MINISTRY OF EDUCATION
AND SCIENCE OF UKRAINE

NATIONAL AVIATION
UNIVERSITY

МІНІСТЕРСТВО ОСВІТИ
І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ АВІАЦІЙНИЙ
УНІВЕРСИТЕТ







Abstracts of
XXI International
conference of higher education students
and young scientists

Тези доповідей
XXI Міжнародної
науково-практичної конференції здобувачів
вищої освіти і молодих учених

POLIT.
CHALLENGES OF SCIENCE TODAY

ПОЛІТ.
СУЧАСНІ ПРОБЛЕМИ НАУКИ

INTERNATIONAL RELATIONS
Faculty of International Relations

МІЖНАРОДНІ ВІДНОСИНИ
Факультет міжнародних відносин

Kyiv 2021

Київ 2021

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL AVIATION UNIVERSITY
FACULTY OF INTERNATIONAL RELATIONS

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INTERNATIONAL RELATIONS

Kyiv 2021

УДК 321:341:339.9

POLIT. CHALLENGES OF SCIENCE TODAY. INTERNATIONAL RELATIONS: Abstracts of XXI International conference of higher education students and young scientists, Kiev, 2021, National Aviation University /Editorial board Lutskyi M. [and others]. – K.: NAU, 2021. – 420p.

The materials of the scientific-practical conference contain a summary of the reports of research works of higher education seekers and young scientists in the field of «INTERNATIONAL RELATIONS».

Recommended for printing by academic council of the faculty
(Minutes № 3 from 10 March 2021)

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SECTION «INFORMATION AND WORLD COMMUNICATION IN INTERNATIONAL RELATIONS»

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FOREMOST GLOBAL CHALLENGES: CAUSES AND POSSIBLE CONSEQUENCES.

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In today's world, when the number of dangers for humanity is growing, and the question of their unresolvedness arises more and more, it is advisable to consider the concepts of global challenges, problems, threats and risks and their relationship, to better understand the nature of each. At this stage, humanity is faced with a number of issues that need to be addressed immediately and that arose in the last century.

Global problems - (from the Latin. Globus (terrae) - the globe) - a set of vital, affecting humanity as a whole, and unsolvable within individual states and even geographical regions, problems. Global problems came to the fore in the twentieth century as a result of a significant increase in population and a sharp intensification of the production process in industrial society [3].

Global issues include: preventing thermonuclear warfare; reduction of rapid population growth («population explosion» in developing countries); prevention of catastrophic pollution of the environment, especially the atmosphere and the oceans; ensuring further economic development with the necessary natural resources, especially non-renewable ones; bridging the gap in living standards between developed and developing countries; elimination of hunger, poverty and illiteracy, etc. [3].

The range of global problems is not clearly defined, their peculiarity is that they can not be solved in isolation from each other and their solution largely depends on the existence of mankind [3].

Global problems are caused by the enormously growing influence of man on the world around him, his economic activity, which has become, on its scale, with geological and other planetary natural processes. According to pessimistic forecasts, global problems cannot be solved at all and in the near future will lead humanity to an ecological catastrophe (R. Heilbroner) [3].

An optimistic forecast assumes that the solution of global problems will be a natural consequence of scientific and technological progress (G. Kahn) or the result of the elimination of social antagonisms and the construction of a perfect society (Marxism-Leninism). The intermediate position is to demand a slowdown or even zero growth of the economy and population of the globe (D. Meadows, etc.) [3].

Global challenges - exacerbation of existing or new problems caused by the controversial process of globalization. «Challenges» are the result of new factors in world development that disrupt the stability of the normal functioning of the mechanisms of reproduction of social life, intercivilizational relations, international political and economic relations within the existing world order [2].

They are the result of new factors in world development that disrupt the stable functioning of socio-political, economic and intercivilizational relations within the existing world order.

The concept of «global challenges», which appeared in the middle of the twentieth century thanks to the work of British scientist, researcher of civilizations Arnold Joseph Toynbee, became extremely relevant at the turn of XX and XXI centuries in anticipation of change and future humanity in the new millennium [1].

The emergence of the very concept of «challenge» is associated with its concept of «challenge-and-response» of civilizations. According to Arnold Toynbee, dynamic civilizations (emergence, growth, breakdown, decline, and decomposition) are defined by the law of «challenge and response» and the role of the «creative minority» capable of leading others. Challenges in his understanding are not something negative, on the contrary, they are incentives for growth and development. He considers incorrect the traditional view that favorable climatic and geographical conditions, of course, contribute to social development [1].

The genesis and growth of civilizations is due to the action of the combination and the relationship of a number of factors and by its nature is cumulative and progressive, and comes from the challenge through the response to the next challenge. In response to the challenge, society solves the problem before it, rather than translating itself into a higher and more perfect, in terms of complicating the structure, the situation [1].

Human communities are constantly responding to a variety of challenges, so the movement of history is determined by the completeness and intensity of the «response» to the challenge. The challenge is a historical situation, a problem, a conflict, overcoming which civilization acquires its identity, expands the ecological niche, creates conditions for further development. The specific manifestations and forms of challenge and

response that led to the growth of local civilizations can be varied [1].

Based on empirical analysis, depending on the nature of the source of challenges, Arnold Toynbee identifies: environmental challenges (related mainly to the development or expansion of the ecological niche of the historical community); challenges of the human environment (demographic pressure, socio-economic crises, expansion, cultural influences) [1].

Detailing the type of influence, Arnold Toynbee identifies five types of challenges: the challenge of harsh countries, the challenge of new lands, the challenge of blows from the external human environment, the challenge of pressure and the challenge of oppression [1].

Arnold Toynbee's methodology allows to challenge both broad groups of natural and ecological phenomena and phenomena that reflect social, economic, political, humanitarian processes. His approach is an important methodological basis for organizing and classifying modern global challenges. The main empirical material analyzed by Arnold Toynbee refers to local civilizations, ie the period when globalization as a phenomenon was not yet so comprehensive [1].

The idea of call theory is that any change requires a response, and the consequences can be different depending on what the answer was. This ambiguity of consequences gives rise to a dual perception of the concept of challenges. Today, in covering this problem, there are two directions of understanding the challenges: the challenges themselves as phenomena that determine the fundamental changes in the system of socio-economic systems, and challenges that combine processes that have a pronounced negative nature, pose a threat to society [1].

In modern research, along with the concept of challenge, the concepts of danger, risk and threat are used. Each of these concepts serves to denote certain phenomena, processes, actions, relationships in nature and society. What unites all these concepts is that each of them requires an answer. It is possible to find an idea of the derivative nature of threats and risks in relation to the challenges arising from the idea of the objective-subjective nature of these phenomena, which allows you to build a hierarchy of these phenomena. Challenges are changes and tendencies, limitations, opportunities, contradictions, disproportions in nature and society, a set of circumstances that arise and increase and are not necessarily threatening, but require their perception and response. It can be argued that the challenge is the embryonic stage in the formation of the threat [1].

The threat is then seen as a stage of extreme aggravation of the contradictions caused by the challenge. The concept of threat is associated with the indication of a direct specific source, such as large-scale forced migration, deep social instability, high structural unemployment, precarization

(instability) of employment, etc. [1].

Risk in general is an opportunity with a certain level of probability of adverse events (eg, natural and man-made disasters), as well as various consequences of the entity. The choice of response or decision is always related to the acceptance of risk and various options for its consequences. On the one hand, there is a significant difference between these concepts and phenomena, on the other - the boundaries between them are very mobile. It is very difficult to assess when the challenges may turn into threats and at what point and what risks society must take [1].

A clear example of how challenges can turn into threats and risks in a short period of time is the migration crisis in Europe. Increasing mobility and migration is one of the challenges of globalization. Local and regional conflicts can pose threats to mass forced and uncontrolled migration. Countries that accept flows of migrants take on the risks associated with the relocation and outbreak of possible terrorist attacks. The situation requires answers to many questions: economic, political, social and others. The conditions in which each country has to respond and resources are different. Coincidence of different circumstances will play a role here [1].

For different regions and countries, the set of global challenges, threats and risks may vary according to the degree of impact and priority. For example, water scarcity, as a planetary problem, has varying degrees of severity and, consequently, different levels of threat to different regions and countries. This problem can have various manifestations: environmental (desertification, biodiversity loss, etc.), economic (restriction of economic activity), social (reduction of quality of life), political (local conflicts over water use, especially transboundary watercourses) [1].

Thus, global threats are specific military-political, economic and other threats that necessitate immediate action to eliminate them. Global threats include terrorism, religious extremism, ethnic hostility, uncontrolled migration, and the illegal arms trade.

Global risks and threats to humans - potential natural hazards on a planetary scale: changes in environmental parameters, genetic degradation, the impact of space objects.

A characteristic feature of the state of affairs with global problems is the growth of their number, the increase or manifestation of new, recently unknown threats. Among the relatively new problems can be named: global climate change, the AIDS epidemic and others.

Recently, in connection with the growing danger of major industrial accidents at potentially dangerous facilities (nuclear power plants, chemical plants, dams, etc.), the already mentioned problem of man-made safety is beginning to be recognized as global. It can be assigned, given its

diversity, to different groups of global problems (for example, economic or environmental), or even can be allocated to a separate problem. These global problems demonstrate the widest range of threats facing humanity at the turn of the century and paint a disturbing picture.

The unresolved nature of these problems poses a danger posed by serious threats to civilization, which may manifest themselves in various areas of human life, corresponding to the nature of the predecessor problems. Knowledge of the nature of these threats allows to take preventive measures to reduce the potential danger of global problems, to prevent possible emergencies caused by them. Examples of successful solutions to global problems include the acute problem of the «information explosion» of 1960-1970, mitigated by new information technologies, and the problem of past epidemics that have ravaged countries and continents.

The bulk of global problems currently do not find solutions. This is primarily due to the nature and severe scarcity of land resources. In addition, a radical solution to global problems cannot be found due to their enormous complexity, enormous scale and lack of the necessary resources and political will in individual countries and in the world community as a whole; due to contradictions between countries and inequalities between them; due to the recurrence of the psychology of «social optimism». As a result, even dangerous trends fully understood by the world community are launched, reach a critical state and are discharged by various disasters that form emergencies of varying magnitude.

The mechanisms of occurrence of such emergencies correspond to the nature of the problems and are purely specific to each of them. In general, it can be stated that unresolved issues are often the source of emergencies.

Mankind is looking for ways out of the global crisis. The main existing approach approved by the world community is sustainable development. Its main idea - optimal self-restraint, fair and equal distribution of resources, stopping the unlimited growth of consumption, ensuring environmental safety. However, like any other idea, it is difficult to implement in a competitive world.

Let’s repeat that for different regions and countries of the world real risks and threats can present various challenges. Therefore, each country needs to classify global challenges according to the nature and scope of their emergence and impact. However, we believe that no matter how global challenges are classified and outside, depending on the nature and scope of influence, almost all of them are manifested in one way or another within the economy.

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UKRAINIAN-POLISH ECONOMIC COOPERATION

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The priority direction of Ukraine's integration into the European Union actualizes the issues of economic cooperation with the member states of the European community, in particular with the Republic of Poland. Good-neighborly relations between the two countries in the economic sphere are the key to the stable development of the entire Central – East Europe. However, nowadays relations between Poland and Ukraine have recently become much more complicated. The partnership between the USSR (that preceded the becoming of Ukraine), its controlled Warsaw Pact Organization and the Council for Mutual Economic Assistance reached the level of strategic partnership in the mid-90s of the twentieth century. In contrast to the political component, which, in general, corresponds to this format of trade and economic cooperation is significantly inferior to it.

Cooperation between the two countries was negatively affected by the incompleteness of the processes of reforming of the Ukrainian economy, the lack of a balanced economic development strategy in official Kyiv, and the focus on achieving short-term tactical goals. Against the background of stable growth that was demonstrated by the Polish economy, moving towards European integration, the stalemate of the situation in Ukraine seemed more and more obvious, and the prospects for interstate cooperation became increasingly questionable[3].

It should be noted that the forecasts for the development of trade and economic cooperation between the two countries after Poland's accession to the EU were mostly pessimistic. However, as time has shown, the predictions did not come true, and the Polish market continued to be an important segment of Ukraine's economic potential. Very positive for our state, especially Polish entrepreneurs, became less active in using the opportunities offered by the opening of borders with countries of the European Union[2].

Moreover, an important area of relations between Ukraine and Poland during the long period was cooperation in the trade sphere.

At the same time, the tendency, which is dangerous for our state, was desirable for Poland: Ukraine was one of the few countries in trade with which it maintained a positive balance. Among the determining factors interest of Polish exporters in the Ukrainian market, the most stable prices, a significant raw material base, and well-developed routes were essential.

During 2009–2013, as a sign of trade cooperation between the two countries a rapid growth of aggregate trade could be mentioned. At the same time Polish imports to Ukraine compared to Ukrainian exports to Poland grew significantly faster[3].

However, despite of not very comforting trends during the analyzed period The Republic of Poland has consistently remained one of Ukraine's main trading partners.

In addition to trade, Polish-Ukrainian economic relations are also developing in the field of investment activities. With Poland's accession to the European Union, investment between the two countries has significantly intensified. Unlike the trade interaction, its dynamics turned out to be less contradictory.

Ukraine is a recipient of Polish investments. According to the State Statistics Service of Ukraine, as of October 1, 2017, the aggregate valueof of all foreign direct investment in Ukraine on that date. As for Ukrainian investments in Poland, during the first ten years since Poland's accession to the European Union, their volume has increased significantly [1].

Analysis of investment cooperation between the two countries shows significant excess of Polish investments to Ukraine compared to the volume of investment by Ukrainian entrepreneurs to the Polish state.

However, the Analysis of Economic Cooperation between Ukraine and Poland shows an extremely low level of real integration among themselves and their economies.

To ensure the disclosure of the integration potential of Ukrainian and the Polish economy, promoting Ukraine's rapprochement with the EU is justified by the implementation by our two countries of a number of appropriate measures: harmonization of tax legislation, creation of interstate information

databases in the field of investment and high technologies, implementation of modern research and educational programs, deepening on the financial and banking cooperation, the intensification of cross-border cooperation, the modernization of transport infrastructure and access infrastructure items, etc. Their implementation will contribute to the realization of economic potential cooperation between Ukraine and Poland and at the same time filling the strategic partnership between them with a particular content.

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INFORMATION TECHNOLOGIES IN THE FIELD OF INTERNATIONAL TRANSPORTATION AND LOGISTICS

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In the modern world, logistic as one of the effective tools for planning the organization and management of material and related flows is aimed at maximizing profits by all participants in the processes of transportation and distribution by optimizing logistics costs in a certain space and time.

Transport as a branch of infrastructure must develop faster to promote the rapid economic and social development of the country and its participation in the international division of labor. Ukraine's accession to international transport organizations and structures, ratification of a number of international agreements, conventions and other instruments, organization of transport systems and transportation were the first steps that began the

integration of the Ukrainian transport complex into the European transport system [1].

In Ukraine, there are 33 airports and 20 state seaports, commercial ports, 8 river, 6 railway, more than 90 aviation and 150 shipping companies of various forms of ownership, more than 75 thousand businesses, on the balance of which is road transport[2].

Information and communication technologies are currently the main tools used to modernize the transport industry. Active implementation of IT technologies in all areas of business contributes to the development of modern logistics information systems. Today, logistic companies use local area networks, telecommunications systems, modern computers and information software. A modern logistics system can be represented as an interactive structure that includes personnel, equipment and information technology in combination with information flows circulating inside.

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DIGITAL COMMUNICATION IN THE SYSTEM OF PUBLIC ADMINISTRATION: UKRAINIAN EXPERIENCE

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In the modern world, the digital communication is beginning to play an increasingly significant and comprehensive role. This is particularly important when information becomes one of the means of solving geopolitical problems and is used as a means of forming a certain socio-political platform to promote the interests of regional and global players in world politics on the territory of other countries.

The use of electronic signatures, the digital release of documents and information, or the electronic invoicing both in the public sector and in the private sector are no longer news. Nowadays, citizens can actively participate in the life of society through online tools, and it represents the digital transformation of citizenship. Considering the importance of this

issue, it is necessary to educate people to digital citizenship.

The effectiveness of Public Administration due to the use of digital communications is:

- the level of openness and accessibility of the activities of public authorities;
- the level of trust of citizens in these bodies;
- the degree of public involvement in making public power decisions;
- the level of corruption of public authorities.

Digital communication in the state sector of Ukraine are the basis of its reform and a potential example for the whole country, in which way it is necessary to take advantage of the "digital" world. The synergistic potential of social, mobile, "cloud" technologies, as well as data analysis technologies and "Internet of Things", can together bring about transformational changes in public administration and in general, that is, to make the Ukrainian public sector effective, reactive and valuable. At the moment, Ukraine already has positive examples of the use of digital technologies.

Digital transformation based on digitalization of Public Administration is the future of Ukraine as part of the developed modern world. The success of these changes and their impact on Ukrainians will depend on how quickly such a transformation is implemented and what scale it will reach.

The use of digital communication can transform the Ukrainian public sector, including education, medicine, transport, service, etc. into a kind of "testing, use and technology centre" that will transform the world in the next 15-20 years. All this will, in one way or another, give rise to new tasks and challenges facing society, government officials, professionals and professional communities. The only question is that this should happen as soon as possible [3]

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INFORMATION WARFARE IN THE ISRAELI-PALESTINIAN CONFLICT

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Since ancient times people have realized the need in influencing the soldiers' mind can help in prosecution or avoiding armed conflict. For example, the Chinese general Sun Tzu in the late VI - early V century BC defined the ideal victory as the submission of states by diplomatic means, without military action.

In addition, for residents of other countries, propaganda may shed light on the government's official position on a particular issue. Thus, it may be assumed that the information confrontation has long been an important component of any conflict [1].

In this article we will analyze the information war on the instance of the Israeli-Palestinian conflict.

The tense and partly military confrontation between the newly created state of Israel and the Palestinians has been ccontinuing on for over 70 years. The active use of propaganda and psychological influence have intensified war intifadas from the Arab countries and terrorist groups and military operations, bombing, and counterattacks led by Israel.

Israel as a state appeals to a wide arsenal of information weapons, and skillfully uses them both within the country and around the world. Here are the components of Israel's information war to mention.

1.Non-governmental organizations such as AIPAC (America-Israel Public Affairs Committee) and the International Fellowship of Christians and Jews provide lobbying for Israel's interests in the United States [2].

2.Israel's public diplomacy is conducted within the framework of the "Hazbari" (translated from Hebrew - "explanation") and allows to spread a positive image of this country in the world. Hazbari uses press (Jerusalem Post, Ynet, Mako), television (Netflix series "Fauda") (social networks - Wikipedia, Facebook, Instagram, YouTube and university unions - three institutions - IDC University, the Israeli-American Council and the MACCABEE Task Force (the Israeli University Lobbying Group in the US) in order to conduct public diplomacy [3].

3.Israel conducts domestic propaganda by spreading news and messages through social networks and media. In particular, it talks about helping Palestine rebuild its economy, infrastructure, and education [4].

On the balance the Palestine propaganda is mostly active on the Palestinian territories. The most active sources of it can be found in the following activities.

1.Al-Aqsa TV channel, which is Controlled by Hamas and the Palestinian government broadcasts Aggressive propaganda calling for terrorist activities in children's, educational, and news programs. From an early age, children are taught that hate, violence against Jews can also help them to reach liberation. For example, in one such program, children sing in chorus: "Jihad gives you pride and glory when you voluntarily become a martyr. Oh, the explosive instrument of glory - she created freedom with her blood. Ask Fatima Al-Najar (suicide bomber) how a person should live with pride… ». And blood, murder, suicide, death are constant elements of such seemingly bright and informative shows [3].

2.The usage of "25th frame" to show hidden messages that are openly anti-Semitic, Holocaust denying, which provoke Palestinians for hate [3].

3.Palestinian Media Watch, which operates in Israel and broadcasts Al-Aqsa programs [2].

4.Palestinian school program poetry is called another form of propaganda [2].

Comparing the ways and methods of information warfare of Israel and Palestine, we can reach the conclusion that their propagandas have completely different aims and scales. Palestinian propaganda seems to be set to continue the confrontation, engaging the population to violence and cruelty against the Israelis. In contrast, Israel has created a system of soft power that creates a positive image of a peaceful and progressive state both at home and abroad.

Are there ways to resolve the conflict, and what is the role of social networks, media and diplomatic institutions in this?

Negotiations, a peacekeeping third party and political, economic or other similar regulations are needed to end the confrontation between the various parties at the front. Since the conflict has been lasting for more than 70 years, and giving the active propaganda during these years, enough time should pass for people on both sides to accept the idea of a peaceful settlement, coexistence and cooperation. In addition, the media, social networks along with diplomatic institutions can significantly accelerate this process [2].

To reduce the information confrontation, the level of aggression and confrontation in the content should be reduced, putting the main focus on reporting news, messages neutrally and impartially. Social networks can confidently throw "firewood" into a political or military conflict through "relevant messages" - reducing the negative tone can lead to a decline of the tension between Israelis and Palestinians. The last but not least is that a patriotic campaign launched in social media can create the image of two

strong, independent states coexisting and cooperating peacefully.

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ISLAM AS A CIVILIZATIONAL FACTOR OF EUROPE'S FUTURE

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Islam is the fastest-growing religion in Europe, primarily due to immigration and higher fertility rates among Muslims. For most European countries, in terms of socio-economic and demographic calculations, the need for an influx of immigrants was due to the trends of aging nations and the needs of the European labor market. Migration processes are becoming an important factor in socio-religious transformation in Europe and require finding ways to integrate Muslim communities into European societies, one of the goals of which is to preserve the national identity of European countries.

The purpose of the scientific work is to identify and substantiate the impact of Islamic factor in the European cultural-civilization space.

The civilization is a system whose constituent elements are peoples, nations, states, integrated into a certain integrity, the system-forming factor of which is the value-world unity, accumulated primarily in religious experience and spiritual practice. Of course, different civilizations have common features of an objective nature, such as language, history, religion, customs, institutions. [1]

Samuel Huntington contended that a clash between the West and the 'Muslim world' would be the key foreign policy issue for the US (and the West more generally) after the 1991 breakup of the Soviet Union. Huntington

argued that one of the two 'sides' was ideationally destined to prevail over the over. Because of their differing values, it would not be possible for them to unite to defeat humanity's myriad common problems (such as climate change, poverty, and gender inequality) [3].

Arnold Toynbee, formulated a complex theory of the growth and demise of civilizations. Toynbee argues that the history of a nations can only be understood in the context of the broader civilization of the nation is a part. It is to be emphasized that a civilization is pattern of culture and a system of institutions rather than a racial or ethnic group[2].

A society, according to Toynbee, develops into a civilization when it is confronted with a challenge which it successfully meets in such a way as to lead it on to further challenges. The challenge must not be so difficult as to be insurmountable or even so difficult that the society does not have sufficient human resources and energy to take on new challenges [2].

The reason for the differences between European and Muslim models of socio-religious relations lies in the different paths of socio-economic and political development of the two regions[1].

Among the main factors in the formation and strengthening of the influence of Islam in Europe, in addition to the mass migration of Muslims to European territories, are the high growth rates of the Muslim population in Europe as a guarantee of future dominance; a wave of spread and popularization of the politicization of Islam and Islamic extremism and terrorism [5].

In response to growing demographic diversity, European countries have selectively implemented political multiculturalism, a set of policies that seek to redefine prevailing conceptions of national identity. Multiculturalism was intended to preserve the cultural freedom of all individuals and provide recognition of the cultural contributions of diverse ethnic groups. [1]

One of the theorists of the paradigm of multiculturalism, Charles Taylor, believes that the West, which dominates the world today, must recognize «cultural diversity» both within its civilization and beyond it [4].

However, we are currently witnessing the failures of multiculturalism, expressed in the radicalization of Islam. The processes of politicization and radicalization of Islamic communities are a real danger to European society.

