic and tactical goals, which is determined by the needs of the modern stage of market economy development [1]. L. Dyadechko interprets enterprise economic management as prospective (strategic), current, and operational planning, as well as organization and control of plan implementation [2].

The purpose of planning as a management function is to attempt to anticipate as many internal and external factors as possible, which provide favorable conditions for the normal functioning and development of enterprises. It involves developing a set of measures that determine the sequence of achieving specific goals, taking into account the possibilities of the most efficient use of resources by each production unit and the entire firm.

Planning, as a method of economic management, has various approaches determined by the specific industry, the scale of the enterprise, and economic conditions. The main approaches include strategic planning: this approach is oriented towards long-term perspective and defining the strategic goals of the organization. It considers the external environment, competitive landscape, market needs, and internal resources to formulate optimal development strategies. Tactical planning: this approach focuses on short-term goals and tasks to achieve strategic objectives. It is oriented towards planning actions over a relatively short period of time, usually within one or a few years. Operational planning: this approach concentrates on specific actions and processes necessary for implementing tactical plans. It is focused on detailed planning of resources, production processes, and operational tasks to achieve temporary goals [2].

In the system of long-term planning, the extrapolation method is also used, which involves using the results of indicators from the past period and based on determining an optimistic target for the expansion of several inflated indicators for the future period, relying on the assumption that the future will be better than the past. However, in conditions of constant changes in society and technologies, such a method may prove to be insufficiently effective. Therefore, more and more organizations are using strategic planning, which is based on analyzing the external environment, internal resources, and competitiveness to determine the optimal path to achieve future goals. Examples of successful application of strategic planning include the economic miracle of South Korea, economic growth in China, and the development of an innovative economy in the USA.

Modern planning methods also include the use of computer models, data analysis, and scenario planning to manage risks and uncertainties. An important aspect is the integration of planning at different levels of management within the organization to ensure consistency and alignment of goals at all levels.

Integration of planning at different levels of management within the organization plays a key role in ensuring the direction and coherence of actions of the entire team to achieve strategic goals. This approach involves ensuring that planning at each level of the organization considers general strategic directions and contributes to their implementation through specific actions and tasks.

The use of computer models and data analysis allows enterprises to obtain more accurate and substantiated forecasts based on available data on the market, competitive advantages, financial indicators, and other factors. This contributes to increasing the efficiency of planning and reducing risks associated with uncertainty in future conditions.

Scenario planning is another important tool that allows organizations to analyze various development scenarios and their impact on strategic goals. This approach helps managers prepare for different scenarios and react to changes in real-time, providing greater flexibility and adaptability in management.

Overall, modern planning methods enable organizations to effectively manage risks and uncertainties, coordinate actions at different levels of management, and achieve strategic goals in the face of constant changes in the market and society.

Thus, planning is an essential tool for effective management. It allows defining development priorities and ensuring the achievement of set goals. It is also a dynamic process that is constantly updated and supplemented. Therefore, managers must consider changes in the external environment and internal conditions of the enterprise to effectively manage using this tool.

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F. TAYLOR'S PRINCIPLES OF SCIENTIFIC MANAGEMENT

The implementation of the principles of scientific management, which were developed by Frederick Taylor, is of great importance for modern enterprises around the world. These principles not only simplify the management process, but also contribute to increased efficiency, ensuring the optimal use of resources and increasing labor productivity. By examining the essence and application of the concepts proposed by Taylor, we can better understand how the implementation of these principles helps organizations achieve their goals and ensure sustainable development. This work will analyze the main principles of scientific management by Frederick Taylor and their influence on modern management practice.

Frederick Winslow Taylor's theory and practice of scientific management, subsequently known as 'Taylorism' was seminal and most controversial contribution to the early phase in the development of management thought.

Frederick Taylor, known as the father of modern management, began his career as an apprentice foreman and common laborer. With remarkable speed, he ascended to the position of chief engineer. Taylor's observations of workers in action spurred the development of what we now recognize as 'motivation' theory, a concept that would later find its place in management discourse, albeit under different terminology. Taylor called this method scientific management. Taylor's own point of view, although benign towards workers, saw human labor very much analogous to machine work - something to be 'engineered' to achieve efficiency. While Taylor's perspective on workers was generally benign, his management theories stirred controversy, especially domestically [1, P.1].

In his seminal work, 'Shop Management', penned in 1903, Taylor delved into his management principles. He posited that worker inefficiency stemmed from their tendency to ration their workload or exert less effort than they could, fearing depletion of tasks and subsequent loss of wages. Additionally, Taylor criticized management for its failure to organize work effectively and offer suitable incentives [1, P.1].

Expanding upon his ideas, Taylor published 'The Principles of Scientific Management' in 1911. In this scientific work he recognized the need to separate the planning of work from its execution. Taylor made clear that management must first systematically study its work for the purpose of identifying and defining various principles. Then, it must develop adequate procedures for applying them. He suggested that in order to work according to scientific principles, management would have to take over and perform much of the work that was currently being performed by the workers. Almost every act of the worker would have to be preceded by one or more preparatory acts of management, which would enable the worker to work better and more quickly than would otherwise be the case [3, P.9]. Then, he outlined four fundamental principles of scientific management:

1. Replace “rule of thumb” work methods with methods based on a scientific study of the tasks: Taylor believed that management decisions should be based on systematic studies and data rather than on guesswork.
2. Scientifically select and then train, teach, and develop the workman: Taylor recognized the potential of each individual worker and sought to develop their skills and abilities to the fullest extent. He believed in providing workers with training, incentives, and opportunities for advancement to help them reach their maximum potential. By investing in the development of employees, Taylor aimed to create a workforce that was not only highly efficient but also prosperous and satisfied.
3. Provide detailed instruction and supervision of each worker in their given task: control over the activity of workers contributes to increasing their productivity and reducing the number of errors in work.
4. Divide work nearly equally between managers and workers, so that the managers apply scientific management principles to planning the work and the workers actually perform the tasks: conflicts between labor and management arose from inefficient work methods and poor communication. When the interests of the manager and the employee coincide, productivity increasing. In addition, individual efforts should be coordinated and integrated within a systematic framework to maximize efficiency. Cooperation within workers is important [1,P. 1].

He went on to list the various tools to serve these principles, such as time and motion study, functional foremanship, standardization of tools and movements of workers for each type of work, planning rooms or departments, slide-rules and other timesaving devices, instruction cards for workers, the task idea in compensation with bonuses for above-average performance, the mnemonic classification system, routing systems, and cost accounting techniques [3, P.9].

Taylor's ideas play an important role in today’s business world. His scientific management principles and administrative principles help managers decide what to do and how to act, understand and predict business situations, which in turn helps them act in a certain way. As it is, they can’t be used right away, but in complicated real-world business situations, they are very important to know how to do things. Managers can use them in different ways to solve the same problems over and over again. These principles help them to make decisions that are based on facts and logic, which makes them more likely to be right. They are made over time through a lot of observation and experimentation. Thus, they give useful information about how things work in the real world. These principles can be used by any organization, no matter how big or small they are or where they are in the world. On the other hand, they are based on how people act, so they help to connect human and material resources in an organization. These principles can be used to help the whole organization grow. They are meant to improve the overall efficiency of the organization and make the best use of resources. They also talk about how important it is for employees and managers to work together to keep the workplace harmonious. According to Taylors principles, implementing scientific management can boost a company's overall efficiency.

In conclusion, Frederick Winslow Taylor’s principles of scientific management have left an indelible mark on modern management practices. His meticulous approach to work organization and efficiency has greatly influenced management thought and continues to shape contemporary business strategies worldwide. Taylor articulated the fundamental principles of scientific management, including the replacement of traditional methods with scientific analysis, training and development of workers, detailed instruction and supervision, and the equitable division of work between managers and workers. Today, Taylor's ideas remain relevant as organizations strive to optimize performance and adapt to changing market dynamics. By embracing scientific management principles, managers can make informed decisions, improve operational efficiency, and foster a collaborative work environment that maximizes employee potential.

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THE GERMINATION OF WORLD MANAGEMENT THOUGHT

The germination of world management thought marks a pivotal moment in human history, signifying the emergence of systematic approaches to organizing and directing human endeavors on a global scale. From the industrial revolution to the complexities of the modern era, the evolution of management thought has been a journey marked by innovation, experimentation, and adaptation. Understanding the origins of management thought requires delving into the intellectual landscape of the late 19th and early 20th centuries, where visionary thinkers laid the groundwork for the principles and practices that shape organizational dynamics across the globe today. This exploration reveals a tapestry woven from diverse threads of scientific inquiry, entrepreneurial spirit, and social reform, each contributing to the rich mosaic of ideas that form the foundation of modern management theory. In this journey through history, we uncover the insights, challenges, and breakthroughs that have shaped the way we conceive, organize, and manage the world's resources, people, and institutions.

Management, as a systematized scientific discipline and professional field, developed in the second half of the 20th century, but its roots can be traced back to the depths of history. Let's consider the formation of this science and its influence on management practice. It is important to note that there are no universal principles, techniques and methods that would guarantee effective management in all situations. However, scientific research and practical management experience have given rise to certain approaches that help managers to improve the effectiveness of their activities and achieve the goals set for them. These approaches contribute to the achievement of results and streamlining of work processes in the teams they manage.

"The need to manage appeared in man from the moment of germination primitive communal system. The division of tribal members into hunters and farmers, warriors and herders required people who are able to coordinate activities of fellow tribesmen. Yes, tribal leaders appeared, and collegial bodies are formed by the union of tribes later into unions management — council of elders" [1].