In summary, Islam has a strong influence on the civilized choice of Europe.European society «fell into the trap» of its own tolerance, was not ready for such active activities of Muslim emigrant societies. The central focus of debate in many countries shifted from controlling immigration to integration.

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INFORMATION SECURITY OF UKRAINE IN THE CONDITIONS OF GLOBALIZATION CHALLENGES AND HYBRID WAR

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The urgency of the work lies in the fact that recently the problem of information security in Ukraine has become more and more frequent, which is especially relevant in connection with the escalation of the active phase of the hybrid war. The armed conflict in eastern Ukraine, the annexation of Crimea, and terrorist actions against Ukrainian statehood are all superimposed on the harsh, fake anti-Ukrainian information rhetoric used in the state-run media. The issue of dissemination of negative and unreliable information via the Internet is especially acute. In the context of globalization, information and communication technologies are an integral part of human life. They have become a factor involved in the production of goods and services. Such changes entail the transformation of both the social structure of society and, in all spheres — economic, sociopolitical, and spiritual — profound revolutionary transformations are taking place. In the context of an armed conflict, information technologies are becoming levers of influence that threaten the loss of Ukraine's sovereignty.

The creation and dissemination of the latest technologies and global means of communication has led to the global information revolution. The growing role of information in public life has raised to a new level the

problem of information security. They are extremely relevant at the present stage of development of information and communication technologies. This suggests that the results of the scientific and technological revolution can be used not only for positive purposes, but also to have negative consequences for society. The most obvious challenges caused by uneven access to technology are the widening of the digital divide between countries, opportunities to preserve the cultural identity of nation states in a globalized world, the rise in cybercrime, and so on. This has given rise to a new phenomenon of the modern world - «information security», which affects the interests of each individual country and, at the regional and global levels, is an element of the overall system of international security.

Analyzing the actions and measures taken by Russia against Ukraine in the framework of the propaganda war as part of a hybrid war, we can highlight the following:

The beginning of Russia's information war against Ukraine can be considered the moment of Ukraine's independence. Since then, Russia has tried to propagandize and reorient the population of Ukraine to its side with all its actions - political, economic, cultural, spiritual - in order to gain its maximum support.

Russian propaganda measures were aimed not only at the population of Ukraine, but also at its own population and the citizens of Western countries.

Russia's information war against Ukraine consisted of discrediting Ukraine in the eyes of the world community, gaining maximum support from the Ukrainian population for Russia's position, and, ultimately, eliminating Ukrainian statehood.

With the outbreak of hostilities in eastern Ukraine and the occupation of Crimea, Russia's information policy was transformed into military disinformation aggression aimed at discrediting the Ukrainian leadership, so opposition to Russia's disinformation policy is possible only in cooperation with Western information resources. carrying out work on prevention and active counteraction to them.

It should be noted that in order to improve the state of domestic information policy and increase the level of national security, reduce the information influence of the Russian Federation and protect the information space of Ukraine, it is first necessary:

- to develop a short and medium-term strategy of information policy of the state, which will create a foundation for qualitative change of internal and external information policy;

- to ensure the conduct of information policy in the interests of the entire Ukrainian nation, to stop the destruction of the moral unity of Ukrainian

society;

- to develop ways to promote the Ukrainian information resource in Russia through the use of modern high technology;

- to increase the image and competitiveness of Ukraine in the international arena;

- limit the influence of Russian media in the South and East of Ukraine;

- increase the level of control over the media operating and accredited in Ukraine;

- to improve the quality and increase the quantity of Ukrainian domestic product, to promote the creation of domestic TV programs and domestic cinema;

- to develop the activities of public organizations that are able to use information and psychological operations;

- to increase the level of training of specialists dealing with information security and counteraction to the means of psychological influence.

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EVOLUTION OF THE INFORMATION SOCIETY

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The evolution of cloud technology began in the 1950s with the introduction of mainframes at IBM. A mainframe is a server with a large amount of RAM and external memory. It is designed to solve problems related to the processing of large amounts of data. The operators of these machines have the ability to access the central computer through terminals, the only function of which was to provide access to additional operators to the mainframes. In most cases, the user did not need the full power of the

mainframe. Therefore, «stupid» ports have made mainframes more cost-effective, and cloud technologies have a chance for further development[1].

The idea of an «intergalactic computer network» first originated in the 1960s with Joseph Licklider. He was responsible for setting up the Advanced Research Projects Agency (ARPANET) network. The essence of his concept was that all users from anywhere in the world should be interconnected and access programs and data on any site. The very idea of cloud services is associated with John McCarthy, a specialist in the theory of electronic computers. He suggested that computer computing would be available as a service in the future. This concept will form the basis of the SaaS model, which provides cloud software as a public service[1].

From the idea to the creation of the first virtual machines moved in the 1970s. It was then that IBM released an operating system called VM, which allowed multiple individual computers to be in the same processing environment. This led to a new type of interaction called virtualization. Simply put, virtualization is a system in which each user has a full-fledged computer, but the power of the computer in the network can be used by any of the operators [2].

The further development of virtualization is connected with the development of the Internet as a whole. In 1993, the Mosaic browser made the Internet more graphical. The personal computer boom of the 1980s allowed the Web to become a mass product. The popularity of the Internet in the mid-1990s led to the development of cloud technologies, which «took a break» until 1999. The first truly cloud service was Salesforce.com. In 1999, Salesforce made it possible to use its own CRM system through a subscription site. Salesforce became the first company to offer a SaaS engine for cloud systems [2].

Then, the idea was picked up by Amazon. The company created the AWS Platform cloud service in 2002. It actually became the first cloud storage. The launch of the Google and Microsoft platforms in 2009 marked the actual completion of the cloud development phase and made cloud technology a mass product[3].

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KURDISH PROBLEM IN INTERNATIONAL RELATIONS IN THE MIDDLE EAST IN THE 21ST CENTURY

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Annotation. The article analyzes the socio-political situation of Kurdish lands in four countries in the Middle East – Turkey, Iraq, Iran and Syria, as well as the prospects for Kurdish statehood in the medium term. The issues of Kurdish issues in the structure of modern international relations in the region, namely: Turkish-Iraqi relations; the war in Syria and Iranian ethno-national problems, are considered. Based on the conducted scientific research conclusions on the solution of the Kurdish issue are formed.

Keywords: Kurdistan, Kurdish movement, Middle East, Kurdish problem, autonomy, national minority, political parties.

Introduction. The modern Middle East has always been an arena of rivalry between great countries and, as a result, has become one of the hottest spots in the world. Especially unstable is the territory inhabited by Kurds, where there is a whole complex of acute problems – geopolitical, National, Economic, and social. Without a solution to the Kurdish problem, it is difficult to imagine resolving the conflicts in the Middle East and Transcaucasia. The Kurds are known as the largest ethnic group that does not have its own state. About 25-35 million Kurds live in Turkey, Iran, Iraq and Syria. It is important that at the beginning of the XXI century. the lands inhabited by the Kurds differed significantly in the level of political development.

Problem statement. The Kurdish problem at the beginning of the Third Millennium takes on the character of the largest humanitarian catastrophe on a global scale. We are talking about harassment and discrimination, leading to the destruction of one of the oldest ethnic groups, carriers of a significant cultural heritage. The solution to this problem provides a wide field of activity for numerous human rights organizations. As you know, the right of any people to freely carry out their economic, social, cultural and political development is declared by UN resolutions.

The main part. The most favorable conditions for the Kurdish movement developed in post-war Iraq, where the Kurdish territories in the north of the country since 1992 de facto received autonomy, enshrined constitutionally in 2005. therefore, at the present stage, Iraqi Kurdistan has become the center of consolidation of Kurdish forces. However, there are still strained relations with the Central Government of Iraq and neighboring Iran, which are not interested in Kurdish autonomy.

Another hotbed of Kurdish statehood at the beginning of the Twenty-First Century emerged in Syria, engulfed in a long civil war. In 2012, Kurdish political parties announced the creation of a transitional civil administration that controls seven provinces in the East and north of the country. The positions of this de facto autonomy are fragile, and the prospects are uncertain, since both Turkey and the Assad regime oppose it, but under certain political conditions, the Kurdish movement of Syria can claim to preserve it.

The most difficult situation for the political and cultural development of Kurds today is in Turkey, where Kurds make up up to 20% of the population. Ankara has long pursued an aggressive policy towards the Kurds, denying their national separateness, suppressing the Kurdish movement. The Kurdistan Workers ' Party, as Turkey's leading Kurdish party, is officially recognized, banned and recognized as a terrorist party, and the cultural needs of the Kurdish minority are ignored.

In Iran, the Kurdish territories are economically underdeveloped, and the Kurdish minority does not play a significant role in the country's political life. Tehran, like its neighboring countries, is not interested in Kurdish statehood.

Today, the creation of an independent Kurdistan region within its ethnic borders is hardly possible. At the same time, at the moment, the Kurds ' struggle is aimed at self-determination of their habitats in the form of autonomies. Under favorable conditions, the Kurds can count on the creation of four autonomous regions. However, in the case of Turkey and Iran, a positive solution to the Kurdish issue will require a significant weakening of these states. Today, the Kurdish movement focuses on maintaining control over Syrian Kurdistan.

Conclusions. The Kurdish problem is one of the most complex international problems of a national, regional and international nature, which cannot be solved within a single state. The potential of the international community should be used to solve the Kurdish problem. A possible option is to convene a peace conference with the participation of representatives of Kurdistan, Turkey, Iran, Iraq and Syria, with the invitation of official representatives of the EU and the United States as observers.

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ГУМАНІТАРНА ДІЯЛЬНІСТЬ ООН В АФРИЦІ: ОСОБЛИВОСТІ ГЕОПОЛІТИЧНИХ РЕАЛІЙ

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Africa's relationship with the United Nations began in 1960, when 15 African countries gained independence and 17 became UN member states.

In an effort to remove the stain of Western colonialism, the UN embarked on an effort to assist newly independent African states in their right to sovereignty and self-determination.

Many states lacked familiarity with democratic structures, were plagued by ethnic strife, and faced internal struggles for access to political power and access to resources. The first peacekeeping mission on the African continent was established in what is now the Democratic Republic of Congo (DRC) with the support of 20,000 troops.

Fast forward 60 years, and some critics would argue that, despite billions allocated in official development assistance by the UN and major international donors, not enough has been achieved. Africa still suffers from chronic political instability, poverty, hunger, and disease, as well as a resurgence in resource extraction at the hands of foreign powers.

As the United Nations celebrated its 75th anniversary last year [2020], it is important to evaluate the presence and the effectiveness the organization has had on the African continent—from peacekeeping to sustainable human development.

Since the start, UN peacekeeping in Africa has been a miserable failure. Tied to the whims of a Security Council which is less and less capable of performing its basic functions, Africa has not been served well by UN interventions.

This began in the former Belgian Congo, where the naivety of both Dak Hammarskjöld and U Thant in refusing to support intelligence gathering—mainly over a commitment to sovereignty rights and a paranoia about the emerging Cold War—led to poor responses to violent incidents by peacekeepers, as well as the endangering of lives and the overall success of the mission [1].

In Rwanda, the negligence of the UN Security Council in reducing an already beleaguered UNAMIR force of just over 2,500 to a mere 270 in April 1994, with the genocide against the Tutsis well under way, bordered upon criminal [2].

Later, the UN sent another mission to the DRC, in 1999 to help stop a civil war that had already killed more than three million people.

At one point the Rwandan Army ordered the UN to withdraw from the east of the DRC, which it claimed was being used as a refuge by Hutus who had taken part in the 1994 genocide, despite a Chapter 7 mandate under the UN Charter to use force to protect the peace. Worse, when a UN panel reported that Rwanda and Uganda were prolonging the war to extract wealth from the region, the Security Council vacillated on publishing the report in full [3].

The UN relief operation in Rwanda has become one of the most unsuccessful missions of the organization in its history. One of the most important reasons for this was reluctance of the organization in the face of the most influential states of the world to intervene in the course of bloody events in Rwanda. In addition, in the late twentieth century. The UN was overburdened with peacekeeping tasks, which were realized by the efforts of peacekeepers in 16 operations to maintain peace. Some of them were obviously seen as a higher priority for permanent members of SC. For example, the number of peacekeepers on territory of the former Yugoslavia was more 28 thousand people., While during the crisis in Rwanda were deployed peacekeeping forces with less capacity five hundred. However, even with such a limited number of peacekeepers, the latter could have had a much greater impact on the course of events if the UN bureaucratic machine had not prevented them from doing so. They had a significant impact on the peace process events in Somalia. The failures of peacekeepers in this country, the failure of the peace enforcement operation forced the UN, and first of all, permanent members of Belarus to reconsider their attitude to participate in such missions.

However, the main problem in this situation there was an inappropriate choice of methods with the real state of affairs. Under conditions when the country is planned genocide is being carried out, it is not necessary to fight its organizers by introducing it peacekeeping operations. Unfortunately, only at the cost of thousands of lives was it possible to learn a lesson about the shortcomings not only of the peacekeeping system, but also forms and methods of UN activity in general

UN peacekeepers in South Sudan also failed to protect civilians following conflicts between government forces and former rebels in 2016. In the neighbouring Democratic Republic of Congo, similar disdain for the UN and its peacekeeping mission Monusco (which replaced the dysfunctional Monuc), has led to violent demonstrations and attacks by civilians in the past. Today in Mali, peacekeepers are under equipped and lack capacity and human resources. They have often been referred to as tourists because they are associated with helicopters and 4x4 vehicles. Each country is responsible

for charging its implicated troops but guilty verdicts might not be in a nation's best interests as that would taint its reputation in peacekeeping - although these track records are not officially considered when selecting which countries contribute to the missions. The Security Council, paralyzed by indecision and a reluctance to address resource gaps and personnel shortages, has exacerbated these problems [4].

The UN in 2015 marked the end of the Millennium Development Goals (MDGs), with measured progress, although Africa started from a relatively low level compared with other regions of the world. Africa's GDP growth since 2001 has remained positive, with rates of at least 5% compared with the global average of 3% [5].

Child mortality (under the age of 5) has declined 55% against the target of two-thirds continent wide. The political empowerment of women in Africa increased by at least 15% from 2000 to 2014. The incidence of HIV in people aged 15-49 was halved in Southern, West and Central Africa, and reduced by 46% in East Africa, between 2001 and 2013 [6].

According to NYU economist William Easterly in 2009, the MDGs were always biased against Africa, as success or failure were determined by a set of arbitrary choices that made MDG achievement less likely in Africa than in other regions of the world. For example, the aim of "zero hunger", in the face of the intensification of climate change effects and food insecurity, proved a bridge too far [7].

The new Sustainable Development Goals (SDGs), which contain 17 goals with 169 targets and 232 specific indicators, also put Africa on the back foot. While ambitious, financing is paltry and well below the required investment. Already, 20% of all African countries do not raise enough in revenues to essential state functions, while in Sub-Saharan Africa that rate rises to 33% [8].

This is compounded by a global $2.5 trillion financing gap. Of the 17 UN Sustainable Development Goals (SDGs), goal number 1 – eradicating poverty – is the biggest challenge faced by the global body. The United Nations admits that the goal of poverty eradication isn't close to being met, and projections suggest that over 23% of Sub-Saharan Africa's projected 2030 population of 1.7 billion will be living in extreme poverty. In other words, of the 500 million people that will be living in extreme poverty by 2030, 479 million will be from sub-Saharan Africa. That means' the world is on track to miss not only the ambitious goal of complete poverty eradication, but also the more modest target of reducing extreme poverty to less than 3% of the global population [9].

The continent's economic growth is driven by a highly educated and vibrant young population, with 60% of residents below 25 years of age.

Africa also holds around 30% of the world's known mineral reserves – and yet it contributes only around 3% to global GDP. These resources include the world's largest reserves of natural gas, oil, gold, copper, precious minerals and diamonds. This unique combination of natural and human resources gives the continent a valuable leverage opportunity for mutually beneficial international business partnerships that would also offer a pathway out of poverty for its residents [9].

State responsibility.

The UN cannot be blamed for every calamity. States bear just as much responsibility. These include the colonial states of the past and the corrupt, mismanaged states which succeeded them. The UN has sounded warning after warning on a range of African humanitarian crises, with predictably poor responses from the international community. The UN began sounding the alarm in the Sahel region several years ago, asking for more than $2 billion to address food insecurity in the region. Only 60% of pledged funds were received in 2013 [10].

Humanitarian aid shortfalls have plagued UN responses in the region for years. Currently, southern Africa faces an immediate climate change-related emergency, with hunger and food insecurity in many countries at unprecedented levels. Southern Africa is in the throes of a climate emergency, with hunger levels in the region on a previously unseen scale. Drought, flooding, and economic shocks have left 45 million facing food shortages. Zimbabwe is already facing its worst hunger emergency in a decade, with 7.7 million people – half the population – acutely food insecure. But there is evidence the situation has «deteriorated significantly» over the past few months. About 20% of people in Zambia – a regional breadbasket – and Lesotho face acute food insecurity, as does 10% of the population of Namibia, WFP said. The crisis has been aggravated by surging food prices, large-scale livestock losses and rising joblessness. The 16 nations in the Southern African Development Community, a region identified as a climate «hotspot» by the Intergovernmental Panel on Climate Change, have experienced only one normal growing season in the past five years. Seasonal rains have been late in many countries and UN experts predict, with 60% certainty, that another bad harvest is due in the coming months.In 2019, the World Food Programme required almost $500 million to address food insecurity in southern Africa, but received just $205 million [11].

Africa-based organizations have come to play a more prominent role. These include the African Union (AU), the Southern African Development Community (SADC), and the Economic Community of West African States (ECOWAS). The African Union launched Agenda 2063, a «complementary» set of development goals for the continent. SADC has launched interventions

in a number of countries including the DRC and Lesotho, with mixed results.

This is not to suggest that such initiatives are replacing the United Nations, rather providing a sense of continent-wide ownership of development and security challenges.

More importantly there are a broader range of development partners, including the recent trend of Chinese investment in infrastructure and resource extraction, without the added burdens of «strings» attached to financing.

India and Japan have opened up the Asia-Africa Growth Corridor, which is a competitor to China's Belt and Road Initiative, and is more harmonized with the UN's SDGs and Agenda 2063 of the African Union.

So to sum up, the next decade will be crucial in determining the UN's future in Africa. Competition has eroded some of its power and it no longer has a monopoly on technical expertise. To overcome its mistakes and atone for the past, institutional reforms are necessary, beginning with the Security Council, where Africa could have more sway. To save its long and fractious relationship with Africa, those reforms must start now.

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FEMINISM IMPACT ON GENDER POLICIES DEVELOPMENT,EXAMPLE OF EU COUNTRIES

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Key words:freedom, feminism, gender, rights, politics, support.

One of the necessary signs of a society's ability to renew, modernize and transition from a traditional to a modern way of life is the emergence of various forms of women's political activity. This is reflected in the emergence of public associations, whose cumulative expression is feminism. Liberty has an outstanding value and a fundamental essential characteristic of human beings. Nevertheless, women's rights are not fully realized in any state nowadays.

General feminism is the ideology of women's liberation, because it is the belief, which is essential in all feminist movements, that women suffer injustice in connection with their own article. Framed formulation within this broad of feminism are various approaches to elucidating the causes and factors of women's oppression [1, p. 8].

I guess, that problem of gender studies consisted of problems of identity and representation, the construction of masculinity and femininity on an international scale. Considerable works are devoted both to the problems of the women's movement and to the image of women in politics.

Accordingly, A. Kis determines the following types of images of women in the public sphere as: «Bereginya», «Barbie», «Businesswoman» and «Feminist». She notes that the image of the Mother Goddess is implanted and cultivated to women in every possible way, which is no longer correct in relation to modernity. Thus, the gender conflict is caused [4].

The Ukrainian researcher's views on the analysis of masculine and feminine states are also interesting; masculine countries are closer to the

development of the rule of law, and femininity contributes to the establishment of a socially oriented economy. The complexity with gender studies is due to three main reasons: the dominance of patriarchal traditions, the novelty of topics in post-soviet academic science and the necessity of conceptual and practical self-definition of gender studies in modern conditions [2].

Therefore, gender and political issues are similar in many ways, as they concern such fundamental issues as equality of rights and opportunities, redistribution of resources, power authority, etc. For example, the greatest difficulty was political disenfranchisement: the preponderance of today's EU member states excluded women from voting rights until the mid-20th century. It became increasingly difficult to elect statesmen that would listen them voiceless. A typical feature of feminism at that time was the manifestation of protest of a radical and extremist nature, when emancipation affected the sphere of political rights in Belgium, Germany, Poland, and the United States.

The peculiarities of gender studies in Ukrainian political science include the focus on the political and legal aspect of research (analysis of real rights of women and men), interest in gender images and stereotypes in politics, as well as attention to the gender dimension of political institutions of the Ukrainian women's movement.

I believe, that feminism has genuinely and publicly exposed the «activism of prejudice» that political theory has traditionally operated upon of male thinkers generations who were disinclined privilege and power thrived on maintaining women's roles outside of political careers.

Nevertheless, political scientists are still not paying attention to the gender dimension of international relations, the influence of feminist concepts on the current state of research on certain international processes and phenomena, as well as the projection of these concepts into the institutional practices of the countries of the world in the sphere of countering gender inequality and exploitation.

Conclusions. Throughout the bicentennial history of feminism, women have won four groups of rights for themselves: political, socio-economic, reproductive, and the right to social status. Examining feminism within the framework of the EU experience, we can boldly conclude that historically society is much closer to the ideas of equality than it might initially sound: women have actively advocated the right to education as well as the right to vote and have taken part in protests. Each form of feminism spreads the ideas of gender equality and calls for eliminating discrimination through its activities.

However, feminism is still a field of competitive representation, or even conflictual relations within the women's group, transferred to relations between the sexes. Women's communities need yet to comprehend and realize

their actual needs as the basis for the growth of individual and collective self-awareness.

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ABOUT THE NEED FOR RATIFICATION IN UKRAINE OF GLOBAL CONVENTION ON THE RECOGNITION OF QUALIFICATIONS CONCERNING HIGHER EDUCATION

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To be valid in Ukraine (for employment or continuing education purposes), a foreign educational document you may needs to undergo the recognition procedure. This means establishing the compliance of the academic and professional rights, as well as the educational and qualification levels indicated in foreign educational documents (qualifications) with the national education standards of Ukraine.

Currently, the recognition of educational documents in Ukraine is based on the Convention on the Recognition of Higher Education Qualifications in the European Region (Lisbon, April 11, 1997) and international agreements on mutual recognition and equivalence of educational documents and scientific titles.

The Convention on the Recognition of Qualifications (the Lisbon Convention) was jointly developed by the Council of Europe and UNESCO in order to promote recognition of qualifications awarded in one country (Party of the Convention) by another country (Party of the Convention).

In 2019, a new tool for the recognition of educational qualifications and degrees has appeared. It is the Global Convention on the Recognition of Qualifications concerning Higher Education. The convention was adopted at the 40th session of the UNESCO's General Conference in November. It is the

first UNESCO document in the field of higher education with a global scope.

The ongoing transformation of international university into the global campus of students, faculty and researchers is undoubtedly the mainstream trend in the modern higher education area nowadays, and the scope and geography of mobility in the sphere of higher education are estimated to grow in the years to come. Hence, there is an urgent need to establish the common principles for the recognition of qualifications and to adapt national procedures to the new global conditions.