The development of management science is reflected as an integral part of philosophy. According to the place of origin of philosophical systems, Eastern and Western European philosophy are distinguished, within which different philosophical subsystems are distinguished during different epochs of the development of human culture (for example, ancient Chinese philosophy in the East or philosophy of the Renaissance period in the West). However, in any country and in any period of human history, questions about the state, management and power have always played an important role. Thus, management science, like many others, has been an influential part of philosophical discourse. Management thought has its roots in Western European philosophy since ancient times. Ancient philosophers (400-300 BC), such as Socrates, classified forms of government and contrasted tyranny with arbitrary rule, plutocracy with the rule of the rich, and democracy with the rule of all. This classification was reflected in the teachings of Plato and Aristotle. The Bible, which is of great importance for the development of human relations and the human personality itself, contains the basic principles of interpersonal relations and examples of managing people. In ancient Rome, Emperor Diocletian (300 AD) established a strict hierarchy, official ranks in management, and developed the principles of hierarchy and delegation of authority.

"Practically during all centuries, the development of philosophy and managerial thought is closely related connected F. Taylor, M. Ford, D. Rockefeller were not only the greatest practitioners' management that led their companies to business success, but also great philosophers' management that determined the strategy of business entrepreneurship" [2].

Management, which determined the strategy of business entrepreneurship, was determined by the development of the science of management in economic theory. Classical bourgeois political economy influenced the formation of management as a science. The works of Adam Smith and David Ricardo had a significant influence on this process. Adam Smith put forward the idea of the ability of the market system to self-regulate, which allowed him to conclude about the reasonableness of minimal state intervention in the economy. His concept, including the primacy of individual interests over collective ones, was strongly rejected by Soviet ideology [2].

The formation of the scientific foundations of management began in the last decades of the 19th century, caused by the industrial revolution. With the development of industry, the activity of large industrial corporations such as Vanderbilt, Carnegie, Rockefeller, Morgan and others grew. The process of capitalist concentration was particularly rapid in the 70s of the 19th century, leading to the emergence of trusts. The end of the 19th century was characterized by the fact that two-thirds of the products in the USA were produced by enterprises that were part of the trusts. The concentration of production in many countries contributed to the emergence of many new technologies. At the end of the 19th century, various technical innovations were proposed, such as the electric drive, the steam turbine, the light gasoline internal combustion engine, the Diesel engine, the electric lamp, the telephone, the method of smelting iron into steel, and the electrolytic method of producing copper and aluminum. In 1895, Wilhelm Konrad Röntgen discovered X-rays, and in 1897, Pierre and Marie Curie began to investigate radioactivity.

In the USA and Europe, from the end of the 19th century, business schools began to form at prominent universities. These institutions became the basis for the further creation of a wide network of educational institutions of various levels, aimed at training specialists-managers. The very process of the development of capitalist production, which can be characterized as social, because the means of production are in private hands, required the introduction of management practices based on scientific research and calculations, and not just on intuition.

"In other words, the industrial revolution of the 18th-19th centuries, the development of social organizations required a fundamental revision of views on management. The emergence of new industrial technologies required the concentration of enormous productive forces within certain social organizations, which naturally caused multifaceted organizational problems" [1].

But until the very beginning of the 20th century, there were practically no attempts at a systematic understanding of management. Scientists and practitioners were more interested not in how to manage organizations more effectively, but in obtaining greater profitability, political power, and the conquest of new territories.

In conclusion, the germination of world management thought represents a significant milestone in human history, marking the emergence of systematic approaches to organizing and directing human endeavors globally. From the industrial revolution to the complexities of the modern era, the evolution of management thought has been a journey characterized by innovation, experimentation, and adaptation. While management science formally developed in the latter half of the 20th century, its roots trace back to ancient times, intertwined with philosophical discourse and shaped by historical and technological developments.

The development of management theory and practice has been influenced by diverse factors, including economic theories, industrial revolutions, and social organizations. Business schools emerged as institutions to train future managers, reflecting the growing need for systematic approaches to management in response to the challenges posed by industrialization and globalization.

However, it's notable that until the early 20th century, there was a lack of systematic understanding of management, with practitioners primarily focused on profitability, political power, and expansion rather than efficiency and effectiveness in organizational management.

In essence, the journey of management thought reflects humanity's ongoing quest to understand and optimize the organization of resources, people, and institutions, illustrating the dynamic interplay between theory, practice, and socio-economic contexts throughout history.

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METHODS AND STYLES OF PERSONNEL MANAGEMENT

In today`s dynamic and competitive business landscape effective management is essential for organizational success. So, the problem of management styles and methods holds significant relevance for organizations of all sizes and industries. Several key justifications highlight the importance of understanding, analyzing, and implementing effective management practices: impact on organizational performance, employee engagement and satisfaction, adaptability to change, organizational culture and values, conflict resolution and team dynamics. The ability to lead, motivate, and inspire teams towards common goals is a hallmark of proficient management. A well-designed and efficient system not only makes the company appealing to employees, but also contributes to the creation of a favorable reputation for the business entity in both the labor market and among potential consumers of its products. Executing production tasks and attaining company objectives demands a clear interaction between managers and subordinates. This necessitates employing suitable forms of influence that consider the individual psychological traits of the manager, through which a specific style or method is enacted.

Every manager possesses specific patterns of managerial behavior, termed as leadership style. In the field of management psychology, various approaches to analyzing leadership styles have been established. One approach centers on assessing both personal and professional qualities of the manager, recognizing the individuality of each manager in balancing these attributes. Consequently, theories and practices of management delineate authoritarian, democratic, and laissez-faire styles of leadership (table 1). Another approach focuses on objective factors within management, leading to the identification of business, corporate, and bureaucratic styles [2].

We think that is worth describing of the main management styles:

1. **Authoritarian.** This style relies on strict management practices, limiting initiative. Under this autocratic approach, there exists a clear hierarchy between the leader and subordinates, with the leader dictating goals and methods of achieving them, allowing minimal input from group members.
2. **Democratic.** This style emphasizes collegial decision-making, considering the opinions and preferences of subordinates, and delegating authority.
3. **Laissez-faire.** In this style, subordinates have significant autonomy, with minimal managerial intervention.

Let`s consider contexts, where these management styles prove most effective: ***early-stage startups:*** in dynamic, innovative settings, transformational democratic styles cultivate creativity and teamwork; ***manufacturing and production:*** transactional and bureaucratic approaches are vital for ensuring safety in manufacturing environments; ***personal development and skill enhancement:*** coaching and servant leadership styles excel in nurturing personal growth and skill development, fostering a supportive culture [1].

It is not feasible to solely employ one management style universally in personnel management, despite each manager naturally gravitating towards a specific communication approach [5, c.70].

Table 1

Characteristics of traditional personnel management styles

Parameters of the manager`s interaction with subordinates	**Management styles**		
	Authoritarian	**Democratic**	**Liberal (laissez-faire)**
Decision-making methods	single-handedly resolves the issue	consults with subordinates	awaits instructions from management or meeting decisions
Methods of delivering decisions to executors	commands, orders	offers, asks	asks, persuades
Distribution of responsibility	takes over or entrusts to the discretion of subordinates	distributes responsibility within delegated authority	removes any responsibility
Attitude to the initiative	completely overwhelming	encourages, uses in the interests of the case	puts the initiative in the hands of subordinates
Attitudes towards recruitment	does not like qualified workers, seeks to eliminate them	selects competent, business-like employees	one does not engage in recruitment
Attitudes towards lack of knowledge	one knows everything and can do everything, rarely improves his qualifications	one constantly improves his qualifications	increases his knowledge and encourages subordinates to do so
Communication style	keeps a distance, does not like to communicate	friendly, likes to communicate	enters into contact with subordinates only at their initiative
The nature of relations with subordinates	tough, dictated by mood	equal behavior	soft, yielding
Attitude to discipline	loves formal, strict discipline and strict routine	supporter of reasonable discipline, implements a differential approach to people	does not require compliance with formal discipline, allows violations
Attitude towards moral influence on subordinates	considers punishment as the main method of stimulation, encourages rarely	uses various types of rewards and punishments	mostly uses rewards

Compiled by the author based on: [3, c.224]

It`s essential to recognize that no single management style reigns supreme universally. Effective leaders adjust their approach to suit the context and team requirements. By comprehending these management styles and their appropriate applications, you can enhance your versatility as a leader, adeptly guiding your team towards success across diverse scenarios (figure 1). Different management styles and methods affect how teams collaborate, communicate, and resolve conflicts. Many modern organizations adopt a flexible approach, combining elements of different styles to suit their unique needs and challenges.

Management methods are means of exercising managerial influence on personnel to attain the company`s goals.

There are the methods of management by the way of influencing employees:

- administrative (rely on technocratic and bureaucratic methodologies, emphasizing coercion as a method of influence);
- economic (leverage the principles of economic laws and categories to exert influence);
- socio-psychological (aim at group dynamics and interaction within the production process, focus on individual characteristics of employees) [3, c. 224].