Building on and enhancing the coordination, revisions and achievements of the regional recognition conventions, the objectives of the Global Convention are to:

• Promote and strengthen international cooperation in higher education;

• Support interregional initiatives, policies and innovations for international cooperation in higher education;

• Facilitate global mobility and the achievement of merit in higher education for the mutual benefit of qualification holders, higher-education institutions, employers, and any other stakeholders of the States Parties to this Convention while understanding and respecting the diversity of the States Parties' higher-education systems;

• Provide an inclusive global framework for the fair, transparent, consistent, coherent, timely and reliable recognition of qualifications concerning higher education;

• Respect, uphold and protect the autonomy and diversity of higher-education institutions and systems;

• Foster trust and confidence in the quality and reliability of qualifications through, inter alia, the promotion of integrity and ethical practices;

• Promote a culture of quality assurance in higher-education institutions and systems, and develop the capacities necessary for ensuring reliability, consistency and complementarity in quality assurance, in qualifications frameworks and in the recognition of qualifications in order to support international mobility; 8. Promote the development, collection and sharing of accessible, up-to-date, reliable, transparent and relevant information and the dissemination of best practices among stakeholders, States Parties and regions;

• Promote, through the recognition of qualifications, inclusive and equitable access to quality higher education and support lifelong learning opportunities for all, including refugees and displaced persons;

• Foster globally the optimal use of human and educational resources with a view to promoting education for sustainable development, and contribute to structural, economic, technological, cultural, democratic and

social development for all societies.

Ukraine has supported the urgency and necessity of the Global Convention, since the new document, alongside with the Lisbon Convention on the Recognition of Qualifications concerning Higher Education in the European Region and other regional conventions, will facilitate themobility of more than 220 million students across the world.

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THE INFLUENCE OF POLITICAL CONSCIOUSNESS AND CULTURE ON THE COURSE OF THE US PRESIDENTIAL ELECTION IN 2020

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In the modern world, political culture is one of the main elements that constitute the spiritual potential of society and reflects the degree of its political civilization. The formation of political consciousness, as well as political culture in general, at the empirical level is associated with a direct fixation of the practical experience of a political entity. [1,p.86]

The United States is a country that has its own type of political culture, which was formed in a relatively short period of time, but has clear characteristics that are passed down from generation to generation. The political culture of the United States is largely determined by traditions brought from the European continent by the first generations of immigrants.[3] The foundations of political culture were formed before the war for independence and later established in the political consciousness of Americans. The political culture of the United States is characterized by the idea of the special significance of American democracy, its history and principles, and its superiority in relation to the political systems of other countries.[2p.4]

Under the American electoral system, two candidates take part in the elections, one from each party. The Republicans are a conservative political party in the United States, and their candidate this year is President Donald

Trump, who hoped to win another four years in office. The Democrats are a liberal political party in the United States, and their candidate is Joe Biden, an experienced politician better known as a vice president in Barack Obama's government, but generally in politics since the 1970s.[4]

Evidence of American political participation shows that their turnout is lower than in any other democracy. Turnout in the presidential election has been declining since 1960, with the worst rates (49%) during the 1996 presidential election, and in congressional, state and local legislatures, they tend to be even lower.[3]

The 2020 election, on the other hand, showed the active participation of voters in the US presidential election. First of all, let's mention the crazy activity, unprecedented turnout. More than 100 million Americans voted before election day. In the 2016 elections, this figure was only 20 million. Experts considered such activity a sign that Biden would have the advantage. But there was a strong wave of enthusiasm in support of Trump.

In the political culture of the United States, there are a large number of subcultures that are distinguished by religious criteria (Catholics, Protestants); racial (so-called Latinos or Hispanics or Negro communities). The electoral segment of the so-called Latinos or Hispanics, people from Central and South America, attracts the most attention in this context. Traditionally, they vote for Democrats, to put it simply, in a 2:1 ratio.

Trump became famous for his rhetoric that humiliated this group of people, and took a hard line on the problem of illegal migrants. It would seem that this should have given the Democrats an even greater advantage. But the reality turned out to be more complicated. Many Latinos, for various reasons, sided with Trump, although even now the vast majority of them voted for the Democratic candidate.

Americans know exactly what they want the head of the executive branch to be endowed with all the virtues of a politician and leader, he is expected to show such traits as speed of reaction, flexibility and at the same time determination, firmness; he must be a skilled politician, able to control the course of events and at the same time remain a direct, open person who knows how to put himself in the place of the average citizen, keep himself in crisis, be competent in a wide range of issues, have high moral qualities. In the 2020 election Among the personal qualities that Americans would like to see in the president, the vast majority of respondents indicated a «strong leader.» Only then was empathy and the ability to unite people noted, qualities that Joe Biden offered to voters.

Conclusions.The political culture and consciousness of the United States has a significant degree of stability and is characterized by the continuity of its core values. Speaking of the peculiarities of American political culture,

it should be noted, first of all, its pragmatic nature: politics here is not in the struggle of abstract forces of good and evil, but as a clash group interests, each of which has the right to exist. A distinctive feature of this political culture is a commitment to consensus on basic fundamentals values. Hence the stability of this political system.

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INFORMATION TERRORISM: GENERAL INFORMATION AND WAYS OF PREVENTION

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XXI century - a time of rapid development of the information space, the world of globalization and the formation of the information society, in these conditions, terrorism began to act as an independent factor that could threaten the integrity of the state and destabilize the international situation.

The term «information terrorism» is more general and covers the use of various methods and means of informational influence on various aspects of human society (physical, informational, cognitive, social).

Information terrorism should be understood as one of the types of terrorist activity aimed at the use of various forms and methods of temporary or irreversible decommissioning of the state's information infrastructure or its elements, as well as the targeted use of this infrastructure to create catastrophic conditions for different parties. vital activity of society and the state [1].

Among the political causes of information terrorism, the main one is political instability. If we consider the socio-economic reasons, the main factor is considered to be the low standard of living in the country.

Terrorism today is a business that can bring its organizers a considerable income that can be compared with the income from the oil business [2]. Trade in weapons, drugs, hostages allows you to make huge profits.

The analysis and generalization of the existing experience of anti-terrorist activity allowed to formulate tasks on protection of critical infrastructure from cyberterrorism and the basic measures directed on their decision at national level [3]:

- coordination of measures of state and non-state agencies to prevent threats to information security in open networks. To this end, a single policy should be developed and adopted, aimed at respecting the legal rights of citizens to information and intellectual property, which provides for the protection of network equipment in the country from the penetration of hidden elements of information weapons. This is especially important in the context of mass purchases of foreign information technology and network equipment;

- development of the state program of improvement of the information technologies providing connection of national and corporate networks to world open networks at observance of requirements of safety of information resources;

- development of national legislation regarding the rules of handling information resources, regulations of rights, duties and responsibilities of users of open world networks [3];

- organization of interstate cooperation in the work of international organizations, public committees and commissions in projects for the development of global information networks;

- active participation in the development of international legislation and regulatory support for the functioning of global open networks;

- creation of a single anti-terrorist space of allied countries.

A comprehensive solution to these problems will allow to take the necessary countermeasures to combat information terrorism in a centralized manner, significantly reduce the likelihood of its threats to critical infrastructure and ensure the protection of their national interests [2]. Economic and scientific-technical policy of connection to the world's open networks should be considered through the prism of solving the issue of national information security. Russia's participation in international telecommunications and information exchange systems must be planned, carried out in accordance with real needs, economic and technological capabilities, and be a state monopoly.

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POLITICAL IMAGE OF UKRAINE

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The political image of a state is an opinion of it on the basis of an idea generated in imagination, purposely formed through professional efforts with an internal or external audience. It is absolutely obvious that any country is interested in both internal and external positive image.[1]

If you put “political image of Ukraine” into a Google search, the truth about what U.S. society and foreign mass media in general think about it immediately reveals. In the recommended searches we see “Why Ukraine is not safe?”, “Why Ukraine is a bad place to live?” and “Corruption in Ukraine”. A positive image of the state in the eyes of its citizens can be a powerful factor in consolidating the nation, strengthening the identity of the people, providing support for internal and foreign policies, as well as one of the conditions of social security. But do the government pay enough attention to this? What do Ukrainians think about it?

It is worth beginning with national consciousness as one of the components of the political image of the state. It is necessary to notice that the political consciousness of Ukrainians was formed due to such important circumstances as the fact that for a long period Ukraine had been divided and had been under the influence of other states, and Ukrainians, being a stateless nation, actually have no experience of their own state power. Besides, the government and political elite had constantlysuffered from assimilation, de facto denationalization.Ukrainians still suffer from the legacy of Soviet ideology, and socio-economic instability leads to the domination of the ordinary type of consciousness over the theoretical.A great part of society has lost confidence in their own strength and in their ability to influence political processes in Ukraine, expecting to solve their own issues at the expense of state policy, thereby allowing the authorities and other factors

to manipulate them easily. However, the proportion with an individualistic-liberal political consciousness is also quite significant. There are people who actively participate in the political process and have an active civic position.

After the events of 2014 on the Maidan Nezalezhnosti in Kyiv, the moods of pf part of Ukrainian society became sharply radical, and the media, political parties, and public organizations turned people against each other by imposing certain ideologies. A "nationalist" ideology was formed, that gained a more negative meaning, because it was radical nationalists, who destroyed their own state from the inside, smashing monuments of historical figures associated with Soviet Union, demanding the renaming of streets and meddling in conflicts with Russian-speaking citizens. This may have created an image of Ukraine as "dangerous to live in".

The image of the head of state is more positive, and it was formed mainly due to Zelensky's acting past, especially his role in the TV series "Servant of the People", and his "distancing" from the oligarchs, that formed the perception of the new president like "a man of the people" rather than a classic politician among the citizens.In his speeches and interviews Zelensky uses Ukrainian and Russian equally, thus preserving his positive image in the eyes of the Russian-speaking regions of Ukraine, and also keeping citizens from the final internal division of the nation. As a professional actor, Vladimir successfully represents the state on the world stage and skillfully masks the actions of the ruling elite and external forces who make momentous decisions for Ukraine. His personal moral and political purity contributes to the predominantly positive attitude towards him. [3]

The political image is certainly affected by the fact that the Ukrainian elite has not drawn any conclusions after the annexation of Crimea and the actual loss of part of the territory of Luhansk and Donetsk regions, which indicates that the ideology of building a nation state while completely ignoring the interests of individual regions still dominates the corridors of Ukrainian government. This maintains interregional contradictions and provokes political conflicts in the future. On the other hand, Russia's actions have aroused sympathy for Ukraine abroad, but internal disputes lead to a decline in the political image on the part of internal audiences.

Taking into account such an important element of the political image as geopolitics, it is worth pointing out the predominantly pro-European and Euro-Atlantic orientation of Ukrainians. However, during the pandemic, European integration has backfired for the Ukrainian public, as visa liberalization is still impossible, and the distribution of vaccines has once again reminded us that Ukraine is not a full member of the EU and is not entitled to most of its privileges. In addition, about a quarter of citizens still have no answer about their geopolitical priorities. Thus, answering the

question about the policy of different states and unions concerning Ukraine, the vast majority of respondents do not believe that it takes into account the interests of our state. It is also worth mentioning that the majority of the supporters of the rapprochement with the EU are due to their unwillingness to participate in the Russian vector.

The political image of Ukraine is certainly important. This includes positive recognition of the state, acceptance of Ukrainian goods, tourist attraction, good international relations and many other things. However, Ukraine is not such a rich state that it can promote itself with the help of influence, like the USA, or with the help of «soft power», like China does. Nor does it have powerful media resources like Russia, so the only option to improve its image is real actions. Observance of international agreements, real promotion of national values, and preservation of dignity in negotiations with Western partners are the main ways to improve Ukraine's image in the world.

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CYBERTERRORISM AS A NEW TYPE OF TERRORISM AND THE 2007 CYBER-ATTACKS ON ESTONIA AS AN EXAMPLE OF CYBERTERRORISM

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Annotation –the article explores the role of cyberterrorism in modern international relations and analyzes how the 2007 cyber-attacks on Estonia have affected cyberterrorism development.

Cyberterrorism is the use of computer and telecommunication

technologies, including the Internet, to achieve terrorist goals. Since the modern world develops quickly, technological progress is an integral part of people's lives, and terrorists use this phenomenon to commit terrorist acts. Cyberterrorismshould be perceived as attacks on computer systems, primarily via the Internet, that threaten people's property, lives, or health and can cause destruction of infrastructure facilities. In other words, cyberterrorism is a terrorist activity conducted incyberspace or with its use. Thus, cyberterrorism includesinformation technology use that allows terrorists or terrorist groupsto accomplish their objectives [1].

Importantly, cyber-attacks can be committed for financial or political reasons. Cyberterrorists can focus on different goals, such as the achievement of the unauthorized access to state and military secrets, theft or destruction of information by dealing with systems of protection and viruses use, influence on software and information, the threat of publication of classified information, the spread of fake news and disinformation, demonstration of a terrorist organization's power, conducting information and psychological operations, and others [4].Cyberterrorists aim to use thedata to affect politicians' and people's actions and show their power.

The September 11 attacks made countries throughout the world focus on their national security: states aimed to prevent not only ordinary terrorist attacks but also cyber-attacks. The media provided citizens with relevant information concerning cyberterrorism and made them aware of the possible consequences of that type of terrorism. People have realized that cyberterrorism can harm human lives and cause various disruptions, including a disruption of the national economy [5].

Nevertheless, numerous countries have suffered from cyberterrorism that has significantly affected their national security. For instance, the 2007 cyber-attacks on Estonia belong to the most famous examples of cyberterrorism. In 2007, Estonia faced cyber-attacks that aimed to hurt the vast majority of its citizens. The attacks, which began on 27 April 2007, had to harm the websitesof Estonia organizations, including parliament, ministries, banks, social media, and others [2].Importantly, the 2007 cyber-attacks on Estonia were caused by the deterioration of Estonia and Russiarelationships. The Estonian government's decision to move the Bronze Soldier to a military cemetery was the primary reason for the attacks [3]. Estonia's institutions and agencies could not work because their websites faced interventions. Moreover, the hackers used Estonia's social media to share fake news. The Estonian institutions faced massive spamwaves, destruction of cash machines and online banking services, a lack of ability to communicate on email, inability to deliver the news, and others [2]. As a result, the country could not continue the normal operation, and all the spheres of life were harmed by the hackers' activities,

while the authorities could not control the processes that occurred in different fields.

Estonia believed that Russia was playing a crucial role in the attacks and blamed that country. However, the Estonian government suffered from a lack of evidence to explain their opinion. NATO and the European Commission could not prove that the Russian authorities had participated in the attacks on Estonia [3]. That situation made Estonia take all the essential measures to increase cybersecurity protections. In addition, the 2007 cyber-attacks on Estonia motivated NATO to assess their cybersecurity. That process led to creating the NATO Cooperative Cyber Defence Center of Excellence (CCDCOE) in May 2008 [2].

Under these circumstances, cyberterrorism tends to become a widespread phenomenon in the near future. Since all the vital information is stored on the Internet, hostile states can use it to destroy particular countries' institutions. Cyberterrorism allows people not to be presentedphysically in the places where terrorist attacks have to be committed. Nevertheless, cyber-attacks are dangerous as well, and modern countries should improve both national and cybersecurity. The 2007 cyber-attacks on Estonia demonstrated that all states could face cyberterrorism, and NATO membership could not protect them from devastating consequences. Governments throughout the world have to focus on the 2007 cyber-attacks on Estonia to prevent similar problems in their states. Thus, the creation of the departments responsible for cybersecurity, improvements in national security, protection of information stored on the Internet, the establishment of the organization that has to fight against cyber-attacks are the most effective methods to overcome cyberterrorism.

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FRANCE'S GEOPOLITICAL AMBITIONS IN THE 21ST CENTURY

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For centuries, France was a global powerhouse, permeating its will over five continents. Since those imperial days, it has lost considerable ground in its former domains. Only in Africa did France retain its hold, owing to the monetary system that was put in place. In the decade after World War II, President François Mitterand was quoted saying: "Without Africa, France will have no history in the 21st century." Like a foretelling coming true, it is precisely because of Africa that modern-day France is returning as the global force it once was. And it's using the soft power attributes of language to cement its hegemony.

Starting in the 1990s, the constructs that melded the francophone nations started to show signs of decay. The African youth grew disenfranchised with France's ceaseless interventions in their socio-political base. It was clear that the French policies were out of touch with the reality on the ground. Although most of the older generation of Africans still viewed Paris as a guardian of sorts, the younger generation, to whom the torch of leadership passed, held more critical views of France and looked to China and the United States for new opportunities. On the other hand, France is now adjusting the way it maintains power in Africa, not through force or finances but by language [1].

In 2018, Macron revealed his plan to rejuvenate the French connection with its former colonies in Africa by planning to spend hundreds of millions of euros in French based primary and secondary schools. The technicalities and curriculums are yet to be determined, but policymakers in Paris see the French language as their single greatest tool to shape policy.

Here's how it works. Foremost, French is different from English in statecraft. With more than 1.5 billion primary and secondary speakers, English is the most widely spoken language worldwide. Whether it's in business, science, or entertainment, English is a dynamic and global force. Yet, no state can claim to be the de facto leader of the Anglophone world and confidently steer the masses in its favour. Thus, due to the decentralized nature of English, no government can effectively use that soft power to craft foreign policy.

French, meanwhile, is a centralized language. The French Academy in Paris is tasked with publishing and safeguarding the official dictionary of its beloved art. This grants the Paris government a tool to regulate the language

more efficiently than seen in other nations. Thus, unlike English, the French government acts as the primary representative of the French language in politics, military, business, media, and so on. Other French-speaking nations like Belgium and Switzerland may be wealthy, but it is France that is the undisputed leader of the French-speaking world [2].

Today, the francophone community includes 274 million primary and secondary speakers spread over 5 continents. Just behind Mandarin, English, Spanish, Arabic, and Hindi. A recent study by French investment bank Natixis estimated that some 750 million people will speak French by mid-century. Which is an increase of 143% compared to 62% for English in the same duration. This makes French the world's fastest growing language. That is an unusual fact since the French population isn't exactly booming. But of the 29 countries that recognize French as an official language, 21 are sub-Saharan African states, which also happen to be in midst of a dramatic population boom. This is France's ticket to global power [1].

So, by 2050, as the francophone market share climbs to 8%, up from 3% today, 4 out of 5 French-speakers will be Africans. How is this possible and why are Africans embracing the French language? Well, French, English, Spanish, and Portuguese serve as bridge-languages due to the multitude of languages spoken in Africa. Bambara may be one of the native tongues of Mali but, being entirely surrounded by French-speaking nations, Bambara will not get you far in terms of cross-border business. That's why, in the 21st century, languages that lack economic and scientific value are dying like flies.

With a presence in 131 countries, the French Ministry of National Education has one of the largest school networks worldwide and the French state assigns over 700 million euros annually to promoting French. Macron's plan is to amplify those efforts and to enhance the quality of French schools and double the number of students in such institutions [3].

However, the gamble on the French language as a means of soft power is untested and without precedent. It will certainly grant Paris an extensive sphere of influence, as well as coerce new countries to comply with French interests. We're seeing the results of such in Nigeria, Ghana, Equatorial Guinea. But people are not drones. Language alone cannot sway the public will and steer policy. In addition to the soft power traits of language, France will have to construct a physical presence and develop a hard power policy if it is to exercise its command in Africa. An additional point of inquiry is that the weight of soft power often cuts both ways. As Africans make French an international language, the centre of gravity of French could move south. It's unlikely that the French Academy in Paris can maintain control over the trajectory of its treasured language. If left unchecked, new French dialects and Creole languages are likely to emerge and thereby decouple French from

its European origin.

So, language is certainly a form of influence. But it's uncertain how this soft power policy will yield intangible leverage. And, if Paris does manage to weaponize its language, that influence goes both ways. African French will affect Parisian French and vice versa. By and large, the number of people in francophone countries will eclipse 1 billion by 2065. If the French can capture that demographic wave and retain the CFA monetary system in the meantime, then the 21st century could very well see the return of France as a global powerhouse.

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INFORMATION WARFARE A NEW FACE OF WARFARE IN INTERNATIONAL RELATIONS

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Information is one of the most important components in the life of modern society. The status of a person, state, or organization in the real world is largely determined by its ability to communicate with people and its position in the information space.

International relations have always been based on the principles of communication. International communication- is the exchange of information between participants on the world stage, which has an international character [1]. Information has a global impact, that is, with the successful management of people's minds, it is possible to destroy the opponent or even to start a war. And international communication is a guide to the beginning of information conflicts between the subjects, which can later escalate into information warfare.

Today, the causes of information warfare in international relations may be simple communication between participants, but most often it is terrorism and cybercrime. A computer as a tool can be used to commit a crime and can be the object of a specific crime. These actions are used to disrupt and disable various government databases and management systems. All this

is caused by electromagnetic interference or disruption of their operation in case of illegal access [3].

States start information warfare in order to gain an information advantage over the oppponent, because information in modern society is the main tool of management. Each state in information warfare pursues certain goals, namely:

-protection of their social and information systems;

-understanding the opponent's influence through information;

-fight against the national control system of the enemy;

-waging war in the field of political and economic information;

-waging a psychological war[2]. Information warfare is a kind of ideological confrontation between states. The psychological consequences of these wars for society can be much greater than consenquences of armed wars.

Information weapons for warfare, manufactured in the form of software and hardware systems, can be economically and easily disguised as a means of protection and can operate anonymously without declaring warfare. At the same time, it has versatility in construction and using, and has confidentiality[4].

One of the best examples of information warfare is the interstate conflict between Ukraine and Russia, which uses sociological and political propaganda, a set of activities that are constantly carried out by Russian governmental and non-governmental organizations in the information space of Ukraine[2].

All in all, information warfare is a phenomenon, a new form of struggle of the XXI century, which leads to the defeat of all spheres of state functioning. Information warfare are dangerous because they are undeclared, invisible warfares that threaten international security and especially international relations. Therefore, the development of protection measures should be a priority in the national security policy of the individual state and the world community as a whole.

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PROSPECTS FOR THE SETTLEMENT OF A PROXY WAR IN YEMEN

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Yemen is one of the poorest Arab countries, and a civil war has been going on here since 2015.In general, a proxy war is a war in which two states do not fight directly, but using as parties to the conflict some third countries: their allies (satellites), providing decisive assistance with finances, equipment, military personnel.

This conflict is relevant in the context of modern international relations, because it has led to a humanitarian catastrophe: millions of people are starving, do not have access to drinking water, medicine and electricity. The head of the UN World Food Program, David Bisley, recently announced a deplorable figure: 12 million people in Yemen suffer from «severe hunger.» Cholera is a rampant disease in the country. The epidemic began in April 2017, and during this time it canot be extinguished due to the destruction of health infrastructure, water and sewage treatment plants, as well as famine, which reduces the ability of the population to resist infections.

The humanitarian catastrophe caused by the Hussite coup in Yemen is a revolution against the Yemeni government organized by a coalition of Hussites and Ali Abdullah Saleh. The parties to the conflict are Iran-backed Houthi rebels, who control the capital Sana'a and much of the north and west of the country. On the other hand, there is an internationally recognized government backed by Saudi Arabia, as well as supporters of the secession of South Yemen.

The first cause of the civil war in Yemen is the mediation war. The conflict between Saudi Arabia and Iran, mediated by Yemen. Saudi Arabia and Iran use Yemen as a battlefield for power.The two most powerful nations in the region have been vying for dominance since the 1979 Islamic Revolution in Iran. And in Yemen, they support different parties. Saudi Arabia is leading a coalition that supports the world-renowned government of Yemen. The Saudis believe that the Iranians are arming the rebels - the Houthis. Iran declares moral support for the Houthi movement, but rejects arms supplies.

The second factor in the development of the conflict is religion. Rivalry between countries today is exacerbated by religious differences, as religion in the region is used by both countries for their own geopolitical purposes. Iran is a Shiite Islamic republic, while Saudi Arabia sees itself as a leading Islamic Sunni state. Yemen became the last battlefield for these two

branches of Islam[2].

The devastating civil war began in March 2015, when Saudi Arabia, with US support and the participation of Kuwait, the UAE, Bahrain, Egypt, Morocco, Jordan, Sudan and Senegal, imposed intervention troops on Yemen, imposed a naval blockade and launched air strikes at the houses of civilians, schools and hospitals. For a population of 27 million locked within Yemen, the country has begun to turn into «hell on earth.»