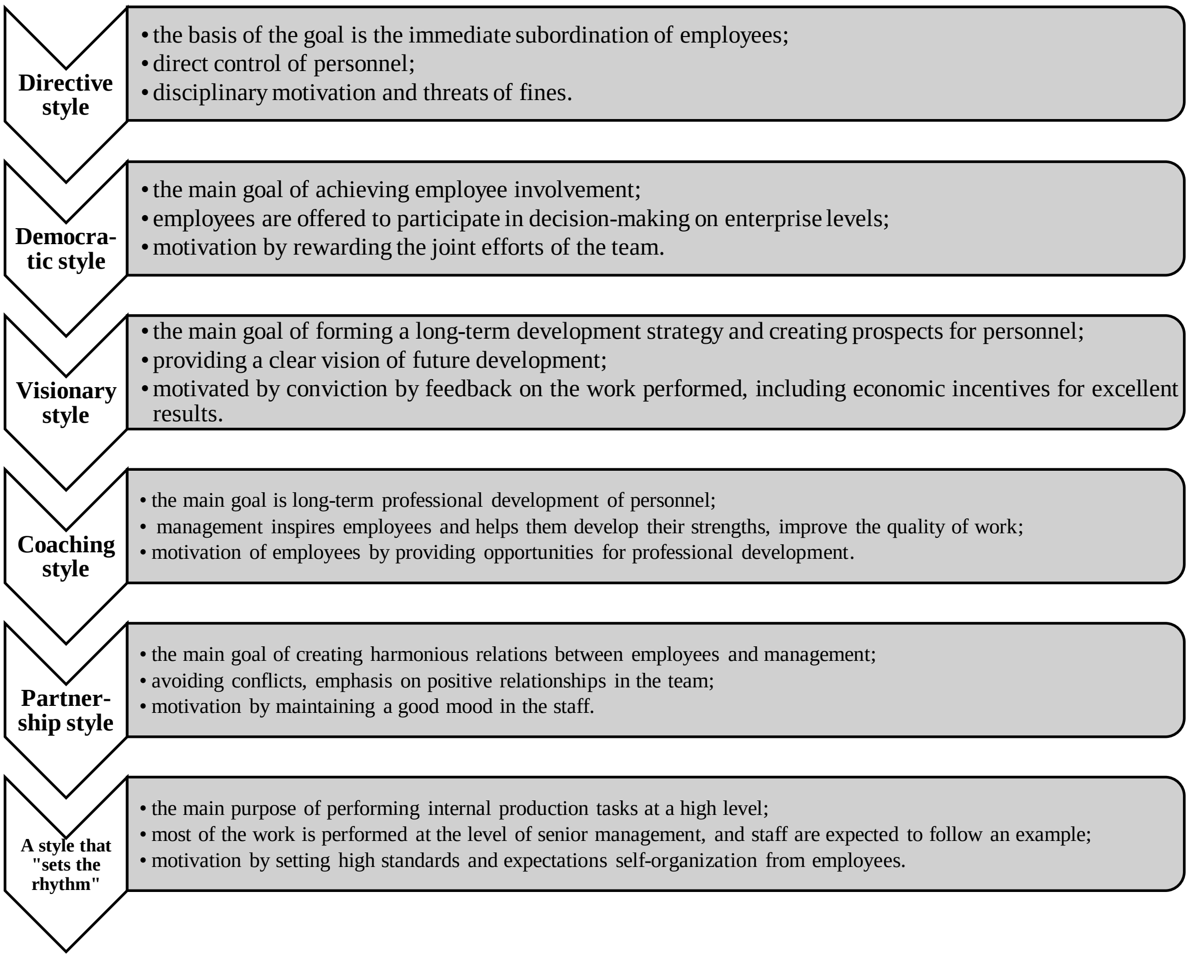

Figure 1. ***Personnel management styles depending on the combination of methods in them***

Compiled by the author based on: [4, c.84]

In conclusion, the theme of management styles and methods is relevant and essential for organizations striving to thrive in today`s dynamic and complex business landscape. By understanding the implications of different management approaches and cultivating effective leadership practices, organizations can unlock their full potential, drive sustainable growth and create value for all stakeholders involved. So, studying the topic of management styles and methods is essential for developing effective leadership skills. By investing in the study of management, organizations can cultivate leaders who are equipped to navigate complex challenges and drive sustainable success. Management styles that prioritize ethical decision-making, fairness, and sustainability contribute to long-term organizational success and societal impact. In contemporary settings, principles of authority alongside the preservation of human rights, fostering a supportive psychological climate, and harmonizing relationships within the collective should take precedence over administrative methods of personnel management. Therefore, it is necessary to continue scientific research on this topic.

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THE PATH TO A UNITED FINANCIAL SYSTEM IN THE EUROPEAN UNION: HISTORY AND CHALLENGES

The development of the European Union presupposed the emergence of close economic ties, however, there was a significant difference in the financial systems of the EU countries. Because of this, the economic indicators of the countries could differ. This led to an imbalance in the financial system and made it difficult to do business and make international investments. This is what outlined the purpose of my research.

For the first time, the processes of harmonization of the financial systems of the EU countries appeared in 1957 since the signing of the Treaty on the Establishment of the European Economic Community and the Treaty on the Establishment of the European Atomic Energy Community, they also called Treaty of Rome. Their goal was to create a united market and free movement of capital. Harmonization included the following main tasks: consistency of legislative regulation, synchronicity, stable economic development, closer cooperation between countries and the gradual elimination of customs payments in trade between EU member states. Germany, France, Italy, the Netherlands, Belgium and Luxembourg in 1968 removed customs taxes on imported goods, the result of which was the elimination of internal border control.

The Single European Act was adopted in 1986 to improve trade relations between the members of the Community. It was an improved version of the Treaties of Rome and proposed a program for the transition to a united internal market which envisaged: free movement of goods, people, capital and services. The Single European act became an impetus for the rapid development of the EU, because he provided integration of European countries in the economic sector. Trading between EU countries was growing rapidly, but differences in national currencies and exchange rates created barriers to trade and investment between EU countries. It was necessary to create the European Monetary System, which became operational in March 1979 to overcome these barriers and harmonize the EU's financial systems. However, in practice, not all countries could enter the monetary union at the same time, because the following conditions were established for this: the rate of the budget deficit should be no more than 3% of the country's GNP and the national debt should not exceed 60% of GNP. The European Central Bank was established to solve currency problems. Its task is to develop monetary policy in the euro area. The European Central Bank cooperates with the central banks of the euro area, regardless of whether the country is part of the euro area or not. However, despite this, the euro is the only official currency of all EU institutions.

Thus, the harmonization of the financial system is necessary to ensure the functioning of the united common market and to ensure the free movement of goods, services and capital between the member states of the European Union. It provides economic growth and investment attraction. As a result of the formation of a common market, companies expanded their business and consumers received a greater choice of products.

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CHARACTERISTICS OF TECHNIQUES OF EFFECTIVE GROUP MANAGEMENT

In a constantly evolving world and amidst heightened competition, effective group management becomes a key factor for success in any field. Organizations seek ways to maximize productivity, enhance collaboration, and achieve goals by optimizing teamwork. Understanding the characteristics of effective group management becomes crucial for leaders and management at any level. Given this, research and analysis of effective group management techniques become particularly relevant. They allow us to uncover key aspects that help create a conducive atmosphere for collaboration, foster development, and achieve collective goals.

Group management is the process of guiding and coordinating the activities of a group of people towards achieving common goals and objectives. In the context of organizational management, this approach is used to facilitate the resolution of tasks that exceed the capabilities of individual workers. Group management involves cooperation, interaction, and exchange of ideas among group members. Key aspects include roles and responsibilities allocation, joint decision-making, planning, and result monitoring.

Effective group management contributes to increased productivity, enhanced innovation, improved quality of decisions, and heightened motivation among group participants. However, to achieve success, it's necessary to consider the psychological and social aspects of interaction among group members, as well as to work with the diversity of perspectives and individual characteristics of each participant. For a functioning group, the ability to continuously learn from within and outside the group for constant self-improvement is characteristic. The group's activity depends on the quality and extent of mutual influence, as well as on the relationships among its members. [1].

Therefore, to enrich our understanding of group management and deepen our knowledge, we would like to share advice from experienced professionals in this field. Known for their expertise and successful practical experiences, these tips can prove useful in practical applications and contribute to our profound understanding of group management, so [2]:

1. Focus On Goals. One of the quickest ways to destroy a team is with micromanaging. Micromanaging leaves employees feeling defensive and like you don't trust or value their experience.
2. Have Clear Expectations**.** When you don't have clear, expectations, for, your team members, it's difficult to meet goals and easier to get into conflict. For best performance, your team members need to know what's expected of them, when, and why.
3. Be Human. As a manager, you need to stay flexible and understand that your team is human. Staying empathetic, working around people's unique needs, and making sure employees take time to enjoy their lives outside work will help you develop a happy, strong, and loyal team.
4. Promote a Respectful Environment. Promoting a respectful environment is one of the simplest ways to create a friendly workplace. You may foster respect by treating everyone with dignity and expressing your appreciation for them, despite any challenges present or errors made by team members.
5. Be Honest and Fair With Everyone. You must be honest with team members and treat them fairly. That means you must be open and honest with them about your problems while also taking care to avoid upsetting, discouraging, or demoralizing them.
6. Set Achievable Goals**.** Your team members should all be aware of the daily goals they are working toward. Without clear, defined goals, your staff will miss or forget deadlines and assignments.
7. Delegate Tasks Effectively. When several people are working on a single project, it is simple for duties and tasks to be overlooked. Good team management ensures that each team member has a job that matches their abilities.
8. Encourage Team Collaboration. Encourage your team to welcome creative collaboration to strike a solid balance. Make the most of the various skill sets on the team by making sure everyone is informed about ongoing tasks.
9. Prevent Team Burn-out. You can help your team maintain a healthy work-life balance by setting clear limits. Naturally, this can be challenging, especially in teams where members work flexibly and may want to start early or stay late [2].

To sum up everything said above, these simple yet effective rules are the key to successful organization of work within a group. They serve as a kind of compass guiding group members on the path to achieving common goals. Adhering to these rules enhances productivity, improves communication, and fosters positive development of relationships within the group. Adhering to these rules enhances productivity, improves communication, and fosters positive development of relationships within the group. By following these guidelines, individuals can cultivate an environment of mutual respect, cooperation, and trust. Clear communication channels ensure that everyone is on the same page, reducing misunderstandings and conflicts. Moreover, effective organization within a group facilitates the efficient allocation of resources and responsibilities, leading to smoother workflow and timely completion of tasks. Ultimately, these simple yet effective rules lay the foundation for a cohesive and successful team, capable of overcoming challenges and achieving its objectives with confidence and unity.

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FEATURES OF MANAGERIAL WORK

In today's world, on the way to success and efficiency, managerial work becomes a key factor. However, for it to be effective, it is necessary to understand its features and principles. Real management success requires managers not only to have leadership qualities, but also to have a deep understanding of management processes, methods, and strategies. In this context, our wok is devoted to the study and analysis of features of managerial work that determine its effectiveness and impact on organizational development. By examining the key aspects of management, we will reveal the essence and importance of such aspects as strategic planning, communication, decision-making, staff motivation and others.

The experience of the functioning of organizations proves that their economic growth on at certain stages of development occurs due to market transformations in the economic sphere of the state and the corresponding structural shift in activity enterprises in particular. The peculiarity of their general management is that traditional management schemes are no longer effective, and modern market approaches and methods have not yet exhausted their potential. New business conditions require the ability of owners and managers to develop an effective strategy and tactics for the development of their organization. The effectiveness of this process depends on many factors, including the ability of managers to organize not only the work of subordinates, but also their own work [1]. In this regard, issues related to the rational organization of managerial work are becoming particularly relevant, especially at food industry enterprises.

Management in various spheres of social life has its own specificity, and the study of the management process requires a differentiated approach, is a subject of special scientific research. Management activity is a kind of conscious human activity carried out, directed on the effective functioning of the implemented works (individually or collectively), achieving these or other goals, solving the relevant ones tasks, performance of functions [2]. The concept of "management activity" is broader than the concept of "managerial work," as it involves management, work, human resources, and nature; managerial activity is leading and guiding among other types of activities. The influence is exerted not on management itself, but on the process of its implementation. Various approaches can be distinguished in modern scientific thought both in defining the concept of managerial work and in establishing the essence of its categories.

Like any other work process, management work consists of the following basic elements: the subject of work (what is subject to influence, processing), means of work (what is used to influence), the process itself — purposeful activity and result. These elements determine the nature and features of managerial work, regardless of the position of the managerial employee, the field of activity, etc [3]. In a simplified way, the scheme of managerial work can be considered as a system at the input of which there is information (the subject, what the work is aimed at), which is subject to processing within the system by the human intellect with the help of technical means of management (computing and organizational equipment (tools of labor)), and at the output (qualitatively new information or management decision).

The process of making management decisions is determined by a complex and changing combination of factors both in the internal and external environment, which constantly create non-standard situations. These circumstances require the manager to have a number of certain traits. Decisions made by managers depend on their experience, intuition and personal qualities. If the entire population is used in decision-making, then that's great.

Management knowledge accumulated in Ukraine need to be reassessed, and the recommendations of Western analysts need to be adapted to Ukrainian production conditions. The intensity and complexity of social development processes, in turn, reflect on the economic environment. Some of them lead to significant changes, including in personnel management [2].

In modern times, the management apparatus functions as an operational headquarters, which not only manages the activities of the entire team, but also actively promotes its further development in the economic sphere. Management experts understand that an organization is a complex social system where individuals, formal and informal groups interact. Work productivity, employee health and the overall success of the organization depend on the psychological climate and mood of each employee. The main qualities of a manager include professional and managerial competence, responsibility for decision-making, initiative, awareness, discipline, creativity and other aspects.

Thus, successful management requires a deep understanding of the principles and aspects of management. The importance of strategic planning, communication, decision-making and personnel motivation is determined by their impact on the effectiveness of organizational development. Management requires a comprehensive approach, adaptation to changes in the social and economic environment, and constant improvement of management strategies. Summarizing, it is important to note that successful management in the modern world requires a comprehensive approach, understanding of key principles and aspects of management activity. Given the constant changes in the economic and social environment, managers must be ready to adapt and improve their management skills and strategies to achieve success and sustainable development of their organizations.

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SMALL BUSINESS IN EUROPE: GENERAL TRENDS OF DEVELOPMENT

Small and medium enterprises (SMEs) are the backbone of Europe's economy. They represent 99% of all businesses in the EU. In the past five years, they have created around 85% of new jobs and provided two-thirds of the total private sector employment in the EU. They provide two thirds of total private-sector employment, represent 80% of the total job creation and produce more than half of the EU added value.

Europe has a rich history of entrepreneurship with many successful small businesses, and many more are emerging every day.

Small businesses are the backbone of the European economy. They provide jobs, promote innovation and contribute to economic growth.

The European Union has been supporting small businesses for years by providing funding and developing programs and policies to help them grow and innovate.

Small businesses in Europe have a fantastic opportunity to grow and thrive

SMEs might be small in size, but they are big in impact. They are a vital source of creativity and have a real entrepreneurial desire for innovation. They are responsible for creating the vast majority of new jobs and are the real engine of EU economy’s growth.

However, wider measures are available to support, for example, research and innovation, business planning for innovative SMEs and export and tech-transfer.

One of the key challenges for small business is finance.

Under Horizon 2020, about one third of the access to risk finance budget - over €900m - go to SMEs and small midcaps, through a debt facility providing loans, guarantees and other forms of debt finance to entities. This also includes an equity facility, providing finance for mainly early-stage investments, with particular focus on early-stage SMEs.

Support for export and partnership development is also important for SMEs. The enterprise Europe network (EEN) is a key instrument, bringing together around 600 business support organisations from over 50 countries, and helping small companies seize business opportunities in the single market.

Increasing the internationalisation of SMEs is important, and the EEN provides a business database containing thousands of company profiles. It also organises regular matchmaking events.

While all of these Europe-wide initiatives are important, there is an increasing focus on the regional dimension.

A strong and vibrant Small business sector is a key component of a dynamic regional economy, which is why regions are trying more and more to engage research and innovation-focused small businesses in the development of regional economic and innovation strategies, or smart specialisation strategies.

Involving the private sector in the 'entrepreneurial process of discovery' is one of the criteria for a successful smart specialisation strategy.

As the backbone of the EU economy, small and medium businesses require a strong set of measures at EU, national and regional level. This means effectively communicating available opportunities to small businesses and also ensuring continuous dialogue between the various actors so that Europe's SMEs' needs are aligned with policies and instruments.

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TRAINING SPECIALISTS IN TOURISM AND RECREATION

Tourism, recreation and entertainment are non-industrial sectors of the world economy that generate billions of dollars in revenue and create millions of jobs globally. The success of these industries mainly depends on the quality of customer service. The degree of satisfaction of tourists, recreationists and vacationers, in turn, largely depends on knowledge, skills and abilities in the field of tourism, recreation and recreation. Important for the debate is the study of other types of training that can be available and used in the process of professional training of professionals for the mentioned fields. Educational innovations will develop the skills and enrich the knowledge of learners needed to succeed in the tourism, recreation and entertainment industries. This, in turn, has a decisive influence and significance for the growth and development of tourism and recreation enterprises and all related and interconnected economic entities.

Future specialists in tourism and recreation can receive quality training through various alternative educational channels. Among them may be: formal education, vocational training programs, on-the-job training. Universities and colleges provide formal education and their graduates receive associate degrees, bachelor's and master's degrees in tourism and recreation, hospitality and related fields. Vocational training programs are developed and offered to students by private and public institutions in the form of short courses that focus on specific skills in the field. Future specialists in tourism and recreation can receive quality training through various alternative educational channels. Among them may be: formal education, vocational training programs, on-the-job training. Universities and colleges provide formal education and their graduates receive associate degrees, bachelor's and master's degrees in tourism and recreation, hospitality and related fields. Vocational training programs are developed and offered to students by private and public institutions in the form of short courses that focus on specific skills in the field. In-service training is provided by various tourism enterprises, hotel and restaurant entities and entertainment companies. In this case, employees complete the curriculum while working in a real environment.

Achieving the desired professional success in the travel and leisure industry necessarily involves the need to possess a wide range of skills and knowledge.

First, they need a comprehensive understanding of tourism industry trends and customer behavior that can help them better meet customer needs and preferences.

Second, an understanding of local (domestic) and international travel laws, rules and regulations is required to prevent offences.

Third, excellent interpersonal and communication skills in English are required to effectively interact with clients, colleagues and partners (including foreign ones).

Education is essential for future tourism, recreation and leisure professionals. This guarantees high quality customer service. By training appropriate specialists, companies can improve their reputation and attract more customers, thereby increasing profits and growth in tourism and recreation turnover. In addition, favorable conditions are created for the development of the tourism industry, in particular, and the regional and national economy as a whole. Well-trained specialists provide better services, which increases the degree of customer satisfaction and promotes the tourism and recreation business. In turn, employment conditions improve - the demand for labor increases as the business expands.

Therefore, training (in any form) is an important component of the success of professionals in the field of organizing tourist and recreational travel and recreation. A variety of learning styles and opportunities, including formal education, short-term vocational training, in-service training and on-the-job training, provide learners with the skills and knowledge they need to succeed in the field. By meeting the necessary professional requirements and constantly improving your practical level, depending on the variety of work performed under different circumstances, the opportunities for obtaining financial benefits for both employees and tourism and recreation enterprises, as well as the industry on a regional and national scale, increase.

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HOTEL BUSINESS IN UKRAINE ON THE WAY TO OPTIMIZATION

In today's world, the hotel industry is undergoing serious changes that require the owners to constantly search for ways to optimize and implement innovations to ensure competitiveness and meet the needs of modern customers. Process optimization has become a major aspect of hotel business management strategy as it ensures efficient use of resources, cost reduction and productivity improvement. At the same time, innovation is a key element for the successful development of the hotel business, as it can introduce new technologies, services and concepts that attract customers and create competitive advantages.

Optimization of the hotel business in a wide range of aspects, including personnel management, optimization of service processes, inventory management and financial planning. The use of modern methods of data analysis and management analytics allows hotels to obtain valuable information about the request, customer behavior and the efficiency of business processes, which allows making informed decisions and reacting to changes in the relevant market environment.