The first scenario for resolving this conflict would be that a prolonged Saudi military presence could prolong the Yemeni civil war indefinitely, involving individual regional and international players. A war like the one raging in Syria since 2011.

Of course, this will lead to even greater losses, deaths and worsening of the humanitarian situation in Yemen. It should also be noted that this would require large material, military and human resources from Saudi Arabia and would undermine the internal goals of this war. Namely: the consolidation of power in the hands of King Salman ibn Abdul Aziz Al Saud, the increase of military power and the pacification of jihadists and Islamists. Such a development could lead to the complete loss of Yemen's statehood[1].But Saudi Arabia's long-standing military presence in Yemen could bring some dividends to al-Qaeda and the Islamic State, as they will be able to continue to control parts of Yemen. Because it is not clear how the Saudi leadership will be able to clean up the Yemeni territories controlled by Islamist terrorists [2].

The second scenario, which most likely has a chance to be realized if the war continues, could be the division of Yemeni territory. Worst of all, this division may no longer take place along the north-south demarcation line, as it used to be, but between several players, each of whom controls certain territories.

In that case, Yemeni territory will be divided between forces that support ousted President Ali Abdullah Saleh, President Abd-Rabbu Mansour Hadi, Hutu militants, southern separatists, al-Qaeda and the Islamic State. Many of these forces will seek foreign patrons to hold back the territorial gains. And the longer the war in Yemen lasts, the more unpredictable and unpredictable the shift in Yemen's domestic policy alliances will be.

The end result of this war in the short term is unlikely to be a single federal Yemen in which peace is achieved and power is shared.

The complexity of the Yemeni situation is the multiplicity of political actors, the presence of which is associated with polarization and sectarianism in the Arab world, which links the ability of the Saudi leadership to quickly end its campaign in Yemen. And it is unlikely that Ali Abdullah Saleh will be able to organize an agreement similar to Taif in 1989, concluded after many years of civil war in Lebanon. Thanks to her, it was finally possible to reach

a political consensus [4].

It is clear that the current situation in Yemen does not allow all parties to the conflict to come to a peaceful denominator. Thus, one should expect the United States and its Western allies to join the Yemeni settlement, because, due to its geographical strategic location, Yemen is an important state in the region.

Washington's involvement in resolving the Yemeni issue seems like a logical step. Although America is tired of «patronage» over the region, if it found the keys to influencing Tehran to at least weaken its intervention in Yemen, it could have positive consequences. The deadly Iran-Hutu combination must be stopped, and only the United States can do it.The Western public raised a wave of outrage at Saudi Arabia's actions, and European politicians began to put pressure on the kingdom and call for a ceasefire in Yemen. Germany has suspended arms supplies to the Saudis, and Denmark and Sweden have followed suit.

Pakistan politely declined when asked to send troops and took a non-intervention position. Turkey, following a visit to Tehran by President RecepTayyip Erdogan, has decided that improving relations with Iran is much more important to it. Egypt made several empty promises, but in fact did little, despite strong Saudi support for the government of Abdel Fattah al-Sisi.

In conclusion, in the proxy war between Tehran and Riyadh, the victory of either side is by no means visible. Therefore, there can be only one way out - to seek a compromise solution through negotiations. At the same time, without a process of dialogue between the main parties to the conflict in Yemen, it will not be possible to return to comprehensive civil reconciliation. This conflict clearly has no military solution and needs a political solution. If it is impossible to find it - start the procedure of dividing the country into North and South Yemen.

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THE PROBLEM OF DATA ENCRYPTION IN INTERNATIONAL RELATIONS

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The problem of leaking confidential information and hacking the database is very relevant to contemporary international relations. It is often the case that political differences lead to information struggles for truth and power. The Government could not contain the situation at an adequate level, and the media made matters worse, at such times it was no longer possible to control the citizens of one country or another, and then the hackers began to attack. A prime example is the White House, which is attacked every year, and it's getting harder to contain attacks.

This occurred in 2010. The Wikileaks site specializes in publishing secret documents and information which became available as a result of «leaks». More than 90,000 reports and intelligence reports published there on the conflict in Afghanistan were produced during the last six years of the military operation, during which more than 300 British and more than 1,000 American soldiers were killed.

This leak of classified information was perhaps the largest in US history. [1]

Obviously, every country needs its own reliable database, so we'll take cryptocurrency as an example. Here's how it works, it is easier than it might seem, the system itself works on blockchain technology (distributed register system). In this system all information is written in blocks. In this blocks we have hash. A cryptographic hash function is a mathematical algorithm that maps data of arbitrary size into a fixed-size bit array.The result produced by a hash function is called a «hash sum» or simply a «hash», and the input data is often called a «message».A cryptographic hash function must be able to resist all known types of cryptanalytic attacks [2]. When the block closes (maximum amount of information reached) a new block appears. And so each new block contains the information of the previous block, right down to the first block. The point is that the blocks are connected linearly, so you can go back from the newest block and go through the whole story, right down to the original block. The system cannot be hacked because the logs of these blocks are distributed to all members of the system. Information can be downloaded up to 8 MB in a single block, but a government person will have to carry a ssd drive and an electronic device, where all information will be created. After creating an electronic file, the algorithm will automatically seal and send the

information to the web [2].

Since blockchain security is directly linked to the computing capacity involved in the network, there is a risk that the attacker will gain control of most of the hashing power - then he can confirm the blocks faster than the rest of the network, And that's the way to double spending with impunity. Double spending is a method of cryptocurrency fraud, where a transaction is sent to blockchain, in exchange for funds goods or services, and then a new copy of the blockchain is made just before the transaction, which, by controlling most of the hashing power of the network, is recognized as the main. Thus, the blockchain no longer contains this transaction, and the same coins can be spent again. However, control of most of the hashing power does not allow the attacker to create coins from the air, gain access to other people's purses, or otherwise compromise the network, so the damage from this attack is limited. The worst can be a loss of confidence in the attacked network and a drop in the cost of the tokens. Such a majority attack is very expensive, so the real danger exists only in small networks. Large cryptocurrencies like Bitcoin should not be afraid of a 51% attack: anyone who controls the vast majority of hashing capacity would be more profitable simply to mail blocks and receive bitcoins than to damage the network, because once the attack is known, The value of the tokens that were stolen will drop dramatically [2].

The advantages of this solution are that: first, the information will be sent instantly, because it will be a closed server. The second is automatic control by algorithms. The third is the possibility of anonymity. The fourth is high-level cyber defense. Among the shortcomings it is necessary first of all to note the human factor and necessity of ssd drive up to 150 GB.

The human factor is that a public official may commit treason or incorrect data collection, but even so, he will not be able to extract the data and pass it on behind the grid. Human beings are also affected by social and domestic factors. Every event in a society influences it, every random change in the habitual mode of life affects your well-being, all of which strongly affects your responsibility, attention, concentration, and overall ability to work.

The features of the DES algorithm are a 56-bit key; the message can be encrypted by one program and decrypted by any other program corresponding to the DES; high processing speed is achieved by simple algorithm and high persistence. But my example is more new and practical, because the use of this encryption format has been going on since 2009, and so far there has been no successful hacking attack, as I said earlier, block recordings are distributed to all participants of the system [3].

The use of this security system will lead to better protection of government data and reduce the likelihood of leakage of information, thus

resulting in a productive shift in international policy and relations between countries.

In conclusion, it is important to add that this is all a theory, and how the system will behave in practice is a completely different matter. We took the cryptocurrency as an example, but it can't compare to government data. We also need to understand that humanity is evolving every minute, and that what it is not now may come tomorrow.

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5G-TECHNOLOGY: SOCIAL ADVANTAGES AND THREATS

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The development of information technology in the modern world is one of the most important factors that significantly affects the pace and achievement of scientific and technological progress. All spheres of human activity are considered only depending on the ways of information exchange, whose importance is constantly growing.

5G is the fifth generation of wireless network. It will be based upon the combination of the existing wireless technologies like GSM, Wi-Fi, LTE etc and the new radio access technologies. Most people can do their own works within seconds with new technology.5th generation technology comes with many features that are beneficial for all group of people including, students, professionals (doctors, engineers, teachers, governing bodies, administrative bodies, etc.).

The first 5G networks launched in 2019, reaching 5% of the population. Services based on them were provided mainly in metropolitan areas, and the largest coverage was created in the USA, China, South Korea and Switzerland. At the end of 2019 in South Korea operators provided 5G access to most of the country's population and in Switzerland - to 90%. In

2020, the 5G standard has significantly strengthened its position - by the end of the year, 5G technologies will be available to 1 billion people, that is, 15% of the world's population. COVID-19 pandemichas had a negative impact on 5G development because of forcing a huge number of people to stay at home for most of 2020, where home network connectivity is available.

Today, the highest demand for 5G services is in Northeast Asia, wherethe huge population of China is located. Demand in Chinais driven by regulatory policy, competition between telecom operators and the availability of various models of affordable 5G smartphones. However, in the coming years, the lead in terms of 5G-technology implementation will belong to another region - North America, where this indicator will reach 80% in 2026. North America's leadershipresults from the US approach to 5G deployments.

5G technology has both positive and negative aspects of implementation in society:

• the emergence of a large number of devices that work on the principle of «always online» relevantfor each user and specific devices. This means that if the mobile Internet users in a particular area, which is served by a certain number of antennas, data transmission will be carried out on a narrow channel, which will increase the speed and volume of transmitted data.

• availability of basic infrastructure for the Internet of Things. Device-to-device technology - the essence is that if the devices are located in the immediate proximity (up to hundred of meters), the mobile operator will pass only signal traffic to charge for services, and the transfer of information and data will take place directly between devices.

• Dependence on leading networks and hardware video terminals will disappear and even more participants will be able to get a quality picture and greater opportunities for interaction.

In addition to significant advantages in the widespread introduction of 5G technologies, there are a number of significant disadvantages.

Firstly, it is still under research, 5G is unsupported technology. Many old devices would not be competent to 5G network, thereforepeople have to replace their devices with 5G supported devices, It may cost some much money.

• BATTERY DRAIN ON DEVICES. When it comes to cellular devices connected to 5G, it seems the batteries are not able to operate for a significant period of time. The battery technology needs to advance to allow for this enhanced connectivity, where a single charge will power a cellphone for a full day. Alongside depleted batteries, users are reporting that cellphones are getting increasingly hot when operating on 5G.

• INITIAL COSTS FOR ROLLOUT ARE HIGH. Several parts of the world may not allow huge speed increase, there are radio signal problems, High-cost investment for developing infrastructure, 5G network has security

& privacy issues, 5G technology requires skilled engineers to install & maintain 5G network, 5G equipment are costly, This increases the cost of 5G deployment & maintenance phases, and 5G smartphones will be costly.

• OBSTRUCTIONS CAN IMPACT CONNECTIVITY. The range of 5G connectivity is not great as the frequency waves are only able to travel a short distance. Added to this setback is the fact that 5G frequency is interrupted by physical obstructions such as trees, towers, walls and buildings. The obtrusions will either block, disrupt or absorb the high-frequency signals. To counter this setback, the telecom industry is extending existing cell towers to increase the broadcast distance.

• LIMITATIONS OF RURAL ACCESS. While 5G might bring about real connectivity for the predominantly urban areas, those living in the rural settings will not necessarily benefit from the connection. As it stands, many remote areas countrywide are not able to access any form of cellular connectivity. The 5G carriers are going to target big cities with larger populations, eventually working their way into the outer areas, but it's not likely this will be happening any time soon. As a result, only some of the population will benefit from 5G communication.

3G cell towers could cover immense territory with relatively few cells because the network did not require as much bandwidth, meaning networks had to deploy fewer cells. When technology progressed to 4G networks, the cells were producing more bandwidth, so, the coverage radius of each cell was smaller.

People may have noticed that their coverage may going more often than on their 3G network. As the 5G network gets rolled out, more cell towers will be required to produce this immense bandwidth because the cell towers can't cover as much space like the 3G or 4G cells, More cell towers will need to be rolled out. Therefore, 5G users should expect that their coverage might not be as widespread at first.

Deployment of 5G networks, business models of operators and specific scenarios are still at an early stage of development even in advanced consumer markets. 5G technology not only provides new opportunities for operators, but also provides a significant expansion of the range of services for users.

Many countries have recognized the strategic importance of 5G wireless and have developed national development plans to help deploy new 5G networkspromptly, as well as to stimulate the emergence of new services. At the same time, special attention is paid to focusing on the specific needs of the local market. Such initiatives may include the establishment of high-level committees to adopt the regulatory framework and sponsor national test sites for 5G testing.

4G mobile wireless technology is being introduced throughout Ukraine. The deployment of 5G technology is a matter of the near future, it is under testing and development.

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S.W.I.F.T. INERNATIONAL BANKING SYSTEM

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This article discloses the role of the well-known providers of financial communications which is SWIFT international banking system. Indeed, the economies of a single country and the world economy namely depends on the SWIFT system.

The SWIFT system is a widespread computer networks that was created on the initiative of financial organizations. Its the abbreviation comes from the English company Society of Worldwide Interbank Financial Telecommunications.[2]

In the 1970s payments were made using the out of date telegraph technology Telex. But, day by day, turnover increased, so in 1973, 239 banks from 15 countries have merged and created financial organization. It's SWIFT whose headquarter are located in Belgium.[1]

Nowadays, powerful organization SWIFT merged more that 11,000 banks, financial institutions and corporations worldwide. So, it can be called a monopolist in the provision of financial services. Moreover, this organization bypasses its competitors,as Western Union, MoneyGram, Ria in volume and provision of financial services.[1]

The main purpose and focus of the organization is to provide rapid, reliable, confidential and protect from unauthorized access to telecommunications services for banks and to standardize the forms and methods of exchange of financial information. Annually SWIFT handles $ 6 trillion transactions, including cash transfers, securities, travelers cheques,

and interbank transactions. The SWIFT payment system is profitable in use, for instance, when someone sending large sums of money. In other cases, It would be better to use the system payments as Western Union. Money can be sent through the Swift system in any currency, but the commission will be decided upon during currency conversion.[3]

With SWIFT, banks can't just send currency around the world,but also can exchange information with confidence in its security because all data is transmitted through extremely secure channels. In addition, each member of this powerful system has its own unique Swift code or ID. This number used to identify the credit organization.[2]

SWIFT reports to the central banks of G-10 (The Group of Ten) countries as the international provider of financial communications for global financial industry. These are the banks of Belgium, Canada, France, Germany, Italy, the United States, Great Britain, Switzerland, Sweden, and the Central Bank. Member of SWIFT can be countries and their banking institutions which authorized to perform international banking operations.[3]

SWIFT does not have the discretion to impose sanctions on States. Such restrictions are implemented only for the decisions of the European Union and the United Nations.

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FEATURES OF THE DISTRIBUTION OF POWER OF THE UNITED STATES THROUGH THE PRISM OF THE SYSTEM "CHECKS AND BALANCES"

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It is well known that the United States is one of the most politically stable countries in the world. The result of the American stable political system was the creation of a system of checks and balances.

The United States was not the democracy we know it today. Rather,

this state of the American political system is the result of a complex evolution that lasted more than two hundred years and was made possible by the flexibility enshrined in the Constitution.

The American Constitution is short - it contains less than eight thousand words. It does not regulate all the details of the functioning of the country, but it contains very clear principles that have to guide the President and Congress in the law-making process and the judiciary in the process of interpreting laws.

An American thinker, Alexis de Tocqueville, analyzing the US federal constitution and the practice of its application, pointed out that it was American constitutionalism that succeeded in putting the classical ideas of separation of powers into practice. In addition, he noted that in the United States due attention is paid to the role of the judiciary in the mechanism of separation of state power, while in the theoretical developments of European scholars, this issue has not been sufficiently addressed [3, p.72]. Moreover, considering the powers of the executive and the legislature to be approximately equivalent to each other, the thinker expressed concern that the independence and autonomy of the judiciary are so high that it can sometimes not be influenced by these two authorities.

The principle of separation of powers presupposes both delimitation and a certain interaction, as a result of which the domination of one power over another, or at the expense of another, is not allowed. Practical experience in implementing the principle of separation of powers in the United States shows that the balance of power does not remain stable it changes periodically due to rivalry between the legislature and the executive, often in favor of the latter. At the same time, this did not lead to a leveling of the role of the legislature much less call into question the existence of the principle itself and its effectiveness [2, p.14].

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SPACE INTERNET TECHNOLOGY

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Today, humanity is once again looking into space and wants to establish extraterrestrial colonies. Astronauts will benefit from a single global network of interplanetary Internet.

Automatic spacecraft and manned missions often use specially designed systems for communication. They work efficiently and fully perform the tasks assigned to them.

However, to get the Internet into space, it is not enough to equip each spacecraft with a Wi-Fi router. Significant technical difficulties of outer space need to be overcome. The mutual movement of the planets sometimes blocks the passage of the signal. The distance between the spacecraft is such that it takes a long time to wait for an answer. And TCP / IP protocols do not work at interplanetary distances[1].

Employees of the InterPlanetary Networking Special Interest Group have developed special protocols for space Internet, which are already undergoing practical tests[2].

Space Internet technology is used by NASA and is currently used by the International Space Station in experiments on remote control of robotic robots.

Space Internet technology based on the DTN (Delay-Tolerant Networking) protocol can be useful on Earth. There is no stable connection in remote parts of the world - this is the case with the DTN standard. Geologists, polar explorers, conservationists, ocean explorers, aviators and others will be able to access the Internet as soon as the technical opportunity arises..

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THE KURDISH FACTOR IN THE POLICY OF THE RUSSIAN FEDERATION IN THE MIDDLE EAST

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Annotation - an article devoted to the study of political and economic interests of Russian Federatiom in the context of the Kurdish issue.

According to the analysis of available materials, Russian-Kurdish relations actually began in the 1920s with the recognition of Kurdish nationality by the USSR. [1] At the same time, it was legally a "nation without a state" - the total area inhabited by Kurds exceeds 500,000 square meters in northern Iraq, eastern Turkey, western Iran and northeastern Syria. [2] Indeed, Moscow has recognized the national identity of the Iraqi Kurds since 1970, after which the general ideology and support of the national liberation movement became structural elements of the Kremlin-Kurdish relationship, as well as vectors of Soviet (later Russian) influence in the Middle East.

It is important to note that Kurds have a long time formed a positive impression of Russia. Russian-Kurdish relations have a long history, in the Russian Empire according to the general census of 1897 - Kurds (Muslims and Yazidis) lived 100 thousand people. [3] At the same time, the Kurds served in the Russian Imperial Army, participated on its side in the Russo-Turkish wars.

The Kurdish community provides Moscow with instruments of influence in the Middle East that were renewed by the Kremlin in the 1990s and necessitated the acquisition of instruments of pressure on Ankara. With the onset of the Arab Spring, Russia's political elites are increasingly focusing on protecting Kurdish and Christian minorities in the Middle East. From Moscow's point of view, the Kurds are a moderate force that is playing an increasing role in the fight against ISIS, which poses a threat to Russia's security interests.

In the context of the Syrian crisis, unlike France, Britain, the United States, and Germany, which supply arms to the Kurds, [4] Moscow does not provide military support to them, but provides humanitarian assistance. The Kremlin's restraint and caution in providing military assistance to the Kurds is at first glance at odds with Moscow's stated goals in the fight against terrorism and extremism in the Middle East, but is primarily associated with minimizing risks to Iraq's territorial integrity by providing weapons to weapons - escalation of tensions in relations with Turkish and Iranian partners.

In general, since 2007, when the Russian Consulate General opened in Erbil, relations between Russia and the PKK have improved. [5] A series of official visits led to Masoud Barzani's arrival in Moscow in 2013, where he

signed agreements to grant Gazprom Neft oil concessions. [6] The economic component of cooperation between Russia and the Kurdish Workers' Party is crucial at the current stage of development of bilateral relations.

Thus, Russia and the Kurdish community have been important players in Middle East policy in recent years. A dynamic partnership is developing between them, and the historical aspect gives it additional strength in the relationship. Over the past decade, the Kurdish map has become one of the levers of Russian influence in the Middle East. Today's partnership between Moscow and the Kurds is based mainly on energy cooperation and the fight against ISIS. The Kurdish direction is one of the elements of Russia's strategy to establish and maintain a dialogue with all participants in the Middle East process, which allows Moscow to diversify its channels of influence in the region. This strategy is part of the Kremlin's active policy to prevent the negative consequences of the "Arab Spring" for Russia. In addition, Russia is acting as a stakeholder in the escalation of the Kurdish movement in order to weaken Turkey and keep Syria in its sphere of influence. The creation of autonomous Kurdish entities in Turkey and Syria in the medium term could lead to promising prospects for a Russian-Kurdish partnership. Of particular interest in this regard is the process of granting the Kurds greater autonomy to the Republic of Rojava in resolving the Syrian crisis. Although, on the other hand, Syrian President Assad can also use the Kurdish movement to destabilize Turkey.

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RECOGNITION OF FOREIGN EDUCATION QUALIFICATIONS IN UKRAINE

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Convention on the Recognition of Qualifications concerning Higher Education in the European Region (Lisbon, 1997) is the main international document in the field of recognition of foreign education qualifications for countries, including Ukraine, that support the idea of creating the European Higher Education Area within the Bologna Process [1: 71 ; 2: 266]. Ukraine ratified the Convention in 1997, and in 2000 the Ministry of Education and Science issued the first recognition decisions. During 2000–2012, the recognition procedure in Ukraine was called 'nostrification', as in many post-Soviet countries. However, since 2010 the procedure has been reformed and a course taken toward harmonizing it with the European practices, taking into account the recommendations of the Lisbon Convention Committee in a timely manner. Since 2010, a legal act governing the recognition of foreign education qualifications [3; 4] had been changed three times, and now new (fourth) edition after the public debate is being prepared for adoption. The name of the procedure was also changed in 2011 in accordance with the terminology used in the Bologna Process – the recognition of foreign degrees, recognition of educational documents, and recognition of qualifications. In Ukraine, since 2015, in addition to the relevant Ministry, the higher education institutions also have been authorized to recognize educational documents. However, the outdated term 'nostrification', references and analysis of outdated regulations can still be found both on the information resources of higher education institutions and in the scientific articles and research papers – [5].

The relevance of the research topic is preconditioned by the intensification of academic and labor migration in the world in general, and in Ukraine in particular. The data on the recognition of foreign educational documents for 2016–2017 is provided in the table below. The data shows an increase in the total number of applications for recognition of foreign educational documents in Ukraine during 2016–2019, and a decrease of this indicator by 7.5% in 2020, which is a consequence of the reduced migration due to the COVID-19 pandemic, and, related to it, restrictions introduced by countries, as well as the

caution in the behavior response of the potential migration groups. However, given the reasons, such a decline is likely to be temporary due to the positive expectations of coping with pandemic, 'delayed demand' due to quarantine restrictions, and the rapid development of distance education programs.

The information exchange between the competent authorities of the countries and information support of these processes is gaining more value, and it is also a priority defined by the Lisbon Recognition Convention. Section VIII of the Convention is devoted to evaluation of higher education institutions and programs, and Section IX – to information on recognition [6]. In 2011 the National Information Center of Academic Mobility was established by Resolution of the Cabinet of Ministers № 24 dated 31.08.2011 in line with the Lisbon Recognition Convention implementation in Ukraine [7]. To strengthen the information exchange, the Ministry of Education and Science of Ukraine and the National Information Center of Academic Mobility – ENIC Ukraine launched all-Ukrainian network for the recognition of foreign educational qualifications UaReNet [8].

Table. The number of recognition cases of foreign documents on secondary, vocational and higher education conducted in Ukraine by the competent authorities in 2016–2020

*Number of processed applications including secondary, vocational and higher education	MESU	Including applications with the comparative analyses of the programs	HEIs	Total
2016	4620	392	18	**4638**
2017	7606	409	923	**8528**
2018	14129	548	1559	**15688**
2019	17872	483	1886	**19758**
2020	15078	281	3203	**18281**

*the data on the recognition of doctoral degrees is not included

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«SOFT POWER» AS THE MAIN TOOL FOR SHAPING THE FOREIGN POLICY IMAGE OF THE COUNTRY

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The phenomenon of «soft power» has become widespread in foreign policy in recent decades. This term means the use of techniques to influence the population of foreign countries through culture, beliefs, intangible resources and political ideals, without the use of more traditional elements of force, including military, pressure.