Today, there are many types of innovative processes in the hotel business, but several main ones are visible:

1. Organizational innovations
2. Social innovations
3. Technological innovations
4. Infrastructural innovations
5. Economic innovations

The use of non-typical methods of attracting personnel in one form or another provides the hotel company with the necessary flexibility, namely outsourcing, outstaffing and leasing.

The most effective method, in our opinion, is outsourcing, as it is the transfer of certain functions of the company to an external organization that has the capacity and staff to perform these functions. Therefore, the outsourcing of employees saves the company from the need to keep excessively highly paid staff, and also provides access to the services of qualified experts.

A loyalty program for hotel companies is one of the advanced means of increasing demand. They significantly affect demand. The purpose of this type of loyalty program is to gain the trust of the customer so that he becomes a regular customer. The essence of such programs is the provision of various hotel services, additional offers, gifts, etc. [1].

Regarding technological innovations, the most widespread and successful are still mobile applications for hotels, which help to increase the number of customers and improve service processes. The most famous is the procedure for booking a hotel room. The advantage of the mobile application is that booking is easy and efficient. Also, the main trend of recent times is the offer of hotel products on the Internet. To do this, the hotel creates and promotes its website, social media pages, mobile applications and provides communication with current and existing customers using instant messaging tools.

However, innovations in the hotel business are not limited to the use of the latest technologies. They also cover innovative approaches to the design of hotel spaces, the development of unique service concepts and the implementation of a sustainable development program. For example, your needs are increasingly turning to environmentally friendly technologies and practices that contribute not only to reducing the impact on the environment, but also attract environmentally conscious customers. Also, addressing the wishes of customers who highly value personal space and privacy, they are increasingly building with soundproofing for the comfort of guests [2].

With the economic innovation process in the hotel industry, the processes of creation (development and production) and commercialization, as a rule, include:

– objects of economic innovation in the field of hospitality at the national, regional and corporate levels;

– new methods of capital management to increase the efficiency of hotel companies by implementing such functions as forecasting, business planning, financing, pricing, consumption and savings;

– innovations in financial matters and accounting

– activity, motivation and reward, assessment of activity results;

– innovative ways of attracting investments in the hotel industry;

- attraction of resources of local business structures, investments from other regions and countries.

The method of economic innovation is the change of methods and methods, the planning of various types of production and economic activity, the reduction of the cost of production, the improvement of material incentives, the rationalization of the accounting system.

Therefore, the importance of studying optimization and innovation processes in the hotel business is necessary and production. The fact of understanding the specifics and trends of the development of this promising industry will allow to develop effective strategies. End customers are better able to adapt to more changes in the market and succeed in a constantly competitive environment.

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TOURISM AND RECREATION INDUSTRY IN UKRAINE: GENERAL TRENDS OF DEVELOPMENT

Tourism and recreation have quickly gained a significant economic role in the modern world. Thanks to tourism and recreation, an important function of cultural exchange and mutual understanding between nations is performed. The Ukrainian tourism and recreation industry can also potentially occupy an important place in economic development, given its potential as a national tourist destination with a rich historical, cultural, ritual-traditional, natural and spa-healing heritage. However, the development of the tourism and recreation industry within Ukraine has its own characteristics, which are determined by both historical, geographical, and modern military and political and economic conditions. In this context, it is important to consider the main aspects of the development of the tourism and recreation sphere in Ukraine, its opportunities and prospects, as well as the complex challenges of the modern competitive globalized world.

The concept and phenomenon of tourism and recreation owe their appearance and development to the birth and gradual evolution of travel. Already in the Primordial Age, tribes migrated, looking for significantly more favorable places to live: where there were more resources, less danger and more opportunities for prey. Among the main motives of the first real voyages were religious rites and commercial purposes. Do not forget about such an important type of travel as the desire to learn new territories, customs and culture. Adequate infrastructure was required to provide for the basic needs of travelers, such as sleep and food, as well as secondary needs, such as a rest stop for draft and draft animals. In the Ancient World and the Early Middle Ages, such services were provided by caravanserais and monasteries that welcomed travelers. Later, other establishments began to appear, such as guest houses, inns, and others.

The conscious desire of people to travel is also observed in the first civilizations several thousand years before the birth of Christ. Merchants can be considered the first business and MISE tourists. During the heyday of the Greek city-states, under conditions of high development of political, economic and cultural ties, unique traditions were born and established and the first prototypes of tourism centers were formed. For example, the ancient Greeks, who came from all over Greece to Olympia as spectators or participants of the Olympic Games, are also the first tourists of the event (spectators) and sports (participants) direction.

On the territory of Ukraine, the first hospitality establishments also arose as an infrastructural addition and provision for all travelers - this happened in the 12th-13th centuries, that is, in the period of Russia-Ukraine. The favorable geographical location of our Motherland at the crossroads of trade routes, as well as close cultural, marriage and religious ties with the countries of the Mediterranean, Baltic and Western Europe contributed to the development of cities, roads and the development of accommodation and food facilities [1].

Domestic tourism contributes to the intensification of international tourism. Thus, by encouraging the development of its own health resorts and other recreational facilities, Ukraine can attract a significant number of foreign tourists. The latter, in turn, often note the numerous advantages of traveling in Ukraine. Key among them are: affordable cost of travel, diversity of nature, diverse national culture, friendliness and hospitality of Ukrainians, interesting customs and rituals, as well as the presence of numerous historical and natural monuments.

The above is a convincing argument in favor of the fact that Ukraine has most of the prerequisites for the development of the tourism and recreation sphere. Thanks to its favorable geopolitical location, our state has a significant tourist and recreational potential: a favorable climate, a diverse terrain, a developed transport network, and a rich cultural, ritual, and historical heritage. In addition, the development of new tourist and recreational routes, the development of hotel, restaurant and hotel-restaurant infrastructure is becoming more and more common in Ukraine, as well as the level of service to tourists and the increase in the number of visitors to tourist facilities. Merging together, all these factors contribute to the dynamic development of the tourism and recreation business in Ukraine. But the biggest obstacle at the moment is the full-scale Muscovite war against Ukraine, which has been going on for the third year, and the Muscovite military occupation actions since 2014 [2].

Insufficient state support, lack of preferential taxation and insufficient crediting of business entities in the tourism and recreation sphere complicate the effective development of this industry in Ukraine. The reduced solvent demand of a significant part of the population requires emphasis on the development of the so-called "budget recreation". However, due to the closure of the borders, the popularity is also affected by the "vip vacation" segment. Ukrainian consumers of tourist and recreational services, who previously rested outside our country, are now showing interest in comfortable rest in Ukraine [4]. That is why it is worth using all the resources and diplomatic capabilities of the state, regional and local authorities should be directed towards the development of the Ukrainian tourism and recreation sphere.

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VIRTUELLER TOURISMUS IN DER UKRAINE: ENTWICKLUNGSPERSPEKTIVEN

Virtuelle Spiele und Filme werden von Tag zu Tag immer beliebter, und der Tourismus ist nicht weit dahinter [1]. Virtuelle Realität im Tourismus wird in vielen Fällen bei Marketingzwecken eingesetzt, damit Menschen einen Ort sehen könnten, an den sie fliegen oder reisen möchten. Und sie wird auch verwendet, um eine Person zu beruhigen, zum Beispiel: Wenn eine Person die Gegend nicht kennt, wird sie vor der Reise die virtuelle Realität benutzen, um sich darüber zu vergewissern, dass es dort sicher ist. Dank der

Entwicklung des virtuellen Tourismus sind für Reisende auch virtuelle Besichtigungen von Hotelzimmern möglich. Digitale Inhalte und Online-Plattformen werden jedem Reisenden helfen, seine Reise gutzumachen, die Nachfrage nach Reisebranche zu erhöhen und die Wirtschaft des Landes insgesamt zu verbessern [1].

Im 21. Jahrhundert und nämlich im Zeitalter des Internets eröffnet die Entwicklung von Technologien und virtuellem Tourismus neue Perspektiven für den Tourismus. Virtueller Tourismus umfasst nicht nur die Sanierung von historischen Gebäuden und Orten, sondern auch die Restauration von Dekmälern.

Das Studium des virtuellen Tourismus begann in der Ukraine in den Nullerjahren des 21. Jahrhunderts aufgrund der Entstehung des Internetsystems und seiner Sättigung mit verschiedenen Informationen. Die Nutzung des virtuellen Tourismus in der Ukraine wäre viel besser, wenn es sie mehr gäbe: Leider handelt es sich lediglich um kostenlose Werbung für Führungen oder Museen, die möglichst viele Touristen nur anlocken wollen, um Geld zu verdienen. Eine dieser Touren ist eine „virtuelle Tour durch sieben ukrainische Museen“ [2]. Diese Tour wurde 2017 bei der Unterstützung von Google erstellt. Google war ein Förderer der Entwicklung des virtuellen Tourismus in der Ukraine [3].

Man lässt sich sagen, dass die Ukraine noch viel daran arbeiten muss, um einen gut entwickelten virtuellen Tourismus zu haben. Die Bestimmung der Zielgruppe ist eines der wichtigsten Probleme bei der Gründung irgendwelches Unternehmens: Und die Tourismusbranche ist da keine Ausnahme. Es ist notwendig nicht nur einen „idealen“ Kunden zu finden, sondern auch zu versuchen, ihn zufrieden zu stellen, damit er den größten Gewinn bringt.

Vor dem globalen Krieg begann sich virtueller Tourismus in der Ukraine besser zu entwickeln: Im Jahre 2021 buchten Touristen (mehr als 75 %) ihre Hotelzimmer über digitale Plattformen. Die Verbesserung der Technologien auf digitalen Plattformen hat der Ukraine geholfen, die Aktivität der Touristen im Jahr 2021 um 4–5 % zu steigern. Doch aufgrund der militärischen Lage im Land ist es schwierig, das zu verwirklichen. Trotzdem ist es nötig, den virtuellen Tourismus in der Ukraine schrittweise zu verbessern.