«Soft power» is attractive because it is carried out without the use of weapons. Applying its mechanisms is much more prestigious for the state than the tools of «hard power». That is why the great powers have increasingly bм

egun to include this tool in their arsenal. Its components are universal

spiritual values, culture, science and education, and most importantly - peaceful foreign policy. It is thanks to them that the state can make the greatest contribution to resolving inter-civilizational misunderstandings, and also thanks to these parameters it is possible to attract allies from other countries and gain public approval.

Each country may have a specific manifestation and application of «soft power». The soft power of one state influences other countries through the attractiveness of culture, values, language, religion, public diplomacy, and ideology. For example, in France, maintaining and highlighting one's historical heritage, protecting and respecting the French language and cinema are crucial in promoting «soft power». France's image is built on its history, fashion, culture, rather than on what is happening today. [1]

The European Union is actively using «soft power» tools. His organizations are known all over the world, such as the British Council (Great Britain), the Goethe Institute (Germany), the French Language Institute (France), which in the field of cultural cooperation pay much attention to teaching the local languages and cultures of their countries. European countries are also actively promoting humanitarian organizations and programs. The result of these efforts is the awareness of many people around the world of the attractiveness of the European Union and its values. [2]

Cultural attractiveness is an integral part of many European countries. European art, literature, music, design, cuisine, etc. are treated with friendly interest all over the world. European languages are also popular. They are half of the ten most common in the world. Yes, English is common in the British Community, Spanish and Portuguese connect the Iberian Peninsula with Latin America, and representatives of almost 50 countries gather at a meeting where they are united by French. Thus, Europeans consider the use of «soft power» rather than military means to be the optimal tool for promoting their values and developing their own security. That is why, in order to make soft energy instruments effective, almost all European countries spend more of their GDP on developing countries. [3]

In conclusion, we can say that «soft power» is an essential priority of modern states. The image of the state determines its place in the international space and success in achieving its goals. Leading countries of the world believe that the increase in military power intimidates the world community, without causing sympathy for the state. Therefore, the modern world is facing new challenges that need to be addressed peacefully, focusing on «soft power» by creating a positive image.

s. Firstly, when fear overtakes the market and stock prices begin to drop, many investors will shift their money into "safer" investments such as gold, and silver. This means that, in many cases, gold and silver tend to go up at times when the market is going down. It is called gold and silver "Fear Trades". Secondly, fear in the stock market is almost always a precursor to a bear market

at best and a recession at worst. Fear tends to have a domino effect on the market. As more and more people exit the market, it can create a chain reaction that drives the market down to extremely low valuations [2].

Panics like this are part and parcel of trading and investing. They come and go. Some of the fears turn out to be justified, as they were in 2008 and 2009, but that was a panic about the very fabric of the financial system. More usually, they end up like the Ebola panic, forgotten and moved on from a few months later [3].

Buffett once said: "Unless you can watch your stock holding decline by 50% without becoming panic-stricken, you should not be in the stock market." This is not as easy as it sounds. There is a fine line between controlling human emotions and being just plain stubborn. People should remember also to re-evaluate their strategy from time to time, be flexible and remain rational when making decisions to change a plan of action in order to save the whole economy.

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UNICEF IN TODAY'S WORLD

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This article represents the role of the United Nations Children's Fund as a unique institution for the protection of the rights, interests and welfare of children. At this stage, the issue is not sufficiently researched. Today, however, the issue of the protection of children should be high major challenge on the agenda of the entire world community.

This article provides an analysis of the goals and objectives of UNICEF in the light of contemporary challenges. The main tasks of the United Nations Children's Fund are:

• the insurance of access to food for children and women. Food

problem is a topical issue of today's world, mainly in the African and Asian regions. Children, who are living in these territories, experience malnutrition, hidden hunger and overweight. The situation is similar to pregnant women, thatsubsequently has a detrimental effect not only on women's health but also on health and development of babies;

• social protection for children during the COVID-19 pandemic. According to UNICEF data, as of November 2020, there were 715 million children living below the poverty line worldwide. This year that number could rise up to 857 million children [1];

• providing quality education in times of pandemic. Many children do not have access to digital technologies, including the Internet. These children live in rural areas in African, the Pacific and Latin American regions. Given that the world had, in fact, moved to distance education system during the pandemic, many children would not be able to receive quality education under the certain circumstances [2];

• vaccination of children all over the world. There is a number of different vaccines against coronavirus diseases invented in the world. However, there are at least two reasons why children cannot be vaccinated. The first reason is the vaccination of medical personnel, armed forces, teachers, people at risk,and only after that one has a chance to talk about vaccination of other categories, including children. The second reason is parental distrust of vaccines[2].

In addition to the above-mentioned challenges facing UNICEF at this stage, the Fund has a number of Sustainable Development Goals (SDGs) with a long-term perspective. SDGs are aimed at providing quality education, affordable health care and equality for children, as well as, improving the world's environmental situation, combating child poverty and confronting child violence. The United Nations Children's Fund is actively working to achieve its primary objectives. It`s necessary to highlight the tools used by UNICEF for these purposes. Among them is cooperation with national governments, non-governmental and local organizations, also, foundations for the realization of certain goals on-site (e.g. UNICEF in Sierra Leone is supporting the government in integrating gender-based violence services with the social protection response), establishment of various programmes to overcome some local problem (e.g. «Agenda for Action to Prioritize Children's Rights to Food»), awareness-raising campaigns (e.g. Immunization of children against COVID-19).

To combat global hunger, in 2019 UNICEF developed the «Agenda for Action to Prioritize Children's Rights to Food». The programme is based on five actions that are needed to reduce child hunger in the world. These include children in need, young people and parents to obtain food, setting affordable food prices by food producers and suppliers, as well as, ensuring the production

of quality and healthy foods, taking into account the labelling of the quality mark, participation in this programme of social services, health-care systems and social organizations in order to inform people about the programme and its results. Moreover, information gathered, data analysis and tracking of progress to develop and respond to challenges on the ground are included. The innovative point in this field is a mobile application, created by the UN, which sounds as «SHARE THE MEAL». This can make a donation for food in any region in need.

In order to bridge digital gap of younger generation around the world, UNICEF has created Generation Unlimited Program. This program has its particular body to implement it. It consists of 5 elements, which function within their competence: Global Board, Partnership Forum, Secretariat, Leaders, Champions. The activities of the Global Board are to mobilize all resources and to maintain and monitor the partnership. The Partnership Forum is active in making key decisions, as well as, attracting new contacts all over the world. Secretariat is responsible for planning actions, involving young people in solving urgent problems, and allocating funds for a specific project. Leaders and champions act as advocates for the programme and mobilize stakeholders and organizations around the world [3].

These are just the smallest part of what the United Nations Children's Fund is doing to make the world a better place for children. The role of UNICEF is great, and the Fund's contribution to the future is immeasurable. Today some UN's bodies need to work mainly with governments, companies and local organizations. At this difficult time for humanity, our world should be united not only to protect children, but also to build up common future.

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INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE MODERN INTERNATIONAL RELATIONS

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Information and communication technologies are methods, processes and ways of using computers and communication systems to create, collect, transmit, search, process and disseminate information in order to effectively organize human activities [2].

The term "information and communication technologies" is often considered synonyms with the term "information technologies".

Information and communication technologies are general term that represents the technology and implementation of various telecommunication systems, software, etc. in order to gain access to information [3].

Our humanity is entering the era of information technology at a rapid pace. In the global understanding of this problem in the process of forming a self-sufficient society a significant role belongs to information and information technology.

The modern world is moving to the information stage of life. Accordingly, this led to a global transition from an industrial to an information society [1].

The center of information life of society in the XXI century is the Internet. The Internet is a global multicultural environment in which a huge attention is paid to the following factors:

-Multilingual Internet environment for global communication in today`s world, in which English in particular predominates;

-Multiculturalism as the main characteristic of the Internet space;

-Information and communication technologies, which are a means of expanding the boundaries of worldview;

Today, information technology actively influences the daily activities of any international organization and is a mandatory part of its information infrastructure.

The basis of modern information technology in international relations are:

-Accumulation of information on physical media;

-Development of communication that ensures the delivery of information between any international organizations, states or certain participants in international relations;

-Possibility of automated processing of international information;

- Information and communication technologies penetrate in almost all

spheres of society[3].

They affect the international balance of power, the level of employment and the policies of states. At the same time, there is a powerful information technology industry designed to meet the problems of this society.

The experience of using information systems or technologies allows us to talk about the great potential of this area in solving global problems of mankind.

Modern information and communication technologies are aimed at increasing the level of automation of all information processes, which is the basis for accelerating scientific and technological progress. Accordingly, for the development of information and communication systems in international relations[4].

So, modern society is full of information flows that need to be processed. As a result, our society will not function properly, without information systems or technologies in the field of international relations.

With the development of information and communication technologies, that transparency of the world, the speed and volume of information transfer between the elements of the world system are growing, and another integrating world factor is emerging.

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THE KURDISH QUESTION AS ONE OF THE MOST PRESSING PROBLEMS OF MODERN INTERNATIONAL RELATIONS

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The Kurdish problem that arose as a result of the collapse of the Ottoman Empire is one of the unresolved issues of international relations of the 20th-21st centuries, since the Kurds still remain the largest non-state nation in the world. According to various estimates, their number is 30-35 million people in more than 30 states of Europe, North America, Central Asia, and the Caucasus.

The relevance of this problem is due to the increasing influence of the Kurdish issue on the system of international relations in the Near and Middle East; the ambiguous policies and positions of the world's leading Powers; the urgent need to find balanced approaches to the Kurdish problem in all its aspects.

For a long time, any manifestations of the Kurdish national liberation movement were spontaneous, there was no single idea and strategy for the struggle. The Kurdish people lost chance of gaining autonomy during the Paris Peace Conference, where the Kurdish intelligentsia could not clearly articulate demands for the future fate of Kurdistan [1].

Until the end of the 1920s XX century. Kurdistan was already finally divided between Turkey, Iraq, Iran and Syria. The political, ethnic and even cultural rights of the Kurds have never been recognized by these countries [2]. On the one hand, this hindered the process of national consolidation and the growth of national identity among the Kurds, on the other hand, it sometimes gave this movement extremist features. Due to the political division of the ethnic group by state borders, the ethnosocial development of the Kurds has always proceeded in extremely unfavorable conditions, constantly aggravating and leading to acute, bloody and prolonged conflicts.

Problems of a socio-economic nature were imposed on this, since the relevant states did not seek to develop ethnically "alien" territories. Nevertheless, in the Kurdish environment throughout the twentieth century, the process of forming and raising national identity continued, which has been especially stormy in recent years.

The Kurdish national question gained international importance more than 100 years ago and throughout this period it is constantly present in relations between the countries of the Middle East and the policies of Western countries. From an international legal point of view, the essence of the Kurdish question is the refusal of the ruling circles of the states that shared Kurdistan to provide the Kurdish people with the opportunity to realize the rights to self-determination, and instead, a policy of genocide and discrimination is

implemented from time to time [3].

The Kurds never had their own national state. They have never been recognized for any national rights in countries that at different stages of history included the territory of ethnic Kurdistan [4, 24-25].

The most tragic is that the multimillion-dollar people do not have their own state: about 20 million people. - in Turkey, 6-8 million people. - in Iraq, 3-5 million people. - in Iran, about 1 million people. - in Syria, the latter - in the countries of Transcaucasia, Central Asia and in Europe. For example, the Kurds are the largest ethnic group in Syria, it accounts for 10% of the total population. They suffer from discrimination, because about 300 thousand people do not have citizenship [5], although they live in Syria all their lives. They are called “foreigners,” “non-indigenous people,” they do not have elementary rights to higher education, to serve in state bodies and the army, and most importantly, they do not have electoral right [6].

The Kurdish problem at the beginning of the third millennium is becoming the largest humanitarian catastrophe on a planetary scale. We are talking about harassment and discrimination, leading to the destruction of one of the oldest ethnic groups, carriers of significant cultural heritage. The solution to this problem provides a wide range of activities for numerous human rights organizations.

Today, the Kurdish problem has become more acute. Despite the centuries-old existence of the Kurdish nation and the ongoing struggle for the creation of an independent state, the Kurdish issue remains unresolved.

So, from the moment of emergence, the Kurdish question has become one of the most difficult national and international problems, which is due to the central geostrategic position of Kurdistan in the Middle East political arena.

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THE JAPANESE PHENOMENON IN THE USE OF SOFT POWER

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The problem of "soft power" in international relations and its role in Japanese foreign policy is an interesting problem for research, given its insufficient scientific study.Due to the prevailing general attitude to the problem of "soft power" in world politics, where the phenomenon under study is considered only an auxiliary method of foreign policy and not a full-fledged tool to achieve their goals in the international arena. The need to study the use of "soft power" is caused by the ongoing shifts in international relations and world politics, which appeared as a result of the development of globalization processes, information and technological spheres. With the emergence of new actors and the rapidly changing rules of the game in the international arena, it is important for countries to quickly adapt to these rules and make full use of new tools. Thus, the aim of the study is to study the features of the concept of "soft power".

Japan's soft power policy is a very successful example of the full implementation of this diplomatic tool. In Japan, the use of soft power tools is in line with borrowing proven foreign experience, supplemented by national specifics and ultimately oriented towards the interests of national business. Innovation, culture, language and much more - all these are things that affect the political and diplomatic situation in relations between Japan and other countries. Japan is attractive not only because of its model economic development, but also thanks to its status as a leader in the field innovation e.g.. Innovation is one of the foundations of its economic model development. Both Japan and the countries of the region have repeatedly stressed that Japanese technology and natural resources of Central Asia complement each other.

It can be concluded that in its cultural diplomacy, Japan makes the most of its own cultural potential. Attracting the achievements of traditional and modern culture allows not only to build a complex, diverse image of the country, but also to attract a wider audience, since everyone, regardless of age and social status, can find something for themselves in Japanese culture. Japan actively organizes educational and academic exchanges, which allows solving several problems at once. By attracting students, researchers and professionals from all over the world, the first-class image of Japan's science and technology industry is maintained. Secondly, it

allows you to open up more to the world and open up the world for the Japanese themselves - mutual understanding between representatives of different cultures increases. The growth of global student traffic pushes Japan to become more involved in world processes, stimulates the study of foreign languages, especially English. This is fundamentally important, as Japan still has a low level of English proficiency, even when compared to other Asian countries.

In conclusion, the implementation of soft power in the diplomatic life is a multilateral and interesting process, from which you can emphasize a lot of interesting things for your own state. In fact, the only goal of soft power is the achievement of the desired economic and political results. It also has a very good effect on citizens of other countries who feel this policy on themselves. It is these ways of conducting diplomatic life that have more in the long term than whipping and propaganda of political tastes.

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THE MUSLIM BROTHERHOOD IN 21ST CENTURY

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Following the French expedition to Egypt in 1798. The centuries old distributions of power in the middle east was turned upside down. As European supremacy grew a group of Egyptian intellectuals banded together and formed a reactionary movement called “The Muslim Brotherhood”. They aimed to reform society without surrendering religious customs and what ensued was an intellectual battle for national identity that quickly transformed into an armed resistance.

The Muslim Brotherhood, founded in 1928 by Hassan al-Banna, is the world’s most influential Islamist organization. The mission of the Brotherhood is to Islamize society by promoting religious laws, values and morals. To

achieve this goal, it has long combined preaching and political activism with social welfare. The group gained legitimacy among its main constituency, the lower middle class, as the most effective organized resistance against the British occupation of Egypt (1882–1952). The Muslim Brotherhood allied itself with the Free Officers, nationalist military leaders who sought to snatch Egypt into a British-backed monarchy. After the coup that forced King Farouk to lose power in July 1952, the Military Junta, which took over the leadership and the Brotherhood, became rivals. This conflict revolved around power and ideology; The Brotherhood rejected the vision of the Egyptian military as the leader of the socialist, secular, pan-Arab movement. In 1954, a suspected member of the Brotherhood attempted to assassinate Free Officer leader Gamal Abdel Nasser. In response, thousands of suspected brothers were imprisoned.[1] Although Nasser banned the group from governing, the Brotherhood nevertheless became ubiquitous in society, building allegiance as a populist alternative to the Egyptian state, which provided neither prosperity nor prosperity and suffered repeated military defeats by Israel.

Among those arrested was a member of the Brotherhood named Saeed Qutb, who developed a doctrine of armed struggle against the regime in Egypt and beyond while writing from prison. His work has provided the basis for many militant Sunni Islamist groups, including al Qaeda and Hamas. Extremist leaders often refer to Qutb, who was hanged in 1966, arguing that non-Sharia-based governments are apostates and therefore legitimate objects of jihad.

In XXI century, the new constitution, which enshrined Islamic law as the basis for legislation, also caused controversy. Although a similar principle existed in Egypt's previous constitution, the new draft has caused concern among Egyptian liberals on suspicion that the Brotherhood will see it as a license to codify its worldview in law. Many Egyptians also feared insufficient protection of women's rights and freedoms and speech and worship, and distrusted the broad authority given to the president. The constitution was approved by a 64 percent majority in a nationwide referendum, but only a third of the electorate voted.

As millions of protesters took to the streets, the council of the Armed Forces - the same body that ousted Mubarak - issued an ultimatum to Morsi, giving him forty-eight hours to comply with their demands. On July 3, 2013, the SCAF, led by Defense Minister Abdel Fattah al-Sisi, overthrew Morsi and suspended the new constitution.

The following month, security forces reacted harshly to the seats, protesting the coup, killing more than 1,150 protesters, Human Rights Watch found. The main camp, Rabaa al-Adawiya Square, became a cry of protest against the new regime.

Thousands of group leaders and members were imprisoned, while others went into exile. The group's charities have been closed and their assets confiscated. According to Human Rights Watch, Morsi, [2]who has been on trial since his release, died in June 2019 after being denied medical care while being held in solitary confinement. It was the seventh anniversary of his election.

It is said that some members of the Egyptian Muslim Brotherhood cannot seek a vote because of political or civic participation. Thus, the group could be forced to move in a direction very different from the direction of its branches, many of which participated in parliamentary politics as socially conservative parties.[3]

Qatar and Turkey developed ties with the Brotherhood and its branches, and many members of the Egyptian group in exile settled in those countries. In contrast, Saudi Arabia and the UAE have worked to suppress Brotherhood-affiliated movements, viewing their populist appeals as an ideological rival to their absolute monarchies. They advocate widespread recognition of American terrorism. It views the disparate movements and parties in the region as if they were all part of a monolithic organization, when in fact the influence of the original Egyptian organization on the diffuse network has diminished, officials and experts say.[4]

Following Sisi's visit in April 2019, the White House ordered national security officials to pursue the terrorist appointment of the Muslim Brotherhood. Even a narrower approach to defining only the Egyptian branch can have far-reaching consequences and provoke legal action. The move, according to former US officials Daniel Benjamin and Jason Blazakis, would subject hundreds of thousands of supporters to potential US sanctions, alienating the UN and the European Union - which have long followed US appointments - and "providing cover for the Sisi government to expand brutal repression."

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Muslim Brotherhood supporter holds a banner saying: «Islam is the solution» (2005) IMAGE COPYRIGHTAFP image captionThe Ikhwan's most frequently used slogan: «Isla [Електронний ресурс]. – 201. – Режим доступу до ресурсу: https://www.bbc.com/news/world-middle-east-12313405.

THE ROLE OF SWITZERLAND IN ENSURING WORLD PEACE AND SECURITY

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During the Cold War, the Swiss Government adhered to the traditional understanding of security, which was limited to the military and political sphere. The concept of the common defense, which was officially adopted in 1973, provided fora build-up of military capacities of the state in order to prevent attempts to put pressure on the Confederation through intimidation, protect its national interests and pull back possible armed attacks that threatened its security. In subsequent years the international situation has evolved considerably.

The priority of the modern Swiss peace policy is the new conflict prevention as well as the prevention of recurrence or deterioration of existing ones. Neutral Switzerland is in demand as a patron power: in particular, it represents the mutual interests of Georgia and Russia, which have not had direct diplomatic relations since 2008. Swiss diplomats also serve as intermediaries. Thus, M. Ambühl promoted the signing of the Zurich Protocols (2009), which marked the beginning of the normalization of relations between Armenia and Turkey. Another area of good offices is promoting dialogue, in which a third party provides only logistical support, not taking part in the negotiation process itself. In 2004, Bürgenstock (canton of Nidwalden), and in 2016–2017 - Mont Pelerin (canton of Vaud), Geneva and Crans-Montana (canton of Valais) have become platforms for exploring ways to resolve the Cyprus conflict between Greece and Turkey [1].

One of the most important elements of building peace is work to prevent mass atrocities such as the Srebrenica massacre in July 1995, which claimed the lives of more than 8,000 Bosnian Muslims. Therefore, in 2013, the representatives from Switzerland, Australia, Argentina, Denmark, Costa Rica and Tanzania, as well as a number of organizations, agreed to strengthen and expand preventive measures at the national and international levels.

This meeting gave rise to the Global Action Against Mass Atrocity Crimes (GAAMAC), which opened its office in October 2017 in Geneva [2].

With regard to disarmament, the Confederation has always been at the forefront: the Protocol for the Prohibition of the Use in War of Asphyxiating, Poisonous or Other Gases, and of Bacteriological Methods of Warfare was signed in Geneva (1925). They held the Conference for the Reduction and Limitation of Armaments (1932–1937), as well as a number of international forums under UN auspices (since 1960), including the Conference on Disarmament (since 1979, but since the late 1990s there has been no significant progress in its work) [3]. Switzerland is a party to all international agreements on the non-proliferation of weapons of mass destruction and conventional weapons and participates in all international arms control regimes.

Today, the implementation of the Confederation's policy in this area is centered around three Geneva centers. The Center for Security Policy, founded in 1995, provides training courses for Swiss and foreign public officials, including the Partnership for Peace programme. The Geneva International Centre for Humanitarian Demining (GICHD), which opened in 1998, has hosted the secretariats of the Ottawa Convention of the Prohibition of Anti Personnel Mines (since 2001) and the Oslo Convention on Cluster Munitions (since 2015). The Center for the Democratic Control of Armed Forces, which began operations in 2000, works extensively with the UN, OSCE, EU, OECD and NATO. In 2011, the three Geneva Centers joined the Federal Department of Foreign Affairs, and in 2014 they moved to the House of Peace (Maison de la paix), a new international complex built to facilitate the exchange of experience and the discussion of foreign policy, security policy and peace policy. It also hosted the Geneva Disarmament Platform (GDP) in 2016, a non-governmental association aimed at cooperation outside the formal political framework. In addition, the Spiez Laboratory (canton of Bern), which carries out research in the field of nuclear, biological and chemical weapons and contributes to the safety of humans and the environment, has retained its significance since World War I [4].

Respect for human rights is the most important prerequisite for the safe and stable development of society and the state. It contributes to reducing international tensions and violent extremism, poverty and refugee context, as well as sustainable development. Human rights are codified in detail in declarations, conventions, covenants, constitutions and other documents, but they are constantly violated. Until recently, the lack of human rights monitoring caused such violations. Therefore, at the initiative of Switzerland, the UN Human Rights Council opened its Geneva headquarters in March 2006 [5]. Unlike its predecessor, the UN Commission on Human Rights, the Council excluded the membership of states that systematically violate human

rights, and also launched a mechanism for conducting universal periodic monitoring of compliance with human rights by member states.

Since the early 2000s, Switzerland has maintained the tradition of providing good offices. The state seeks to bring the warring parties at the negotiating table, helps to build peace, including reconciliation and justice, prevent radicalization, outbreaks of violence and the spread of terrorism; all these activities help prevent conflicts from being resumed. The Confederation supports the disarmament process, strengthens humanitarian dialogue and cooperation, as well as participates in initiatives to modernize international law in accordance with modern realities.

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THE ROLE OF MEDIA IN HYBRID WARS: UKRAINIAN EXPERIENCE

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The rapid development of technology has dramatically changed the information environment we live in. The capabilities provided by information technology allow anyone to capture, edit and share information, images and videos in real time, regardless of whether traditional media report any events. This gives everyone the opportunity to become an actor in the information process and potentially distribute messages to audiences of unlimited numbers and sizes around the world. It is worth noting that governments and traditional media are no longer the most important players in the information

space; now, they must compete for keeping their spot among all other actors in the media. Mass media is one of the types of media, the main purpose of which is the simultaneous influence, i.e. the transfer of information to a large group of people.

Mass media is believed to be the main channel of transmitting and reproducing information by such means as television, radio, the Internet, and the press (newspapers, books, magazines). In addition, the term "media" can be applied to organizations that control the above means, i.e. publishing houses and television channels. Since 2013, the mass media have become the Kremlin's main "weapon" for spreading propaganda and disinformation about Ukraine in the world.

Media arise as a result of standardization and mechanized mass production, in particular the invention and improvement of book printing. Mass media in the modern sense of the means of communication, related to electrification and electronics, emerged in the first half of the XX century, namely, this applies to radio and television. In the 1980s, "new media" emerged related to the use of Computer technology and networks, including the Internet. Modern mass media is deeply integrated with computer networks of Web 2.0 technology, where there are many equivalent centers with numerous connections. They are characterized by high fragmentation, which offers consumers a choice - what information and when to consume.

Today, mass media occupy one of the main places in the development of international relations, because it is the main conduit for the transmission of information in society. The main efforts of mass media are aimed at covering important social and political events, discussion, and critique of various processes and phenomena. On the other hand, mass media may pursue more pragmatic, material goals - to make a profit from publishing articles. Both politicians and some government agencies can sponsor "ordered" materials. In this case, mass media, in search of sensations to raise ratings, widely use the means of propaganda to influence society. This is confirmed by fake photos, articles, and interviews published by the Russian media. The Kremlin's main "weapon" in the hybrid war against Ukraine is Russia and Russia 24 TV channels, which fully comply with state orders. In addition, such TV channels as Channel One, TV Centre, Russia Today are under the influence as well.

One of the main initial conditions of hybrid war is the impossibility of fully establishing a responsible force, and/or collecting and further submitting incontrovertible evidence to the court. Information warfare today is an integral part of modern society. By denying or distorting the facts, one can easily manipulate the population and persuade politicians. When analyzing mass media as a participant in world politics, the following problems can be

identified:

1. The problem of subjectivity - it is necessary to understand whether mass media act as a simple mediator in the reproduction of political communication, an ordinary "performer", or a full-fledged actor, pursuing their own goals.

2. Different degrees of participation in international information exchange - mainly due to the affiliation of the media to different national centers with their political and cultural specifics.

It is becoming clear that today mass media can not only focus public attention on important events but at the same time create a new reality and make adjustments to the development of international relations.

Modern mass media in hybrid war are characterized by the following indicators [1]:

• Speed. Social media provides the ability to spread information quickly and in large volumes. The biggest impact can be achieved in a very short time. A new information environment is a controversial environment in which all participants compete to be heard. Any hesitation causes others to tell your story for you. Thus, the words of one person can be interpreted in favor of another, which contributes to the spread of disinformation and depicts the wrong impression of certain events.

• Anonymity. Anonymity on the Internet allows people to express themselves freely without taking responsibility. Anonymous users can manipulate the audience by creating visual and textual content, spreading fake information and rumors, or attacking other participants in online discussions with impunity. Anonymity also contributes to the spread of "Kremlin bots" on various information websites, social media where they create posts and write comments that compromise the image of Ukraine in the eyes of ordinary citizens. Such comments have a certain pattern - every time some events in Ukraine were mentioned, there were mass attacks in the comment sections of news articles, blog posts, etc. An unprecedented number of comments from "Kremlin bots" have led researchers to believe that this activity is somehow synchronized. Reports on the same incredible number of comments came from many countries (including Finland, Poland, Germany, USA, UK, and others).

• Large amount of information. The amount of information that is exchanged around the world every day is extremely wide. Some of this information can be critical to a wide audience (danger warnings, traffic information, etc.), while much of it can only be of interest to close friends and relatives of a social media user. With an incredible daily flow of information, tracking and distinguishing between useful information and unnecessary information or disinformation becomes more difficult. This phenomenon is

typical not only for social media but also for online sources of print media. For example, during the events of February-March 2014, the news feeds were full of news, so among the authentic messages approximately one or two of them were propaganda actually and the reader would perceive this information as real, without even analyzing it, because his consciousness was already under the influence of rapid information flow.

Mass media and propaganda of the Russian Federation had been working against Ukraine during the so-called preparatory period, focusing on traditionally pro-Russian industrial regions of Ukraine (which also had close economic ties with Russia), as well as certain target groups in the Central, Northern and Western regions of Ukraine. Among these groups of citizens were: civil servants, the elderly, intellectuals and artists. Russia's presence on social media was also significant (primarily the most numerous and most popular social networks in the post-Soviet space, Odnoklassniki and VKontakte), where various thematic groups and communities were created, as well as pro-Russian messages were published. The Russian Federation began testing and improving its technology in 2010, during internal election campaigns. Cyber activity in the preparatory phase was minimal; however, it intensified significantly during the Euromaidan, when quasi-independent hacker groups such as CyberBerkut acted in the interests of the previous political regime in Ukraine and the Russian Federation. The information media component of the hybrid war has become relevant for all Russian aggression in its active phase. Relying on many years of preparation for the informational and psychological "brainwashing" of Ukrainian citizens, Russia has managed to significantly disorganize Ukrainian society at the early stages of aggression. The Russian campaign included a partial buyout of Ukrainian media (local and national), the use of strategic content (books, series, films, pseudo-scientific and scientific research, etc.), and an active campaign on social networks. In addition, the enemy has used and continues to use methods of electronic warfare, seizure of telecommunications equipment directly in the conflict zone, as well as carried out partially successful cyberattacks on public authorities or facilities critical to infrastructure [2].

In conclusion, it is worth noting that a significant contribution to the system of combating hybrid aggression is adjusting one's own strategy for working with society to form public opinion through state and media-oriented media, as well as proving the country's position at the international level. The effectiveness of any state power is directly dependent on the content and methods of communication and information transmission, both within the authorities themselves, and on the content and methods of involving citizens in government decision-making processes. Under such conditions, the functions of the main subjects of information and communication activities

also change, as social interaction has a two-channel character and is carried out vertically and horizontally at the same time. However, despite the greater efficiency of direct information communications, public opinion in society is formed primarily under the indirect influence of mass media [4].

The activity of such a system should be provided with appropriate legislative, organizational, financial, methodological, and logistical support from the state. The principles of information security are specified in the "Doctrine of Information Security of Ukraine" from 2014 [3]. Accordingly, for the effective use of the media in order to protect the national interests of the state, the following should be implemented: state support for domestic producers of information products, information, and telecommunications equipment, information security and cybersecurity, national telecommunications operators, and information security structures, in particular by creating regulatory, financial, fiscal and other prerequisites for increasing their competitiveness in the global and national markets of information and telecommunications services. It is necessary to establish mandatory requirements for the protection of information processed in the telecommunications networks of critical information infrastructure, regardless of ownership, protection, and control over their observance.

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MEDITERRANEAN AND EUROPEAN DIRECTIONS OF SPAIN'S FOREIGN POLICY

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The Middle East and North Africa region has always been one of the priorities of Spain's foreign policy. Spain's political scene in the late twentieth and early twenty-first century is a constant rivalry between political parties and blocs. Particularly, characterizing the policy of Jose Maria Aznar, who was Prime Minister of Spain from 1996 till 2004 from the People's Party, it is possible to note the special aspiration of activation of Spain's participation in EU, NATO, UN and other international organizations. Meanwhile, Euro-Atlantic relations and Spanish-American relations became an absolute foreign policy priority.

The main contours of Spain's modern foreign policy were shaped by successive parliamentary cabinets.

These governments have increased Spain's role and prestige in the world as a result of their effective action. The country has become an economically and politically advanced democracy with a generally consistent foreign policy.

The foreign political course during the democratic transition was based on a great cohesion within Spanish society as well as broad consensus on international relations.The country's integration has contributed to the serious economic boom of the state, the so-called Spanish Miracle [1].

Spain, acting as a Eurooptimist, has a critical attitude both to the German concept of a hard core (not the accession of new members, but the rallying around the current European leaders, i.e. Germany and France themselves) and British idea of free accession by any country only to agreements considered suitable for it. The Spaniards are in favor of sufficiently flexible and open forms of integration within the EU, both of which, from their point of view, are already in place (the Schengen zone, the euro-army, the European monetary system).

A number of serious studies have been released by Spanish and other foreign authors on the problems of Spanish foreign policy, its orientation, goals and priorities in recent decades. A number of Spanish researchers who have written about the history and foreign policy of Spain include J.M. Armero, R. Bassols, A. Viñas, I. Gonzalez, J.A. Ituryaga de Barberan, R. Cotarelo, J.A. Martínez and others.

Spain's foreign policy and global relations are in harmony with the

general international behavior of the European Union and its most important member states. Only small adjustments can be found in some concrete scenarios and peripheral problems. These make Spain a "different" country.

Spain has essentially followed a traditional line in its foreign policy, excluding the issue of excessive emphasis on the pro-Atlantic vector, that was clearly observed under J.M. Aznar. The foreign policy strategy of the Spanish socialists, under J.L. Rodríguez Zapatero, deviates in some respects from the conservatives [2].

However, new Spanish leadership intends to continue Madrid's equilibrium partnership with the United States and European powers. Spanish advocates ensuring the leading role of the UN in global affairs as an efficient multilateral mechanism for dealing with key global and regional problems. Continuously maintaining the continuity of foreign policy approaches, Spain's government views NATO as a key element of Euro-Atlantic security [3].

The state takes the first blow from the instability of the Moroccan regime, ravaged by ethnic conflicts, poverty, lack of freedoms, and pushes many Africans to desire a path to Europe through the "Spanish door. Moreover, Spain is an Atlantic country, which raises its status on the geopolitical map of the globe as a strategic target. Although, following the period of Spanish colonial strength and the rise to prominence of more economically advanced England and France, Spain took a marginal position in Europe.

Spain aims to synchronize relations with the foreign policy of the Community, operating within democratic framework, which is defined as a policy of "civil state", "civil state" (note that in Spain "civil state" is understood as an association of individuals. The rights of every citizen of the civil state are protected by law. Spain assumed a passive position in the system of international relations, with comparatively little political weight, compensated by the moral prestige that enabled it to mediate in international dialogue. In this way, Spain's involvement in the complex of integration processes in NATO and the EEC turned the state into a full member of the international community and a medium-sized state with an extended international relations network. International political marginality passed from weakness to dignity.

So, Spain has always been assigned a special position in the relationships regulation between various regional forces.Currently, Spain has diplomatic relations with almost all the countries of the world that are part of the United Nations and are recognized by the leading countries. The pronounced strategic defense function has been substituted by an intermediary function to solve a wide range of problems with the Muslim world bordering Europe.

In this sense, modern Spain, having emerged and developed under the strong influence of European, Roman, Arab and Jewish cultures trying to solve migration issues in a civilized way is an ideal mediator in the development

dialogue between the Islamic and Christian worlds.Thus, the country's foreign policy is truly multidimensional. Spain manages to achieve a high degree of involvement in international activities that are truly essential to world politics.

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GLOBAL CHALLENGES AT THE BEGINNING OF THE TWENTY-FIRST CENTURY

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Keywords:globalization, regionalization, convergence, transformation processes, terrorism, ecology.

Global Challengeschanged completelyat the Beginning of the Twenty-first Century. The emergence of new threats and challenges has forced the governments to a review traditional approaches of security issues. [1, p.112]. The peculiarity of the conditions is that the dominant global threat to peace and the interests of the superpowers has been replaced by a huge number of potential threats of a smaller scale, but at the same time quite serious in their consequences for stability, which affects the interests of many states, as well as members of the European community

There are many classifications of threats depending ondifferent criteria. Most scholars distinguish by the criterion of the nature of threats: political,military, economic, social, cultural, environmental and ideological [2, p. 177-178].

Main of them:

• the threat of a world nuclear war;

• a growing gap in the level of economic and cultural development;

• economic and cultural backwardness of Asia, Africa and Latin America;

• the problem of hunger and poverty;

• limited natural resources necessary for the further economic

development;

• environmental problems;

• growing demographic problems [3, p.17].

We will dwell on some of them in more detail. Globalization can be defined as the spread of the European system throughout the world and its transformation into a global system. The UN Development Conference defines globalization as the emergence ofinternational organizations, whose mission is to manage an extensive network of actions and transactions [4,with. 5].

Defining globalization as a long-term process involves the transition to a globalstate of the world, in which interdependent networks operate on top of traditional interstateborders. This new global system is also inseparable from global governance,and the world community must take collective responsibility in different areas.

Political globalization requires an acceptable form of overcomingtype of non-interference, which is accompanied by the introduction into the world practice of new one's peacekeeping mechanisms. This requires special peacekeeping operations and internationaldomestic sanctions against certain inhumane regimes.

Thus, in a globalized world, it is no longer a matter of limited nationalities.

Globalization leads to the emergence of new forms of governance. In the understanding of building up common, cross-cutting transnational dimensions and spaces, the world is global; but we must take into account the fact that the advantages of such globality are enjoyed by some (the more developed European leading countries), while the costs are borne by other countries. Politics should be recognized as one of the integrating factors that binds the destinies of peoples and prepares historical perspective for mankind. If politics is the production of power, then global politics associated with the production, distribution and redistribution of power on a global scale.

The creation of TNCs and international organizations contributes to globalizationAlthough globalization does not mean the final decline of the modern state, many analysts have concluded that the distribution of power within the international system is becoming more extensive. The new system of power relations is characterized by a pluralism of power`ssources. The nation-state is just one such source. It no longer controls all processes on its territory. An important trend in world politics that appeared at the turn of the twentieth and twenty-first centuries is the privatization of state functions associated with the use of military force.In the era of globalization, international regimes can act as independent factors of international relations, general principles, norms, rules and decision-making procedures. In the modern world, the economic and information aspects of security are becoming

increasingly important. Economic crises in the context of the globalization of the world economy destabilize the economy in a matter of hours. Catastrophic consequences of problems in the functioning of information networks are possible, since information has acquired the qualities of an integral decisive political and social factor. [5, p. 18].

It is important to emphasize that most security threats are political. In addition to threats posed by natural phenomena, political for example, emissions from enterprises, land pollution, and the purchase of weapons are of a specific naturemass destruction and intercontinental missiles, etc. [6, p. 25].

The security analysis model in the context of threats still requires certain clarifications and amendments. Threats are often negatively assessed and perceived as a very broad group of phenomena. However, some of them are not real threats, but challenges to the security of individual states. If we do not respond in time, they can transform into threats to the security of entire nations and states and negatively affect the formation of world security. An objective definition of threats presupposes a clear understanding of the parameters, outside of which a certain phenomenon loses the possibility of self-regulation and requires external intervention to maintain the stability of the social system for leveling the threat factors [7, p. 181].

Conclusions. The study shows that before all countries of the world, international security is on the agenda in determining the survival strategies of the modern generation. The consequences of global processes negatively affect most countries of the world, and global warming is already turning unstable regions of the planet into zones of armed conflicts over natural resources. Therefore, confronting the global challenges of the 21st century should be carried out not at the expense of discrimination, but implemented in accordance with various factors.

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SITA– THE WORLD LEADER IN AVIATION TELECOMMUNICATIONS AND THE LEADING IT PROVIDER FOR AIR TRANSPORT LEADER

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Keywords: information organization, aviation, telecommunications, It-service, aviation industry.

Throughout the world, almost all airports and airlines operate with SITA- Swiss Multinational Information Or-ganization, and their mission is to support their operations.

As the world's leading expert in information technology and communications in air transport, we strive to meet the needs of the aviation industry 24 hours a day, 7 days a week.

SITA is the number one provider of integrated business and communications solutions for the aviation indus-try. SITA works closely with each sector of the air transport community to innovate develop and manage business solu-tions in the world's extensive network, complemented by advice on the design, deployment and integration of IT solu-tions.

In real-time using information processing dedicated public network lines for the first time to start with SITA. Swiss Multinational Information Organization, which represents telecommunications and IT services in the aviation industry. The original name is «SociétéInternationale de TélécommunicationsAéronautiques». This Organization was established in 1949 by 11 airlines in the form of a cooperative providing airport-to-airport communication and telecommunications development.

SITA services at airports focus on full integration of technology systems at airports. As a result, organization helps airports cooperate with all stakeholders, from airlines to concessionaires, to increase efficiency, maximize passenger satisfaction and improve financial performance. SITA has a unique understanding of the complexities of day-to-day airport management, and our solutions include technologies such as business analysts, short-range communications (NFC).

A passenger management solution for 5,500 check-in kiosks combined with more than 30,000 CUTE work-stations deployed in more than 382 airports around the world record more than 1.3 billion passengers baggage man-agement solution: SITA luggage systems are installed at more than 70 major airports around the world, including Am-sterdam, Barcelona, Cairo, Chicago, Hong Kong, Istanbul, Singapore and Toronto.

Airport Operations: SITA Airport Management provides greater control over airport operations, simplifying their complexity and increasing profitability. Today, 25 airports use SITA solutions for digital sound, and 90 airports and operators use SITA solutions for resource management and operational airport database (AODB).

SITA- Border Management is the most comprehensive solution available on the current market. From the provi-sion of travel information (iBordersTravelerData) and the analysis of complex risk assessment datasets (iBordersRisk-Management) to ensuring full situational awareness of each aspect of border operations (iBordersBorderOpera-tions)iBorders allows governments to transform border security and ensure border security. The country remains open to legal travel, tourism and trade. The iBorders portfolio is the most common border security portfolio currently available worldwide and deployed in 23 countries.

AIRCOM- SITA air traffic control services allow air traffic service providers (ATS) that implement data transfer programs to connect to the AIRCOM network, providing data and voice communications to SITA AIRCOM clients' aircraft. More than 1,500 customer aircraft use advanced avionics of the future air navigation system SITA, which al-lows pilots to use the data channel instead of voice.

SITA offers a wide portfolio for the air transport industry, including: Managed by global communications, in-frastructure and outsourcing services. Value Added Network Services: SITA provides communication services to the world's largest global network in more than 200 countries, supporting more than 3,200 customers 24 hours a day, 7 days a week. 95% of all international destinations are covered by the extensive SITA network.

In conclusion, we can say that, SITA offers IT solutions to airlines, global distribution systems, major travel man-agement companies, Internet portals, railway companies and government border management agencies.

Infrastructure and communication solutions: SITA airport coverage through a common MPLS at more than 350 airports, and an aggregated private MPLS, deployed at 180 airports, allows the use of Wi-Fi and Gatelink. 64 airports are connected to AirportHub Wireless, and 400 airports share a common infrastructure.

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AMERICAN MODELS OF CONFLICT RESOLUTION IN THE CONTEXT OF MODERN INTERNATIONAL RELATIONS

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Keywords:political conflictology, resolution, international relations, negotiation, society, models.

International conflicts have become one of the leading factors of instability in world politics. They are increasingly becoming a sign of growing chaos in internationalrelationship. Their number is growing steadily around the world.

At the same time, there is a continuous evolution of the conflicts, during which their internal structure becomes more complicated and new forms arise, such as: civilizational, ethnopolitical, ethno-confessional conflicts, which are little affected by traditional instruments of political regulation. In addition, modern conflicts are becoming a point of intersection of the interests of the world's largest actors, including the United States. [1, p.22]

The United States of America remains the main state-distributor of ideas about the democratic structure of the state, about the protection of the rights and freedoms of citizens, about civil society, about the law as the highest value for all. And under this aegis, the United States often acts as direct mediators in the course of resolving a number of international conflicts. Even in moments when the national interests of the United States are aimed at supporting one of the parties to the conflict, they try to show that they support both parties to the conflict in order to be in partnership with everyone, gain recognition from everyone and maintain their status as a leading country in the world.

That is why, we can say that the description, characteristics and

assessment of theoretical models of political conflictology in the United States and their application in the framework of practical political conflictology directly associated with foreign policy activities are of great importance not only for this country, but also for the entire system of international relationships in general.

Considering the American models of managing international conflicts themselves, it is worth highlighting two models that directly oppose each other in content. Moreover, it should be noted that the authors of these models not only influenced, but often predetermined the foreign policy of the United States. Therefore, we can say with confidence. that it was these models that became one of the fighters that influenced not only US foreign policy, but also relations between countries on the international arena.[2]

The negotiation and compulsory models for resolving conflict situations used by American theorists and practitioners are directly linked to foreign policy activities, and form the basis of US foreign policy.

The negotiation model, which was developed by AnatolRapoport, Roger Fisher, William Urey and others, is based on the peaceful solution of international conflicts. The parties to the conflict should try to look for opportunities to respect their interests and, if necessary, be ready for certain compromises that do not violate their basic interests, but at the same time avoid opposing positions, which provokes escalation of the conflict. The model focuses on the equivalence and equality of the conflicting countries and brings them to the status of partners. [3,p.9]

The compulsory model, the most typical representative of which is the economist Thomas Schelling, on the contrary, focuses efforts not on finding a compromise, but on defending one's position and choosing behavior that will ensure victory. It cannot be said that the coercive model completely excludes compromise as a tool for resolving the conflict, but understands it in a peculiar way - either to conduct military operations in a way that minimizes this damage, or to contain the enemy with the threat of war without starting it.[4,p.18]

Today, indeed, the settlement of almost all international conflicts is taking place under the auspices of the United States. But, in spite of this, the American authorities should still update the existing models and develop a more modern scheme for influencing such situations.

American scientist David Callahan calls on the United States to revise the existing models of managing international conflicts and develop common guidelines on the basis of which the United States will take a certain position and make a useful contribution to the process of resolving international conflicts. According to him, conflicts in the modern world are mostly territorial in nature.And at the heart of territorial conflicts are two mutually exclusive principles of international law - the principle of territorial integrity

and the right of peoples to self-determination.And supporting the principle of the right of peoples to self-determination, turning a blind eye to the territorial integrity of states, can lead to endless chaos in the world. [5,p.37]

Conclusions.Modern conflicts require the world community not only to search for new approaches and ways of influencing them, but also to form new paradigms for managing them. Such a paradigm today can only be the concepts and models of conflict management using technologies of information and psychological impact, based on cultural and civilizational traditions.

The balanced policy of American diplomacy in resolving international conflicts, a selective approach to the agenda of bilateral relations delays the peace process and requires a reassessment of the approach, the position of American diplomats in order to achieve concrete results.

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THE SWEDISH MODEL OF NEUTRALITY POLICY: AN EXPERIENCE FOR UKRAINE

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Considering the Swedish model of a “neutral” state as an experience for Ukraine, it should be noted that Sweden belongs to the small group of countries that build their foreign policy on the values of human rights, democracy and international cooperation.International law and democratic values are key principles that determine Sweden’s interests in relations with other countries.

Sweden opposes isolationism and selfishness in international politics.

According to the Swedish Foreign Ministry, Swedish foreign policy must remain active, fearless and constructive.At present, the main priority of the government's foreign policy is to preserve a principled and cohesive European Union, Sweden's "most important foreign policy arena."

The Swedish economy is currently one of the strongest and most stable in Europe. Sweden is an active member of the European Union, which gives it options and opportunities to solve its economic problems.

Since independence, Ukraine has not joined any economic, military or political union, trying to meet the new challenges facing it in the military, political and economic spheres. At present, the country, as at the beginning of independence, is at a crossroads.