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TOURISM AS AN INDICATOR OF THE NATIONAL ECONOMY DEVELOPMENT

In the Ukrainian economy, where the vector of development is active integration into the European and world economy, the tourism and recreation sphere is becoming an increasingly important budget-forming factor of the national economy. However, the profitability of domestic tourism and recreation is not as high as in the leading countries in tourism development. One of the reasons lies in the fact that the real benefits of this industry are hidden in the shadows. Without taking into account the volume of the shadow economy, it is impossible to conduct a realistic and effective scientific and economic analysis at the macro, meso, and micro levels, as well as to make sound business decisions regarding the structure of the national economy at all levels. Ignoring this negative phenomenon leads to serious errors and distorted data in determining macroeconomic indicators and inadequate assessment of the most important processes, phenomena and trends.

Analysis of the state and trends at different hierarchical levels and stages of development of the tourism and recreation system as a whole and its individual components requires an appropriate set of indicators. The very concept of "indicator" has theoretical and practical significance, the value of which is reduced to a methodological tool for monitoring economic and socio-economic processes, marketing analysis and planning [2]. To diagnose the state and nature of the development of economic system objects, "indicators" serve as indicators of quantitative and qualitative assessment in static and dynamic aspects. In addition, "indicators" are criteria for division into clusters and economic entities.

Relative indicators at the macroeconomic level are related to three parameters used to measure the volume of the social tourism product in a country. Among them is the ratio of GDP to tourism income of tourism enterprises, adjusted for the size of the balance of payments balance. The system of tourism development indicators includes the following paired groups:

a) in kind and valuable;
b) quantitative and qualitative;
c) absolute and relative;
d) direct and indirect.

The characteristics of the system of analytical parameters of tourism under study are complemented by the volumes of gross national income, export earnings, foreign trade turnover, the total volume of paid services, revenues of the state and local budgets, the share of tourism in the formation of the total number of working population engaged in economic activity.

Let's briefly analyze the state and trends in the development of the tourism and recreation industry in the last years before the full-scale invasion. Thus, according to the results of the World Economic Forum, as of the end of February 2022, Ukraine ranks 124th in the rating of investments in tourism and 88th in the rating of attracting tourists. In 2019, Ukraine's place in the tourist attraction rating was 78. That is, foreigners showed a certain interest in visiting Ukraine for tourism and recreation. This eloquently testifies to the general systematic work to activate the attraction of the target group of tourists. At that time, Ukraine was characterized by the following indicators: air infrastructure - 79th place; port and land infrastructure – 81st place; prices - 45th place; international openness – 78th place; tourist services - 71st place [4]. According to the Expat Insider rating, in which more than 14,000 people from 191 countries of the world participated, Ukraine was distinguished by the following indicators: 1st place in housing affordability; 2nd place in terms of satisfaction of foreigners staying in Ukraine, 74% of whom assured that their income is enough to live in Ukraine, and for 45% of respondents the cost of living in Ukraine is affordable [5].

In 2021, despite strict quarantine restrictions due to the Covid-19 pandemic, citizens of various countries actively visited Ukraine. Thus, in 2021, compared to 2020, the number of foreigners who crossed the border increased by 26.3%. The absolute indicator of the total number of visitors reached almost 4,271,000 people. According to the tourism statistics of the

State Tourism Development Agency, we will form a rating of the states that provided the largest number of foreign tourists to Ukraine: 1) Moldova – 1,005,400 people; 2) Poland – 311,000; 3) Romania – 264,000; 4) Turkey – 247,000; 5) Hungary – 227,000; 6) Germany – 154,000; 7) Israel - 133,000; 8) USA – 103,000; 9) Saudi Arabia – 56,000; 10) Italy – 56,000; 11) Great Britain - 56,000; 12) Georgia – 49,000; 13) Azerbaijan – 48,000; 14) India - 48,000; 15) France – 39,000; 16) Czech Republic – 38,000; 17) Slovakia – 31,000; 18) Armenia – 25,000; 19) The Netherlands - 24,000 [1].

According to the oral assessments of the employees of the State Tourism Development Agency, for the first time in 30 years of independence, an analysis and understanding of various tourist markets interested in Ukraine as a tourist and recreational destination was carried out at the national level. For each purpose, a clear profile of tourists and information about the purpose of their trip has been developed, which will soon be available to Ukrainian society [1]. These directions include:

a) development of the tourism and recreation image of Ukraine in the World tourism and recreation space;

b) increase in the number of travelers from target markets;

c) development of tourist infrastructure;

d) innovations in tourism and recreation;

e) development of business tourism and MISE tourism;

e) development of domestic tourism and recreation;

e) quality services and education in the direction of training specialists for work in the tourism and recreation sphere and hotel and restaurant business;

g) increasing the effectiveness of tourism and recreation management;

g) analysis and statistics of the tourist-recreational, hotel-restaurant and entertainment-gaming services market;

h) improvement of the legal framework in the tourism sphere.

Therefore, the tourism and recreation industry is not only an indicator of the economic development of the country, but also one of the most important factors and indicators of social and cultural development, which contributes to the improvement of the level and quality of life of the population. The economic and social significance of tourism and recreation in the modern market economy depends on the individual contribution of each of the subjects of tourism activity to the overall development of the national economy. This is manifested in their monetary turnover, currency inflow, financial role in the country's balance of payments and in the real gross domestic product of the state.

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SOCIAL MEDIA AND ITS ROLE IN SHAPING TRAVEL DESTINATIONS AND EXPERIENCES

In today's digital age, social networks have changed the way we communicate, share information and interact. The influence of social networks is felt in various fields, including the travel and tourism industry.

Conditionally, the influence of social networks can be divided into several categories:

1. Sales, marketing, and interaction with customers
2. Search and travel planning
3. Creation of communities united by common interests.

Sales, marketing, and customer interaction

Travel companies use social media to provide customer support, answer their questions, solve problems, promote new products, and much more. Video and content marketing is a powerful tool for the travel industry on social media. Short videos, photos and stories can grab users' attention and motivate them to travel. This gives travel companies the ability to create targeted advertising that allows them to understand their target audience. Social networks work well as advertising platforms, it provides ample opportunities for customization and analysis of results. Advertising can be both direct, that is, open, and native. Native or native advertising is a term used in marketing to refer to content that is presented to an audience in an unobtrusive or disguised manner. Native advertising is the next level of evolution of traditional advertising. This type of promotion was invented in order to attract and convince people who are tired of standard advertising on television, radio, in the press or on the Internet. For example, tourists are more likely to choose a country or hotel when one of the influencers talks about this place on their blog. Therefore, travel companies often cooperate with bloggers who have a large audience on social networks. It can be sponsored content, collaborations or participation in trips with subsequent distribution of photo and video materials. Travel companies can also publish native ads without the help of bloggers. If they post a video of a beautiful sunset on the seaside on their page but do not write the price of the tour and the name of the company on the video, they will definitely get more views and interest on their page.

Searching and planning trips

People love to post photos, videos and travel stories on social media. Reviews and ratings are an important source of information for travelers. This allows them to evaluate the opinions and impressions of other people who have already visited a certain place or used a certain service to understand whether it meets their expectations. Reviews and ratings are often seen as more objective information because they are based on real, experienced visitors. This helps travelers avoid negative surprises and make an informed choice. In today's world, writing to a stranger on social networks and asking a few questions its normally. This is what helps tourists to determine in advance where they want to go. After communication on social networks and a large number of reviews, tourists often come to travel agencies and immediately, without thinking, buy a tour or book a hotel.

Creation of communities united by common interests.

A community is a group of people with common interests. As mentioned above, real reviews are very important for tourists, so you can often see discussions of a tourist destination, a new exhibition, and much more on the Internet. Usually, travel companies often follow such communities in order to analyze the travel market. But if you ignore the interference of travel companies, the community is a place where members feel comfortable and free, meet new people and share their experiences. Such communication has a good effect on our society and individuals.

Therefore, in the field of tourism, social networks, native advertising, reviews and ratings, as well as the creation of communities play a key role in interacting with tourists, promoting tourist services and tourist destinations, as well as maintaining relations with customers. Social networks provide an opportunity for high-quality advertising, as well as interaction with the audience. Native advertising allows you to integrate advertising messages directly into content that attracts more attention. Reviews and ratings provide objective information and help build trust. The creation of communities helps to attract and retain the target audience, to create positive cooperation and exchange of experiences between participants. All these elements allow tourism companies to effectively promote their services and tourist destinations, ensuring high quality of service and meeting the needs of customers. Tourists receive the highest level of service and interaction with like-minded people.

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VERKEHR UND TOURISMUS:DAS BESTE TRANSPORTMITTEL FÜR REISEN VON DER UKRAINE NACH DEUTSCHLAND

Jetzt ist das Thema „Auslandsreisen“ für Ukrainer viel aktueller geworden als je zuvor. Wegen des Krieges sind Millionen Menschen in verschiedenen Ländern: viele Familien leben getrennt und viele Menschen haben ihre Häuser verlassen. Und Deutschland ist zu einem der Länder geworden, das den Ukrainern Hilfe leistet, und auch zu einem der beliebtesten Länder unter den Reisenden. Daher haben wir uns entschlossen zu forschen, welches Transportmittel bei einer Reise von der Ukraine nach Deutschland das Beste ist.

Wir gehen auf 3 Transportmittel ein: Auto, Bus und Bahn. Unser Ziel besteht darin, dass wir jedes Transportmittel separat betrachten und sie nach folgenden Kriterien einschätzen wie: Komfort, Geschwindigkeit und angemessene Preise. Alle Berechnungen haben wir für die Strecke Chmelnyzkyj – Dresden angestellt.