The current level of political contacts between Sweden and Ukraine is slightly lower than when the Swedish Foreign Ministry was headed by Carl Bildt. As one of the initiators of the Eastern Partnership, he devoted much of his attention to Ukraine, the largest country of the initiative.It is through his efforts that Sweden has become one of Ukraine's main advocates and mentors on the path to European integration, countering attempts to question Ukraine's European future in Kyiv or Brussels, as well as in Moscow.

To pursue an effective policy of neutrality, states also need a strong and capable army that can defend the "position of neutrality" of their state at any time.And here, too, Ukraine and possible supporters of the "neutral" status of our state may be disappointed. And the main one among them is the extremely insufficient funding of the Ukrainian army.

Thus, analyzing the Swedish model of a "neutral" state: experience for Ukraine, it should be noted that today Sweden continues to provide significant assistance and support to Ukraine, but it should be noted that the latter has somewhat lost its priority status in Swedish foreign policy.The Eastern Partnership remains important, especially in the context of security and peace promotion in the region, but its future remains uncertain. In recent years, Stockholm's main focus has been on solving the EU's internal problems and global development.At the same time, Kyiv is focusing its main efforts on other areas, not forgetting its strategic friend in the North.

Sweden has a number of military, economic and geopolitical principles of its policy of neutrality. In fact, Sweden can afford to pursue a policy of neutrality due to its economic development and geopolitical location.Another issue is Ukraine. Unable to adequately fund its own path of neutrality, and having a contiguous maritime and territorial border with Russia on its side, Ukraine must develop elements to guarantee its territorial integrity.As a result of this issue, the only effective guarantee of Ukraine's territorial integrity is NATO integration.

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PARAMILITARY FORMATIONS AND THEIR ROLE IN THE SYRIAN CIVIL

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Non-state actors are being increasingly involved in modern wars. The practice of using private military compa-nies, as well as various paramilitary formations, such as the people's police, militia, and volunteer battalions in wars and combat operations is expanding. In the fight against regular military formations, non-state players preferably use the tactics of asymmetric warfare.

Paramilitary contingents should be seen as a new type of organized violence that is occurring in the most devel-oped countries. The paramilitary organizations' activities are evident in almost all modern conflicts. The increase in delinquency and organized crime is parallel to the increase in private security and social cleansing operations, which encourages the development of paramilitary formations.

Paramilitary forces occupy an ambiguous place between civil society and the state, which makes the border be-tween the military and civil spheres difficult to define. The existence of paramilitarianism is one of the most important mechanisms that allows the country to maintain its reputation as a democratic one, despite that repression, terror and the armed forces are constantly used against the civilian population.

Syria is the most striking modern example of a state where the paramilitary organizations actively functioning is Syria. Paramilitary groups play a key role in the Syrian conflict, mostly on the side of the ruling regime. Since the begin-ning of the conflict in Syria, the number of pro-government paramilitary organizations has increased rapidly, signaling further

decentralization of state power. Based on the study of the Syrian conflict, the conclusion may be reached that the use of paramilitary forces was the main manifestation of the repression of the Bashar al-Assad regime against the population.

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SOCIAL NETWORKS AS A TOOL OF POLITICAL MANIPULATION AND PROPAGANDA

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Propaganda as a means of purposeful formation of the social worldview has existed throughout human history. With the rapid development of the global information society and the widespread use of information and communication technologies on the Internet in all spheres of life, electronic media have taken on a significant function in shaping people's worldview, establishing their values, views, beliefs and preferences. In the realities of modern information wars, social networks are actively used to carry out purposeful propaganda influence on citizens. Examples are: the Israeli–Palestinian conflict, the conflict between Ukraine and Russia; revolutions in Syria, Egypt, Tunisia. Social networks also act as organizers, coordinators of certain types of actions, protests, etc.

The use of social networks in modern conflicts and wars is due to a number of conditions:

1. Openness and easy access to the network;
2. Lack of sufficient control over user actions;
3. Social media is user-based: In some social networks, the users create their own content entirely, and they can express their unique point of viewby controlling the shared content. In other words, social media is both

a receiver and a transmitter. An important point is that social networks have become an alternative to media,and occupied an important place in the life of modern man.

4. Social media is community oriented: Social networks can create online communities by bringing together people with common views and interests. The community pages that people open over any subject allow people to create, share and discuss a variety of information.

5. Social media allows the establishment of social relations: Social media platforms bring together people from different languages, religions and ethnicities, allowing social relationships to change.

6. Social media has an emotional aspect [1].

Governments use the media to disseminate their opinions, positions, and views; try to maintain some communication both domestically and internationally. And it is social networks that are a convenient tool for such communication. In general, it has been proven that it is not only citizens or aggressor states that use social networks to carry out political manipulation. Such practices have been adopted by both numerous states and local politicians. In 2019, according to US researchers, evidence of organized manipulation with the use of social media was found in 70 countries, while in 2018 there were only 48 such countries, and in 2017 - 28 [2].

CMs have the characteristics of the media, as they shape the opinion of Internet users through technical devices (mobile devices, computers). There are a number of features of communication made with the help of social networking technologies: virtuality, interactivity, hypertextuality, globality, creativity, anonymity and mosaicism. All of them make such communication, on the one hand, global and accessible, and on the other - uncontrolled.

Social networks have a number of dangers, as they are an online resource where users are free to create and distribute content. Such dangers can be: intentional creation of negative and false information for profit; open dissemination of confidential information; prohibited content (violence, murder); cybercrime, cyberterrorism; bullying (intimidation, threats, harassment); dependence on social networks in general, etc.

With the development of socio-communicative technologies, information flows in the world network are increasing, the analysis of which must be carried out in order to conduct timely and effective counter-propaganda. Counter-propaganda should include not only monitoring of current information attacks, but also clearly know the vulnerabilities that the enemy usually hits and the ways to protect them from destructive influence. [3]

Thus, in the modern world of information technology, social networks have become an important part of any political and social process. Due to their openness and easy access, as well as ease of use, social networks have become

a direct threat to the strengthening of manipulative, psychological influences from cyberspace. Information oversaturation makes us weaker in the critical perception of information, and the use of viral marketing in modern media contributes to increasing resistance to propaganda and misinformation. The topic of using social networks for political manipulation opens up a wide range of political or psychological research in modern society.

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EUROPEAN INTEGRATION OF POLAND, SIGNIFICANCE FOR UKRAINE

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Key words:integration, experience, econimic, transformation processes, social changes, support.

The experience of European integration of the countries of Central and Eastern Europe, first of all Poland, which is an important economic partner and a locomotive of the European motion of our state acquires great importance in the context of the priority of the European way of development of Ukraine.

The failure of the communist forces in the 1989 parliamentary elections paved the way for significant changes in Poland, in particular, a radical transformation of the economic, political and social systems[1, p. 8].

The period from 1990 to 1994 was marked by the activation of reforms in the economical and cultural spheres, a change in the authoritarian demographic system, and the creation of a multiparty system. The legal framework was created, providing for the existence of the market economy and effective ownership rights regulation; macro-economic stability was

achieved, showing itself in a relative price stability, etc. Unfortunately, due to the fact that Poland was too quick to open its domestic market to goods from the EU, the state faced a growing foreign trade deficit, thus leading to negative consequences[2].

Official negotiations over Poland's accession to the EU took 57 months and were carried out in 29 areas. Moreover, the parties managed to reach a consensus on most of them relatively quickly. It testifies to considerable dependence of conditions of joining the European Union from skill of negotiating by the country-candidate. However, this proves that the Ukrainian government needs to prepare thoroughly [3].

It launched a systematic dialogue between Poland and the EEC, which promoted social changes in the country; the Copenhagen Summit of 1993, which announced that the states with which the Association Agreement was signed could become full EU members after they reached certain criteria; the submission of the official Polish application for EU membership in 1994;the beginning of official negotiations between the parties in 1998; accession of the Republic of Poland to the European Union, taking place in 2004. Over the years of integration the Polish-Lithuanian Commonwealth has focused its efforts both on changes in the domestic policy of the country (economic, judicial, institutional and other reforms), and on cooperation on regional and international levels (participation in the Visegrad Association, accession to NATO, cooperation within the framework of the Weimar Triangle, etc.) [1, p.4].

The experience of accession of our western neighbor Poland is extremely relevant for Ukraine, considering that analysis of positive and negative aspects of this process can accelerate accession to Euro-Atlantic structures.

Thus, after analyzing the integration experience of the Polish Republic, we can offer the following recommendations for Ukraine:

— Start highly qualified specialists training in adapting of Ukrainian legislation to the EU legislation in the nearest future;

— Consider a rigid and effective tactics of Poland's negotiations, without expecting any first steps from the EU structures;

— Implement amendments which would allow us to come closer to the Copenhagen criteria, particularly in the economic, judicial, and social spheres;

— Improve already existing mechanisms of institutional support for European integration, and establish a supreme Coordinating Body similar to the Polish Committee for European Integration;

— Ukrainian leadership needs to establish closer contacts within the integrative entity, and cooperation with individual member countries [2, p 126].

The importance of European integration course for Ukraine in the light of the dynamics of international relations determines necessity of

further research of specifics of Euro-integration process of Poland and other countries of Central-Eastern Europe.

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MEDIA LITERACY

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A great number of people spend on social networks more than 2 hours per day. And in general its content raises great concerns from a security point of view.

As a new tendency, information usually provokes (especially among adolescents and young people) the destruction of universal values, personal models of behavior, undermine the idea of morality and ethics. Using social networks people face with inaccurate information which forms incorrect knowledge and perceptions in the audience. This risk is one of the most common on social media. This can be any information: from distortion of news to incorrect indication of the author of any quotation. What is more, people with a lack of media literacy can be endangered with mind influence, especially in political and social spheres.

As an example we can see a very popular social platform Instagram. Here we can face with a new way of mind influence. Lots of people there share different own stories and advice on popular topics, and very often they earn money via involving followers into this information product which fits not to everyone. Looking at just beautiful pictures, followers forget about reality, begin to trust such people and consider them as role models.

The consumption of news from smartphones is growing rapidly, and this is another important trend. There is not much information on the screens of mobile devices. The reader is able to maintain concentration for

a relatively short time. On average, this is three small paragraphs. In this regard, numbers, lists, ratings have become one of the new formats of content on social networks. And this way of information perception is dangerous.

That´s why media literacy is very important gun to save yourself from deception.

In order toimpove personal media literacy and expose untrue information, people have to be advised about existing risks and threats. Moreover, it's better to concentrate a caution on one task and don't spread it to lots of topics at the same time.Using of trusted sources can help you to find qualitative information without fakes.And without any doubts, it's important not to be influenced with the information of social network people in case of no way to check it.

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SECTION «GLOBAL PROBLEMS OF INTERNATIONAL ECONOMIC RELATIONS»

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AN EFFECT OF «ELON MUSK» AS A PHENOMENON OF FAST-GROWING SOCIAL NETWORKS

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In the nowadays world it becomes harder and harder to be sure at something, to rely on your plans as because of many social instruments, media and even influencers we are under the risk for our economic stability.

Everybody has heard about the new social network – «Clubhouse» – a platform, where users can communicate only by their voice. At the moment, the platform remains closed to the general public, you can get there only with the help of friends who have already gained access to the app. It was found in spring 2020, but took the peak of its popularity on February 2021 [1].

After Elon Musk announced his performance on the Clubhouse social network, investors rushed to buy shares of Clubhouse Media Group. As a result, the company's shares in the course of trading rose by more than 100%, as the Financial Times reports [2].

The only problem was that it was another Clubhouse, and the situation was called «the Elon effect». The developer of the Clubhouse application is a private company that is not listed on the exchange, and Clubhouse Media Group is traded on the over-the-counter market under the ticker «$CMGR» and has nothing to do with the social network that Musk wrote about.

This was not the first time that investors have misinterpreted Elon Musk's words. On January 2021, the head of Tesla tweeted a short message: «Use Signal». Signal is a messenger that positions itself as secure and private. After this publication, the share price of Signal Advance began to skyrocket. As a result, in three trading days, the company's shares gained more than 5100%, and its market capitalization reached 390 million dollars. At the same time, Signal Advance has nothing to do with the mentioned messenger - the company produces medical products [3].

It is absolutely clear, that it was not the last time for «Elon's effect», but it really jeopardizes all economic laws and systems as a whole. In

addition, such statements can be made for personal gains. That is why it is quite important to search and analyze information by your own to avoid unnecessary costs.

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THE MECHANISM OF STATE REGULATION OF EXPORTS: GLOBAL EXPERIENCE

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In modern conditions, no country is able to ensure the production of all the goods necessary for the national economy and population. Participation in international trade is recognized as objectively necessary and inevitable. World trade is traditional and the most developed form of international economic relations. According to some estimates, trade accounts for about 80% of all international economic relations [1].

For the national economy, participation in international trade takes the form of foreign trade. Foreign trade is trade of one country with others, which consists of paid exportation (exports) and coming-in (imports) of goods and services.

For the first time the policy of free trade was defined by A. Smith in his "theory of comparative advantage". A. Smith argued that "exchange is favorable for every country; every country finds in it an absolute advantage." Adam Smith's analysis became the starting point of classical theory, which is the basis for all types of free trade policy.

R. Torrens in "Essays on Foreign Trade in Grain" (1815), as well as D. Ricardo in the research"The Beginning of Political Economy and Taxation" (1817) derive the classical theory from hopelessness. They show in which limits an exchange between the two countries is possible and desirable,

highlighting the criteria of international specialization.

It is in the interest of each country to specialize in production in which it has the greatest advantage or the weakest weakness and for which the relative benefit is the greatest, and their considerations are reflected in the so-called principle, or theory, of comparative advantages.

A lot of researches define the following stages of international trade development:

I - initial (from the XVIII century to the first half of the XIX century). The main role in the world market during this period has the Great Britain, whose share in world export was 25%.

II - second half of the XIX century - the beginning of the First World War (1914). On the eve of the First World War, the 11 most developed countries (Britain, Germany, France, USA, Italy, Japan, Belgium, the Netherlands, Sweden, Switzerland, Canada) provided more than 55% of world exports, while their population was only 20% of the world .

III - the period between the two world wars (1914-1939). There was a significant reduction in world trade (In 1937 the volume of world trade was 2 times lower than before the crisis of 1929; at the beginning of World War II, exports were almost 1.5 times lower than in 1913.

IV - post-war (50-60-ies). The post-war stage of international trade was also called “gold” - during this period 7% of annual growth in world exports was achieved. V - modern (since the early 70’s). “Newly industrialized countries” were able to achieve significant changes in the restructuring of their exports. Thus, the share of industrial exports of developing countries in the total world volume in the early 1990s amounted to 16.3%.

The role of the state in international export nowadays is to introduce perfect methods of the foreign trade economic mechanism, which will provide an opportunity to overcome inconsistencies in the foreign economic activity of economic entities systematically.

The use of a tool to regulate international trade has certain consequences both for the market of this product and for the economy as a whole. Therefore, it is very important to determine which of the tools or their complex should be used in a given situation, which of them will give the greatest economic effect.

The dynamics of international exports of 2021 will be affected by the coronavirus pandemic and the economic crisis: a large number of manufacturing companies were forced to stop the production, the quantity of goods production began to fall critically. This will lead to a drop in both exports and imports [2].

The WTO provides a very wide range of forecasts for the decline in world export

– approximately from 13% to 32%. The WTO has developed two scenarios for the impact of the coronavirus pandemic on the world trade (pessimistic and relatively optimistic). According to the pessimistic scenario, by the end of 2020 the world trade will decrease by 31.9%. According to the relatively optimistic scenario, in 2020 world trade will decline by 12.9%. The final figures will depend on the development of the coronavirus spread and the progress made against pandemic. The WTO also adds that uncertainty over the economic impact of the unprecedented crisis remains.

The recovery of international trade in the WTO is projected for 2021 - by 21- 24%. These figures will also depend on the duration of coronavirus outbreak and how effective the pandemic response is [3].

To sum up, the world trade development nowadays occurs with the active participation of the state. It takes part in the trade flows formation by using the mechanism of state regulation, which makes it possible to combine sometimes different national and international interests

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GREEN INVESTMENTS AS FORMS OF INTERNATIONAL FINANCING FOR SUSTAINABLE DEVELOPMENT PROJECTS

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A new paradigm for the development of modern society is sustainability, which combines economic, social and environmental determinants. The concept of sustainable development was adopted in September 2015 at the 70th session of the UN General Assembly, which approved 17 sustainable development goals [3]. It can be argued that the idea of sustainable development is an attempt to combine the need to meet the growing needs of mankind not by increasing the amount of resources used, but by the rationality of their use.

Today, the concept of green investment is one of the most effective components of the country's functioning on the principles of sustainable development. At present, it is not just about attracting investment as a component of total costs, but about attracting "green" investment as a driver of sustainable development. Green investing is a comprehensive definition that includes environmental and economic aspects. The term "green investment" consists of two relevant definitions. It should be noted that "green" is a general and broad category, which scientists interpret from different points of view (philosophical, social, technical, economic). On the other hand, in a broad sense, the term "investment" is traditionally interpreted by scientists as resources (time, energy, assets) that have been spent in order to obtain benefits in the future.

From a financial point of view, "investments" are monetary assets acquired with the idea that the asset will provide a profit in the future or will later be sold at a higher price. Traditionally green investments are associated and take the form of socially responsible, environmental and social investments. Green investment can already be considered a key element of many programs that operate today to stimulate the growth of national economies. The largest amount of green investment is in the leading economic development countries such as Europe, the United States, Japan, Canada, Australia and New Zealand.

Due to the increase in the number of companies involved in environmental projects, the need for such a financing instrument as shares is increasing. The efficiency of investing in "green" shares is best reflected in "green" stock indices. These indices are created to facilitate the allocation of resources to a company that aims to protect the environment and climate issues. Indices typically cover a significant proportion of green enterprises or track the growth rates of listed companies.

For example, the S&P Global Clean Energy Index covers 30 companies operating in the renewable energy sector. However, there are indices that cover companies operating in different sectors. One of such indices is NASDAQ OMX Index Green Economy, which covers 13 sectors of the "green" economy (energy efficiency, renewable energy generation, solid waste disposal, etc.) [2, p. 90]. In recent years, there has been an increase in the market capitalization of companies belonging to the "green" indices, which indicates the growing attractiveness of investment in "green" projects.

The instrument used by financial institutions in most countries to finance environmentally friendly projects in the sectors of clean energy, energy efficiency, water management is "green" loans. Both private and state-owned banks resort to such a financing instrument in order to mobilize private capital, ie to provide a loan that has to be repaid (with interest). In

most cases, these loans are soft or "flexible" and can thus be repaid at a lower than market interest rate, or have an extended repayment schedule (long-term). In addition, they play a significant role in the distribution of long-term "green" finances.

Today, the global market for "green" loans occupies a small niche in the debt capital market, although growing rapidly: the total volume of loans reached almost $ 60 billion in 2018, which is 30% more than in 2017 [2, p.92]. Among the markets where this instrument is most developed are the United States, Great Britain, Spain, and India, which account for more than 40% of the global green loan market. Today, more than 75% of outstanding green loans go to the renewable energy and electricity sectors.

Green bonds are an alternative to bank loans and one of the most effective financial instruments in the capital market used for climate change projects. They are a debt pledge, which differs from ordinary bonds in its purpose, which is to finance "green" investment projects. Since the European Investment Bank issued its Climate Awareness Bond in 2007 and the World Bank issued its first green bond in 2008, the green bond market has grown very fast, reaching a value of US $ 258,9 billion in 2019 [1].

Thus, in modern realities, green investments and financing of environmental projects are a necessary condition for modernization and ensuring the competitiveness of the national economy. The most popular use of green investments is in highly developed countries, such as the United States, Japan and European countries. Among the tools for implementing green investment are green stocks, green loans and green bonds, the main feature of which is to focus on environmental or climate projects in the areas of renewable energy, energy efficiency, pollution prevention and water management.

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THE IMPACT OF COVID-19 PANDEMIC ON THE RENEWABLE ENERGY SECTOR IN UKRAINE

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Over the past year, the COVID-19 pandemic has a groundbreaking impact on almost all areas of human activity. The energy sector is no exception. Due to the estimations, the global electricity demand shortened up to 10% in some regions in 2020. The adverse effect of the pandemic on the energy industry this year is seven times larger than in 2008 during the global financial crisis. Despite that, the renewable energy sector has grown by 2% worldwide and this tendency remains stable [1].

In Ukraine, the decline in electricity consumption reached the level of 8% comparing with the year 2019, which is mainly caused by the COVID-19. Having faced the essential issues with the implementation of so-called "feed-in tariffs" (or "green" tariffs), inability to forecast the electricity production schedule (creates the surplus of electricity), non-payment of the consumers for the services, the RES industry deals with even more challenges now [2]. Pandemic and quarantine measures lead to a sharp decline in capital investment as a lot of renewable energy projects require the participation of foreign companies and specialists. In a result, it causes the postponing of the implementation of renewable energy initiatives to the years [3]. Moreover, the COVID-19 accelerated and even ended the renewable energy boom in Ukraine as more companies just stop their investment and came to the "wait and watch" position. The pandemic also affects the banking sector as well as the government and political decisions that make more complicated the integration of RES into the current energy system.

To sum up it could be said, that the demand for renewable energy in Ukraine is going to increase along with the European integration as the transition to the RES is a necessity now, not our choice. It's almost 8% of the usage the renewable sources of energy for now and it's going to rise up to 25% in 2035 due to the strategic government plan [4]. The comfort conditions for the investors are key to the development of the RES sector, so Ukrainian authorities should ensure it to provide further growth.

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CURRENT TRENDS IN THE CREATIVE ECONOMY

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Recently, the sphere of creative economy has been actively developing in many countries of the world. Millions of people work in this field, supporting the national economy and raising the general level of culture. When the coronavirus pandemic closed traditional spheres of life, many people engaged in handicrafts, read books, watched TV series and movies, online concerts or went shopping online. Such actions helped to support the development of the creative economy.

According to the definition, creative industries are understood as a set of economic activities that are the basis for the formation of added value and the creation of new jobs through cultural (artistic) and (or) creative expression. The products and services that result from such activities are the result of the creativity, skills and talent of the individual. According to UNESCO, the term “creative industries” is used to combine the creation, production and commercialization of content that is intangible and creative [1].

The process of economic creation is to create specific institutions, the most important functions of which are the commercialization of cultural institutions; support for the creation of cultural and creative products; assistance in protection of intellectual property rights; legal and administrative support of creative businesses; increasing the business capacity of existing creative environments; creation of physical spaces for the development of creative businesses; conducting trainings for creative businesses and entrepreneurs [2].

If a few years ago the priority features of modern specialists were the ability to solve complex problems, coordinate with other people and manage them, in the near future the requirements such as critical thinking and creativity come to the fore. Today, for the introduction of a creative economy

(and more than a quarter of the world's population already belongs to the creative class) in most developed countries, a key aspect is the formation of a culture of innovation in society as a basis for transforming social values. The creative economy, in contrast to the traditional exploitation of limited natural resources, offers the use of a virtually limitless resource - knowledge and creative talent, which is embedded in the human mind.

In 2008, the UN published the first global report on the state of development of the creative economy, which was presented as an effective model for accelerating socio-economic development in the world. In developed countries, the importance of creative industries for the economy was recognized and declared one of the priorities of development. In particular, 2009 was recognized in the EU as the European Year of Creativity and Innovation. The rise of the creative economy took place against the backdrop of the global financial crisis, which posed new challenges to the world community. As for China, it should be noted that in the five-year plan (2016-2020), creative industries and the export of their products are mentioned as one of the foundations of the country's economic growth, as well as an important means of spreading China's "soft power" [3].