Zuerst ist die Anreise mit dem Auto zu behandeln. Die Entfernung zwischen Chmelnyzkyj und Dresden ist 1095 km, der durchschnittliche Kraftstoffverbrauch pro 100 km beträgt 10 Liter und der ungefähre Preis für Benzin - 52 UAH pro 1 Liter: Die Kraftstoffkosten belaufen sich somit auf 5690 UAH. Die Fahrt mit dem eigenen Auto kann also vor allem kostengünstig sein, wenn man mit einer Gruppe von Personen reist und sich die Kosten teilt. Ohne Zwischenstopps und Verzögerungen an der Grenze dauert die Reise etwa 13 Stunden. Dabei ist es auch wichtig auf Vor- und Nachteile nach anderen Kriterien hinzuweisen.

Vorteile.

Persönlicher Freiraum: Der Besitz eines eigenen Autos bietet die Möglichkeit an, persönlichen Freiraum zu nutzen und gleichzeitig den Komfort und die Individualität des Reisens zu bewahren.

Sicherheit: Wenn man sein eigenes Fahrzeug fährt, kann man die Geschwindigkeit kontrollieren und sein eigenes Tempo einhalten.

Flexibilität: Man kann die Route und die Geschwindigkeit der Reise je nach Umständen und Bedürfnissen ändern.

Nachteile.

Ermüdung am Steuer: Lange Fahrten können anstrengend sein und dabei sowohl zur Ermüdung als auch zum Stress führen.

Unvorhersehbare Situationen: In großen Städten Deutschlands kann es zu Park- und Verkehrsproblemen kommen, die den Komfort der Reise beeinträchtigen können. Baustellen oder unvorhergesehene Situationen können die Route verzögern.

Auf den Websites verschiedener bekannter ukrainischer Verkehrsunternehmen kann man sehen, dass der Preis für eine Busreise etwa 4000 UAH pro Person ist. Außerdem geben Verkehrsunternehmen an, dass die Reise circa 20 - 25 Stunden dauert. Betrachten wir nun Vor- und Nachteile nach anderen Kriterien.

Vorteile.

Komfort: Die meisten modernen Busse sind mit Internetzugang, Ladegeräten und ständigem Zugang zur Toilette ausgestattet, und die Unternehmen bieten eine Mindestausstattung für eine lange Reise (Servietten, Wasser, kleine Tüten mit Snacks).

Rückmeldung: Im Falle einer unvorhergesehenen Situation kann sich der Fahrgast jederzeit an das Beförderungsunternehmen wenden.

Versicherung: In der Regel bietet das Beförderungsunternehmen auch eine Versicherung an.

Nachteile.

Persönlicher Freiraum: Bei Busreisen können sich die Fahrgäste nicht aussuchen, mit wem sie reisen, so dass sie Kinder dulden müssen, die möglicherweise Lärm machen und andere Fahrgäste stören.

Haltestellen: Die Fahrgäste haben keinen Einfluss auf die Häufigkeit, Lage und Dauer der Haltestellen.

Leider ist es nicht möglich, mit dem Zug direkt von Chmelnyzkyj nach Dresden zu fahren, aber trotzdem können die Reisenden eine längere und kompliziertere Route wählen. Die beliebtesten Strecken sind: Chmelnyzkyj - Przemysl, Przemysl - Wroclaw, Wroclaw - Zgorzelec, Zgorzelec - Dresden. Die Reise wird 18 Stunden dauern. Nach der Berechnung der Fahrkartenpreise für jede Verbindung haben wir festgestellt, dass der Preis für eine Zugfahrt etwa 3000 UAH beträgt.

Vorteile.

Komfort: Wenn man mit dem Zug reist, kann man die Art des Waggons und den Sitzplatz wählen. Züge bieten oft viel Bewegungsfreiheit und die Möglichkeit, sich zu entspannen.

Stabiler Fahrplan: Züge fahren in der Regel nach einem genauen Fahrplan, was das Risiko von Verspätungen im Vergleich zu anderen Verkehrsmitteln verringert.

Ermäßigungen: Für Studenten, Rentner und andere Fahrgastgruppen gibt es oft Ermäßigungen.

Nachteile.

Umsteigen: Zahlreiche Umstiege und Wartezeiten auf den nächsten Zug führen zu Ermüdungserscheinungen.

Zusammenfassend lässt sich sagen, dass die Zugreise von Chmelnyzkyj nach Dresden am günstigsten ist. Und am schnellsten und flexibelsten ist jedoch die Fahrt mit dem Auto. Aber kurz vor der Reise sollte der Reisende alle Vor- und Nachteile abwägen, um Prioritäten zu setzen und zu entscheiden, welches Transportmittel für ihn das Beste ist.

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DER EINFLUSS SOZIALER MEDIEN AUF TOURISTISCHE REISEN

Soziale Medien, die zu einem wichtigen Element des modernen Tourismus geworden sind, beeinflussen aktiv das Verhalten von Reisenden. Sie bestimmen nicht nur die Wahl der Reiseziele und die Art der Reiseorganisation, sondern auch formen das allgemeine Verständnis von Reisen. In der heutigen Welt ist das Thema des Einflusses sozialer Medien auf Reisen besonders relevant. Mit der Entwicklung von Technologien und der Zunahme der

Internetnutzer haben sich soziale Medien zu einem leistungsstarken Instrument für den Informationsaustausch und die Kommunikation entwickelt.

Touristen, die nach neuen Abenteuern und einzigartigen Erfahrungen suchen, nutzen soziale Medien als Plattform zum Austausch ihrer Erlebnisse mit Millionen von Menschen auf der ganzen Welt. Und solche Plattformen wie Instagram, Facebook, Twitter und YouTube sind zu einem integralen Bestandteil von Reisen geworden und ermöglichen den Menschen, Fotos, Videos, Bewertungen und Geschichten über ihre Reisen mitzuteilen.

Eine der Hauptarten, wie soziale Medien Reisen beeinflussen, ist Inspiration. Benutzer können sich lebendige Fotos und fesselnde Videos von den Reisen anderer Personen ansehen, was sie dazu inspirieren kann, dieselben Orte zu besuchen oder neue, die noch unentdeckt sind, zu finden. Soziale Medien erleichtern auch die Reiseplanung. Dank beliebter Reiseaccounts in Instagram und Reiseblogs können Touristen Informationen über Sehenswürdigkeiten, Restaurants, Hotels und andere interessante Orte in einer bestimmten Stadt oder einem bestimmten Land erhalten. Bewertungen und Tips anderer Benutzer helfen ihnen dabei, fundierte Entscheidungen über ihre Reisen zu treffen und unvergessliche Momente zu schaffen. Zum Beispiel, Bali war in der zweiten Hälfte des 20. Jahrhunderts zu einem beliebten Reiseziel geworden, aber sein wahres explosionsartiges Popularitätswachstum hat nur vor letzten Jahrzehnten durch die Popularisierung von Bloggern begonnen.

Darüber hinaus spielen soziale Medien eine wichtige Rolle bei der Vermarktung von Tourismusdienstleistungen und -produkten. Reiseunternehmen und Hotels benutzen aktiv soziale Medien, um ihre Dienstleistungen anzubieten, neue Kunden anzuziehen und das Markenimage zu stärken. Werbekampagnen, Wettbewerbe, Rabatte und spezielle Angebote werden über Medien verbreitet, was sie zu einem wichtigen Instrument in der Tourismusbranche macht. Zum Beispiel, das Unternehmen WOG startete die Aktion "Reise überallhin", deren Höhepunkt die Verlosung eines Wohnmobils war. Dies war ein sehr aktueller Preis für Reisen im eigenen Land, der die Aufmerksamkeit vieler potenzieller Kunden auf sich zog, die mit ihrem eigenen Fahrzeug reisen.

Abgesehen von den positiven Aspekten können soziale Medien auch einen negativen Einfluss auf Reisen haben. Sie können die Illusion eines perfekten Lebens und perfekter Reisen schaffen, was zur Enttäuschung führen kann, falls die Realität den Erwartungen nicht entspricht.

Daher haben soziale Medien einen erheblichen Einfluss auf Reisen, von der Inspiration und Planung bis hin zum Marketing und Erfahrungsaustausch. Sie sind zu einem integralen Bestandteil von Reisen in der modernen Welt geworden: Sie bieten Möglichkeiten zum Austausch, zur Erfahrung und zur Entdeckung neuer Horizonte an sowohl während virtueller als auch während realer Reisen.

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RESORT BUSINESS IN UKRAINE: CURRENT CHALLENGES

Ukraine is a country with huge recreational potential. Natural healing resources (mineral waters, mud, climate, landscape, etc.) serve as the basis on which sanatorium-resort treatment and mass recreation is organized. In Ukraine, the sanatorium-resort business is one of the oldest types of recreation. From the 19th century well-known climatic resorts of the Southern coast of Crimea, balneological resorts of Transcarpathia and Transcarpathia, Podillia, Poltava Oblast, mud resorts of Crimea and Odesa, which underwent special development in the 20th century. Thus, the first establishments in Ukraine that began to function using mineral water for treatment were established in Shkla (1576), Saky (1799), Truskavets (1827), Odesa (1829), BerMinVodakh (1862), Morshyn (1877); medicinal properties of mud - on the coast of the Kuyalnytsky estuary (1833), near Holaya Prystan (Gopri) (1895).

The system of sanatoriums and resorts developed within the framework of the state health care system, its services were socially oriented and cheap enough for citizens (at the expense of the social insurance fund and other sources of financing). But the insufficiently developed material and technical base of the industry, its low carrying capacity and outdated equipment, even with highly qualified staff and perfect methods of prevention and treatment, made sanatoriums and spa facilities difficult for the majority of the population. Therefore, during the period of development of mass tourism in the country (60-80s of the 20th century), resorts, especially climate resorts, were filled with unorganized vacationers who used mainly private housing. Such a tradition of mass recreation has formed a sufficiently developed market for accommodation services based on private housing in the main resort and recreation areas. In today's market conditions, the sanatorium-resort business in Ukraine is undergoing structural changes. First of all, they touched on the organizational and management principles: the growing commercialization of activities, the entry into the market of sanatorium-resort offers, the further segmentation of this market in accordance with changes in demand led to a change in the forms of ownership (in particular, the collective and private components expanded) and the management structure. Thus, according to the data of the State Statistics Committee in 2002, sanatorium-resort establishments of long-term stay were distributed by ownership as follows:

- state - 40%;
- collective - 55%;
- private - 0.8%;
- international organizations - 4.2%.

The sanatorium-resort business in Ukraine is based on the current Law of Ukraine "On Resorts", adopted in October 2000, and the corresponding legal framework, which regulates the activity of this area, ensuring the availability of sanatorium-resort treatment for all citizens, and primarily for the disabled, war and labor veterans, combatants, citizens who suffered as a result of the accident at the Chernobyl nuclear power plant, children, tuberculosis patients, etc., economical and rational use of natural healing resources and their protection. According to the uniqueness and value of natural healing resources and the level of facilities, resorts of state and local importance are distinguished. The basis for determining the territory as a resort is the presence of natural medical resources, the necessary infrastructure for their exploitation and the organization of medical and preventive activities.

Currently, there are 45 resorts of national and international and 13 resorts of local importance in Ukraine, where 544 sanatoriums and boarding houses with a total one-time treatment capacity of more than 150 thousand places are operating [3]. There is also a list of 265 territories reserved for the organization of treatment, recreation and tourism zones.

The services of sanatoriums and resorts in Ukraine constitute almost 40% of the total volume of activities of the tourist industry. The country has a wide and diverse resource base, represented by almost all balneological types of mineral waters:

• carbon dioxide;
• radon;
• sulphide;
• ferrous;
• bromine, iodo-bromine and iodine;
• siliceous;
• water with a high content of organic substances;
• water without specific components, etc.

The most popular resorts in Ukraine for recovery and treatment are Truskavets, Myrhorod, Polyana, Shayan, Cherche, Berdyansk, Kyrylivka, Odesa, and Zatoka. Which resorts in Ukraine can you go to in the summer? In the summer, seaside resorts such as Odesa, Chornomorsk, Serhiyivka, Skadovsk, Berdyansk, Primorsk, and Kyrylivka are popular. The development of the sanatorium-resort business in Ukraine needs support, coordinated development within the entire tourism industry of the country. Spa tourism is one of the priority areas of development of domestic and foreign tourism in the country, one of the most stable types of tourism markets. Existing and potential reserves of medical resources, given their qualitative and quantitative characteristics, can be the basis for creating an innovative tourist product. But the existing material and technical base requires significant capital investments in the development and reconstruction of existing resorts, in the exploration and arrangement of new resorts, which should be facilitated by investment projects designed not only for foreign, but also for domestic investors. The development of resorts, the development of general plans for their development, economic and financial support for operation, and privatization processes require close attention.

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ПРАВОВИЙ СТАТУС РАЙОННИХ РАД В КОНТЕКСТІ ПУБЛІЧНОГО АДМІНІСТРУВАННЯ

Публічне адміністрування сьогодні є складним соціально-правовим феноменом, сутнісний зміст якого залишається неоднозначним як для української, так і для закордонної юридичної наукової думки, такою ж мірою і для науковців, які присвячують свої наукові розвідки у лоні науки публічного управління та адміністрування. Та попри вказану тезу не менш складним є правовий, конституційний, інституційний, адміністративно-управлінський статус існування та діяльності такого класичного суб’єкта публічної адміністрації яким є – районні ради. Складність дослідження будь-яких явищ та процесів правової дійсності окрім емпірично-вивірених методів полягає також і у тому, що досліджувані об’єкти та предмети повинні бути аналізовані в контексті суспільних відносин.

За Конституцією України систему адміністративно-територіального устрою України складають: Автономна Республіка Крим, області, райони, міста, райони в містах, селища і села [1]. Також конституцієдавець у нормах Основного Закону держави визначив, що представницьку функцію спільних інтересів територіальних громад сіл, селищ та міст виконують районні та обласні ради. Таким чином на рівні Конституції України, а також у нормах спеціальних нормативно-правових актів закріплено правовий статус районних рад. Однак попри реформу децентралізації влади і її найголовніших прагнень та досягнень, які полягають у переданні повноважень та бюджетних надходжень від державних органів до органів місцевого самоврядування, якими, зрештою не виключені та залишені є районні ради. У профільному законі України «Про місцеве самоврядування в Україні» чітко, вичерпно визначені власні та делеговані повноваження районних рад. Не вдаючись до кожного із пунктів, а також не аналізуючи безпосередньо до механізму реалізації кожного із вказаних у статтях 43-43 питання, які вирішуються районними і обласними радами виключно на їх пленарних засіданнях та про делегування повноважень районних і обласних рад відповідним місцевим державним адміністраціям [2].

Однозначно можемо простежити актуальну проблему доцільності в існуванні субрегіонального рівня, і саме районних рад. Тому що позиційно норми щодо конкретних повноважень залишилися у масиві законодавства, яке визначає правовий та організаційний статус діяльності, а забезпечувальний фінансовий механізм прямо мігрував до конкретних територіальних громад – жителі, об'єднані постійним проживанням у межах села, селища, міста, що є самостійними адміністративно-територіальними одиницями, або добровільне об'єднання жителів кількох сіл, селищ, міст, що мають єдиний адміністративний цент. А без ресурсного забезпечення, без фінансової спроможності розпоряджатися публічними фінансами не є ефективним виконання тих же, вказаних у профільному законі повноважень кожної конкретної районної ради і забезпечення конкретним жителям територіальних громад сіл, селищ та міст їх інтересів, прав, свобод, які вони потенційною мають як правоможливість і саме з цією метою обирали депутатів місцевого рівня - районних рад до представлення їх інтересів.

Окремо слід вказати і провести паралель з таким джерелом як правової системи України, так і національного законодавства – Європейська Хартія місцевого самоврядування, підписану від імені України «06» листопада 1996 року в м. Страсбурзі, згодом ратифіковану Законом України від «15» липня 1997 року. Держави - члени Ради Європи, які підписали цю Хартію, враховують, що органи місцевого самоврядування є однією з головних підвалин будь-якого демократичного режиму. А оскільки і за Конституцією, і за своїми ідеологічними прагненнями держава Україна є правовою та демократичною державою, то і провадити реформи та публічно-управлінську політики зобов'язується на демократичних засадах та базисних, засадничих цінностях громадянського суспільства в цілому, та його складових. А з огляду на той непересічний, та дещо навіть доленосний факт отримання Україною статусу кандидата на членство в ЄС, позитивні обов'язки держави у публічному управлінні та адмініструванні повинні базуватися на вищевказаному міжнародному нормативно-правовому акті.

Норми ратифікованого міжнародного договору у своїх зобов'язальних цілях передбачають, що місцеве самоврядування означає право і спроможність органів місцевого самоврядування в межах закону здійснювати регулювання та управління суттєвою часткою публічних справ, під власну відповідальність, в інтересах місцевого населення. Без шкоди для більш загальних законодавчих положень органи місцевого самоврядування повинні мати можливість визначати власні внутрішні адміністративні структури з урахуванням місцевих потреб і необхідності забезпечення ефективного управління; Органи місцевого самоврядування мають право в рамках національної економічної політики на власні адекватні фінансові ресурси, якими вони можуть вільно розпоряджатися в межах своїх повноважень. Обсяг фінансових ресурсів органів місцевого самоврядування відповідає повноваженням, передбаченим конституцією або законом. Принаймні частина фінансових ресурсів органів місцевого самоврядування формується за рахунок місцевих податків та зборів, розмір яких вони мають повноваження встановлювати в межах закону. Фінансові системи, які складають підґрунтя ресурсів органів місцевого самоврядування, мають достатньо диверсифікований і гнучкий характер і повинні забезпечувати можливість приводити наявні ресурси, наскільки це практично можливо, у відповідність до реального зростання вартості виконуваних ними завдань. Захист більш слабких у фінансовому відношенні органів місцевого самоврядування передбачає запровадження процедур бюджетного вирівнювання або аналогічних заходів з метою подолання наслідків нерівного розподілу потенційних джерел фінансування і фінансового тягара, який вони повинні нести. У міру можливості, дотації органам місцевого самоврядування призначаються не для фінансування конкретних проектів. Надання дотацій не скасовує основоположну свободу органів місцевого самоврядування проводити свою політику в межах власної компетенції [3].

Відтак організаційно-правовий статус функціонування та діяльності районних рад, без конкретного забезпечення фінансовою спроможність, а з огляду на норми Європейської Хартії місцевого самоврядування можемо беззаперечно висновувати аргумент про те, що існування органів місцевого самоврядування без фінансової підтримки для реалізації повноважень зводить нанівець ефективність публічного управління та адміністрування та негативно впливає на забезпечення спільних інтересів мешканців територіальних громад, які повинні представляти районні ради не декларативно, а функціонально та дієво.

Тож з огляду на загальні підходи щодо реформування публічної адміністрації субрегіонального рівня можна систематизувати таким чином;

1) систему органів публічної влади залишити незмінною;

2) допускається несуттєве коригування районної ланки.

3) підтримується кардинальна трансформація наявної моделі

публічної адміністрації [4]. Підсумовуючи в межах тез доповіді слід вказати на недоцільність існування як на конституційному рівні, так і на рівні законодавства в цілому субрегіонального рівня - районних рад, доцільніше, ефективніше, практично орієнтованим є підхід до визначення субрегіонального рівня із представлення спільних інтересів територіальних громад обласною радою. Особливо зважаючи на період дії правового режиму воєнного стану, а також післявоєнної відбудови слід виважено підходити до самої доцільності в існуванні районних рад не забезпечених ресурно-фінансовими спроможностями.

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