Creative economy performs the following important functions: 1) improves the welfare of society; 2) stimulates self-esteem in individuals; 3) helps to improve the quality of life in general. Thus, the main factors of the creative economy growth include: investment, innovation, human potential, domestic demand. Numerous studies show that countries with a high level of human potential have stable economic growth. The creative economy, in addition to economic benefits, creates intangible values that make an important contribution to sustainable human-oriented development. Such important resources as land, labor, and capital are being replaced by intellectual property. And the main tool here is the human brain, as the most valuable economic resource. And creativity, as one of its main properties, helps to achieve the best results.

In the international division of labor, countries today are divided not so much into agricultural and industrial, but into industrial and post-industrial. In the modern economy, the priority is not production and technology, but creativity and innovation. This is a new type of economy - the creative economy. The choice of development strategy is the most important problem facing Ukraine as well. We are now engaged in practical activities, but the question of how to fit the creative industries into the economic landscape of our country and how their development in Ukraine can change our approaches in the field of culture and economy remains open.

In recent years, the creative industries are one of the priorities of economic development in developed countries in Europe, America and

Southeast Asia. If for Europe the creative industries were initially an anti-crisis tool, for the Asian countries creative programs have become "work ahead", a new lever of influence and positioning on the world stage as the leading modern states. It is part of the strategic development of countries and cities, the opportunity to improve the quality of life and human capital, and at the same time - the way to cultural expansion, translation of their values and norms. The development of creative industries in Southeast Asia is left to the city authorities, the main strategy of their distribution is the creation and support of creative clusters [4].

It is worth noting that the creative economy is a prospect of increasing kindness in Ukraine and around the world, and the COVID-2019 pandemic has become a locomotive of progress in the development of the creative economy.

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MODERN ECONOMIC SECURITY OF UKRAINE

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The term "security" is very global and dates back to ancient times. A lot of things have changed, but the issue of economic security remains a cornerstone of the world community. As a result there are no incentives to work, learn and develop and self-confidence also weaken.

The issue of economic security remains relevant, because freedom and dignity are important both for a particular individual and for the state. In the case of ensuring the economic security of states, the confirmation of the importance of this issue is a wide range of international documents. For these reasons, and especially in the light of recent economic and social events, security must become a priority political issue.

In a global sense, the economic security of the state are measures, which are made by public authorities to prevent or counter economic threats, both in the international and domestic arena [1]. The issue of economic security is especially acute during periods of tension in the world, for example, during wars, reforms, clashes between individual states, trade wars.

In a narrower sense, the concept of economic security of a person is enshrined in the Constitution and regulations. This means that a person is inviolable and free in his actions.

Trends in the modern world reflect the complex situation in the world economy. It is characterized by a slowdown in economic growth, deteriorating key macroeconomic indicators of leading countries, as well as the escalation of geopolitical conflicts and trade wars.

The spread of the COVID-19 pandemic has forced to reform the mechanisms of economic security. These developments have had a particularly negative impact on underdeveloped and developing countries. Against the background of constant transformation processes, it is quite a difficult task to ensure safe economic conditions in the world and, in particular, in Ukraine [2]. The spread of coronavirus on the territory of Ukraine, in turn, caused a sharp deterioration in the economic situation of the country and significantly slowed down development.

Another negative lever of influence on Ukraine's economic security was the annexation of the Autonomous Republic of Crimea and the armed operations in the east of the country provoked by the Russian Federation.

In addition to global problems, there are domestic ones, such as the shadow economy, the spread of corruption, growing poverty, the socio-economic division of the state and recent pandemic events in Ukraine that need to be addressed urgently [3].

After many years of political and economic tensions, the Ukrainian economy began to stabilize, but the COVID-19 outbreak reversed this trend. According to the IMF, GDP growth has declined to -7.2% in 2020 (from 3.2% in 2019) and is expected to increase to 3% in 2021 and to 3.2% in 2022, depending from the post-war recovery of the global economy. These activities should be supported by a revival of external and domestic demand, as well as tax and monetary incentives.

Until February 2020, the Ukrainian economy was still in a stable macroeconomic condition due to the successful implementation of the reform program, with reduced public debt, lower inflation and positive growth forecasts, but the outbreak of the pandemic and the reshuffle in government obscured the prospects. Declining nominal GDP and COVID-19-related fiscal stimuli increased the fiscal deficit, reaching -4.5% of GDP in 2020 (from -1.8% in 2019) and the projected level of -3.8% of GDP in 2021. and -3%

of GDP in 2022 (IMF). Public debt has increased significantly, from 50.1% of GDP in 2019 to 65.7% of GDP in 2020, and is expected to remain high in 2021 (64.3% of GDP) and 2022 (61, 8% of GDP) (IMF). In the first nine months of 2020, the hryvnia lost -16% against the US dollar, but inflation fell to 3.2% in 2020 (from 7.9% in 2019) due to lower energy and food prices. Inflation is expected to rise again to 6% in 2021 and to 5.7% in 2022.

In June 2020, the IMF approved a $ 5 billion support package to help Ukraine cope with the COVID-19 pandemic. The policy under the new mechanism focuses on four main priorities: mitigation of the economic consequences of the crisis; ensuring the permanent independence of the central bank and a flexible exchange rate; ensuring financial stability while reimbursing the costs associated with bank resolutions; Promoting key governance and anti-corruption measures to preserve and deepen recent developments.

Economic priorities for 2021 include health care, the purchase of COVID-19 vaccines, education and agriculture, raising the minimum wage, wages and pensions.

To sum up, currently, the Ukrainian economy is experiencing another stage of the financial crisis, so the issue of economic security is more important than ever. The economic danger of the national economy grows as globalization intensifies. The development of economic systems contributes to the growth of threats to economic security, as well as the increase in the volume and types of economic crimes.

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DEVELOPMENT AND IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE PROCESS OF REALIZATION OF SUSTAINABLE DEVELOPMENT GOALS

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The concept of sustainable development has recently taken on a new quality by focusing on effective policies to achieve the Sustainable Development Goals. This concept is due to the transition in the globalization of economic, socio-political, socio-cultural processes to a new technological system and the advent of the fourth industrial revolution, which causes digital transformation as an evolutionary stage of digital economy and society through large-scale digital technologies, creating the technological core of the future. The spread of digitalization opens up many economic opportunities. In particular, digital data can help improve economic and social performance, innovate and increase productivity. From the standpoint of industrial production, the transformation of all areas and markets under the influence of digital technologies can improve the quality of goods and services while significantly reducing costs. In addition, digitalization is transforming value chains in different ways, opening up new opportunities for added value and profound structural change [1].

The rapid development of digitalization processes makes it possible to identify characteristic trends in order to further substantiate the new model of sustainable development strategy and policy for its implementation:

1.Integrated impact of Industry 4.0 technologies on achieving the Sustainable Development Goals (SDGs). Today the fourth industrial revolution of Industry 4.0 is intensified - the modern era of innovation, when advanced technologies radically change different sectors of the economy and society as a whole. There is already a completely new type of industrial production, which is based on large data sets and their analysis, full automation of production, augmented reality technologies, the Internet of Things, which together contributes to the achievement of SDGs.

2.Digital technologies have become a driver of a new stage of sustainable development and opening of new markets related to the activities of large corporations. It is also important to pay attention to the growing role of startups, as big business leaders are increasingly involved in their innovative projects, especially by integrating the developed environmental solutions into their activities and creating products for the formation of green markets.

3.Activation of international organizations in the transfer of

digitalization policy. Today, the introduction and deepening of the concept of sustainable development is constantly in the spotlight of international organizations, which indicates the urgency and general concern of mankind about exacerbation of socio-economic and environmental problems on the planet [1].

To solve most of the socio-economic and environmental problems of the modern world, new digital technologies are needed to form so-called management models, improve the quality of environmental analysis, reduce waste and emissions and achieve maximum reuse of resources. In addition, their development has a positive impact on the system of public administration, providing greater transparency of government and more effective digital governance, and economic growth.

The priorities of digitization identified at the G20 summit in Osaka (Japan) in 2019 are: development of innovation for the digital economy; maximum realization of the potential of artificial intelligence technologies and increase of public trust in them; development of human-oriented society 5.0; ensuring the free flow of data while solving problems related to information security and protection of intellectual property rights; bridging the digital divide and promoting the digitalization of micro, small and medium-sized enterprises; development of smart cities etc [2].

The EU is working to create a so-called gigabit society by 2025, which implies gigabit communication for all major socio-economic facilities, the deployment of uninterrupted 5G coverage for all cities and major land transport routes, expanding opportunities for free access to Wi-Fi, further development of competition and protection of the rights of digital market participants on the basis of the new Electronic Communications Code [3].

At the same time, digitalization poses serious challenges to states, regardless of their level of development. In this context, Ukraine has also started moving towards digitalization. In particular, one of the priority tasks of the Ministry of Digital Transformation of Ukraine is to provide all necessary conditions for the development of technology companies in Ukraine, to attract new global giants to their market and their investments, in particular in the field of artificial intelligence (AI). This direction is quite new for Ukraine, so the Ministry has developed a Concept for the development of artificial intelligence in Ukraine, which will promote the integration of innovative technologies in economically important sectors of the state.

Thus, the large-scale impact of the technological imperative on the development of all life processes gives grounds to state that in recent years a key global universal trend – digitalization is gaining more and more influence on the sustainable development of the state, and is projected to significantly change all spheres of public life in the future. After all, today

the digital transformation is seen as an important driver of socio-economic development.

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INFLUENCE OF TNCS ON THE ECONOMY OF DEVELOPING COUNTRIES

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Currently, there is no single approach to the division of countries into underdeveloped countries, developing and developed ones. There are more common approaches of the UN, World Bank, WTO to ranking countries and territories. Although the current stages of development of TNCs are chaacterised by globalisation, and the flow of capital from one area to another, (which in theory should level the gap between countries) and the development of national economies is still uneven. For many reasons, because of the policy of protectionism, many because of the different levels of natural resources (as the main factor of economic growth).

At present, countries are graded by level of development mainly on economic grounds: level of consumption, level of per capita income, potential and real GDP. However, there are no clear boundaries between one and another level. It is largely because the level of development of the country is something more than just its economy. For example, the presence of a large number of natural resources, but the concentration of them in the hands of a narrow stratum of the population does not make the country truly developed.

However, the indicators of economic activity will be at a high level. It shows the imperfection of using only economic values, especially averages. In

this regard, social and environmental factors are of special importance. That is why currently popular indicators such as the human capital development index, the quality of life index, happiness index, characterising the non-financial aspects of life in the country. [1]

In general, this classification dates back to the era of colonialism, according to which the dominions belonging to the developed countries, the co lonial countries count as the developing countries, and the countries not involved in either of these classes — belongs to underdeveloped countries. However, we believe that a correct classification in current conditions should be based on the degree of raw material processing in the ascending and descending flows of the global value chain. In this regard, we can say with confidence that economies in underdeveloped countries are based on the use of agriculture (agricultural countries), developing countries of the lowest type, for example — on the use of natural resources, developing countries of the highest type — on the processing of the natural resources, the most developed countries are based on the use of IT technologies. [2]

The division of countries, according to the level of development, is carried out in different international organisations on a territorial basis as well. It is due, firstly, to the historical features of the activities of these organisations, secondly, the influence degree of the countries in an international organisation and thirdly, the line of activities of international organisations (whether it is more focused on Asia, Europe or America). However, regardless of the classification, the level of development as a whole is determined by economic factors: the classification of countries into a group usually affects their investment and credit rating (countries also have credit ratings as companies). The level of development of the country is also determined by the presence of TNCs, by the level of foreign direct investment in the economy, and by the degree of trans-nationalisation of national economies compared to competitors as well as. The main criteria based on which countries belong to a particular group include the following: [3]

Economic: the level of taxation, administrative barriers, the indicator characterising the system of national accounts (GDP per capita, GNP, IRR, national saving etc.), the level of national investment (including direct), the consumer purchasing power, the inflation rate, the availability and accessibility of natural resources, a developed system of the service industry, the unemployment rate and labour market regulation, the level of development of the banking sector and the accessibility of credit resources, the degree of liberalisation — protectionism.

Infrastructural: the level of availability of electricity (water), fuel energy, transport accessibility, access to the Internet, logistics and material support.

Social: the education system development, the level of democratic

freedoms and the degree of openness of the market, health level, level of education, the degree of mandatory execution of the contract (including social), protection of the ecological environment, the development of social institutions (judiciary), the level of business protection. To characterise the level of doing business in the country and therefore classify it as one of the selected groups, we will use the methodology of the World Bank based on which we will conduct an inter-price study using the selected parameters: GDP (current US dollars), GNI per capita, Atlas method (current US dollars). [4]

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CURRENT TRENDS IN THE GLOBAL E-COMMERCE MARKET

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In recent decades, Internet penetration in various spheres of social life around the world has been very rapid and accompanied by the creation of new opportunities for productive and business activities. More and more businesses from different countries around the world are trying to move to the implementation of economic activities online and develop in line with current trends. After all, the world market for electronic commerce (eCommerce) is one of the most dynamic and growing.

According to Internet Retailer research, the volume of the global eCommerce market in 2019 reached 3,5 trillion USD and grew at an average of 20% throughout the year. In turn, 2020 was marked by the COVID-19 pandemic, affected not only the people's lives, but also the commercial activities of businesses, which had to quickly master new marketing tools and make sales through the global Internet in a harsh quarantine environment. Despite a difficult 2020 year for retailers, which was characterized by a decrease of 3% (to 23.839 trillion USD), e-commerce has reached the highest

expectations. According to the eMarketer's Global E-Commerce Recovery 2021 report, the volume of retail e-commerce worldwide in 2020 increased by 27.6% to 4.3 trillion USD [1].

Experts also predict that worldwide ecommerce growth will downshift to 14.3% in 2021, which is relatively low compared to 2019, but will generate additional sales of 611 billion USD [1], (Fig. 1):

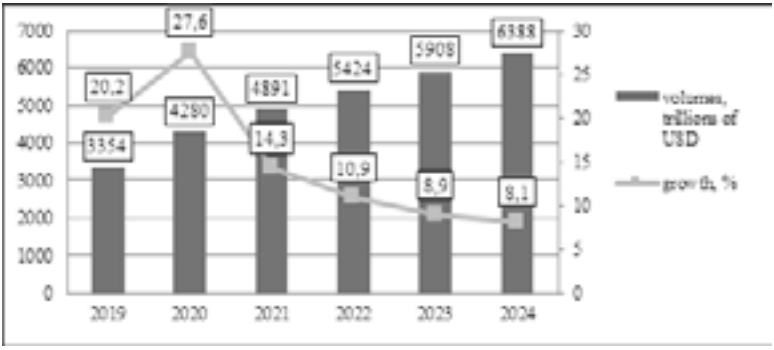

Figure 1. Global retail e-commerce growth in 2019-2024.
Source [1].

Experts from the German company Statista predict that by 2023, revenues from e-retail will grow to 6.5 trillion USD. If such positive dynamics is maintained, the volume of the global eCommerce market will exceed the volume of traditional retail trade by 2036 [2].

In general, the e-commerce market is developing in almost all countries of the world, but the Asia-Pacific region, North America and Western Europe lead the ranks of retail e-commerce. The e-commerce market in China has been the leading market for a long time, with a volume of 2.3 trillion USD in 2020 (56.8% of the world). The second place is occupied by the United States, where the market size is about 794 billion USD. It is three times smaller than China. The third place belongs to the United Kingdom of 180 billion USD. The largest region in 2020 was Latin America, which grew by 36.7%, despite a decline in total retail sales and retail e-commerce in Argentina last year grew by an impressive 79.0%. North America also saw rapid growth at 31.8% and Central and Eastern Europe at 29.1%.

It should also be noted that on the consumer side, the COVID-19 crisis triggered a structural demand for e-commerce and made a significant contribution to the development of online services for the purchase of food and basic necessities. The most universal marketplace in the world were Alibaba (1.2 trillion USD), Amazon (269 billion USD), Walmart (41.1 billion USD) and others.

E-commerce market trends are also supported by globalism: 57% of online purchases were made from foreign sellers using a variety of payment methods. The most popular payment methods worldwide are credit cards, which are used in 53% of transactions, digital payment systems (43%) and debit cards (38%) [3].

According to the Digital 2021 report published by We Are Social and Hootsuite, online spending in the travel and housing sector declined 51% (to 593.6 billion USD). The largest increase in online spending was in the grocery and personal care sector – 413.8 billion USD (+41%), the sector «fashion and beauty» – 665.6 billion USD (+27%), leisure goods – 525.6 billion USD (+25%) [4].

Thus, the global e-commerce market continues to grow steadily. In the face of the pandemic, businesses have begun to adapt to current realities, attract and invest new resources for e-commerce development, use global expertise and explore new tools for doing business on the global network. The conditions of forced isolation due to the spread of the coronavirus infection COVID-19 have become a driving force for the mass digitalization of businesses and the continued development of e-commerce as a sustainable and promising development trend for many businesses around the world.

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SOCIAL OBJECTIVES OF CORPORATE SOCIAL RESPONSIBILITY (CSR) OF TRANSNATIONAL CORPORATIONS

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Abstracts are devoted to the study of the role of corporate social responsibility (CSR), "Corporate Social Responsibility" (CSR) in the daily activities of transnational corporations (TNC) and the definition of social goals of TNC`s CSR in solving social problems of social development.

In the XXI century. big business dictates the conditions for the development of world economic production and exchange of goods and services. The result of these exchanges is the establishment of commercial relations, which may result in powerful business structures - TNC. In modern conditions, the activities of TNC except purely economic, extends to the institutional environment of society. This approach is based on TNC`s adherence to CSR principles.

Corporate social responsibility (CSR) - is seen as a type of economic activity of business (usually for large firms, corporations, TNC), which involves the management of business structures, on a voluntary basis, social and environmental consequences of doing business in their daily activities. TNC`s CSR have traditionally focused on systematically addressing a number of issues: human rights; fulfillment of conditions of official employment, adjustment of workers and payment of all taxes; non-discrimination of people and employees on racial, state, gender grounds; protection of ecology [1].

The role of TNC in solving social problems of society is growing every year. It is the CSR that forms the new mechanism for regulating the activities of TNC through the development of a new legal standard for their social behavior. This creates individual and collective responsibility of TNC for their activities in the social sphere, formulates new joint links. TNC maintain a constant dialogue with society, participate in solving the highest social problems - from environmental to human life and health,

Adherence to the principles of CSR requires for TNC and other companies to take into account the consequences of their activities for individuals and for society as a whole. This behavior forces TNC to deepen relationships with various stakeholders. TNC business partners are particularly interested in this process. Their participation in a project or production chain

gives them a special place to implement CSR policy or, conversely, if they do not participate in CSR - it can potentially have a negative impact on production policy and the image of business partners. As an example - ignoring the principles of CSR brings TNC financial losses and loss of a positive image in the market and vice versa - adherence of TNC to the principles of CSR brings it long-term image and financial benefits. This is evidenced by the so-called "diesel scandal" with the German company Volkswagen (2017) and the precedent of court decisions to reimburse $ 1.5 billion. USD for the settlement of civil lawsuits for 11 billion dollars. US as compensation to buyers for violations of the principles of operational safety and greening (including for inaccuracy of results "in emission tests" and for violation of US environmental legislation) [3].

Among the positive examples of TNC`s CSR are decisions made by Adidas, Puma, Levi Strauss, Marks & Spencer, H&M and others (2015 - 2016) to stop cooperating with suppliers who bought cotton from Syria and Turkmenistan, as it was proved that the labor of minors during the cotton harvest was used illegally in these countries. Such decisions of TNC`s CSR were positively assessed by European consumers, which was embodied in the increase in sales of socially responsible TNC.

In the XXI century inter-firm relations have become a major problem for the stable development of TNC, and especially - the management of TNC`s chains of branches located in different countries. By using imperfect legislation that violates human rights, social rights, and disregard for the environment, TNC and outsourced companies run the risk of being involved in violations committed by their partners. Therefore, TNC`s CSR extends to branches and partners of TNC [4].

To increase social business responsibility, TNC are developing so-called "codes of conduct", which are becoming the main tool for implementing CSR. In general, the "codes of conduct" are international, reflecting the desire of TNC to improve working conditions and put an end to violations of their fundamental rights, the desire to adhere to environmental standards and environmental protection. In general, CSR is expanding the responsibilities of TNC both in the field of production and in the field of environmental protection, labor, hygiene and safety, and increasingly - in the field of human rights.

Conclusions. TNC`s CSR provides: regular accountability and transparency of the corporation; compliance with ethical norms in the business conduct of TNC; coordination of interests of clients, business partners, the state and society. In the XXI century the role of CSR will grow steadily, as it allows the state to delegate part of its social obligations to society to financially powerful TNC that adhere to the universal principles of CSR in their business conduct.

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THE ROLE OF INTERNATIONAL ORGANIZATIONS IN THE REGULATION OF AVIATION TRANSPORTATION IN THE WORLD

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In the proper functioning of international civil aviation, the creation and development of international air law, a significant role is played by international aviation organizations, the number of which is growing steadily.

A special place belongs to the International Civil Aviation Organization (ICAO). ICAO interacts with 193 Member States (as of May 7, 2020), including Ukraine (became a member of ICAO in 1992), ICAO's mission: to serve as a global forum for international civil aviation. ICAO develops guidelines and standards and conducts inspections to verify compliance, conducts research and analysis, provides assistance, builds aviation capacity and carries out many other activities in cooperation with Member States and interested partners [1].

ICAO has set five comprehensive strategic goals:

1. Flight safety.
2. Aeronautical potential and efficiency.
3. Aviation security and simplification of formalities.
4. Economic development of air transport.
5. Environmental protection [1].

Council Member States in 2019-2022. During the ICAO Assembly

in 2019, which included 36 members of the ICAO Governing Board, the following states were elected from among 193 ICAO member states:

Phase I - the countries that play a leading role in air transport: Australia, Brazil, Germany, Italy, Canada, China, the Russian Federation, the United Kingdom, the United States, France and Japan.

Phase II - The countries that make the largest contribution to the provision of services for international civil air navigation: Argentina, Egypt, India, Spain, Colombia, Mexico, Nigeria, the Netherlands, Saudi Arabia, Singapore, Finland and South Africa.

Phase III - States whose destination is provided by geographical representation: Greece, the Dominican Republic, Zambia, Costa Rica, Ivory Coast, Malaysia, the United Arab Emirates, Paraguay, Peru, the Republic of Korea, Sudan, Tunisia and Equatorial Guinea [1].

New states that joined the Council in 2019.

The second most important international aviation organization is the International Air Transport Association (IATA). IATA is an association of air carriers that operate scheduled commercial flights. IATA was founded in 1945 in Havana by 57 members from 21 countries after the signing of the 1944 Chicago Convention, which gave rise to ICAO. The organization is the de facto successor to the International Air Transport Association, founded in 1919 in The Hague [2].

In April 2020, IATA celebrated 75 years of flying with member airlines. IATA is the world's largest airline trade association, representing about 290 airlines as of May 5, 2020 (29 airlines joined the IATA community in 2017) from 120 countries, accounting for 82% of total air traffic. IATA has about 480 strategic partners who work with its member airlines to provide solutions that shape all aviation. 100,000 accredited IATA travel and freight agents reliably serve travelers and freight around the world. IATA supports many areas of aviation and helps to develop sectoral policies on critical aviation issues [2].

IATA's mission: to represent, manage and service the aviation industry. The main tasks of IATA are the development of safe scheduled and economical air services, the promotion of air commerce and the study of related issues [2].

The purpose of IATA is to help airlines simplify processes and increase passenger convenience while reducing costs and increasing efficiency. IATA helps airlines operate safely, reliably, efficiently and cost-effectively in accordance with clearly defined rules. Professional support is provided to all industry stakeholders with a wide range of products and expert services.

IATA supports the international perspective and provides a unique global voice on behalf of its members. With more than 60 offices worldwide, IATA maintains relationships with governments and other industry

stakeholders around the world, speaking on behalf of its members on key industry issues [2].

Fighting COVID-19 is a top priority in the world. The economic and social costs of fighting the virus will be high. An extraordinary example of this is the extraordinary financial difficulties of airlines. In the post-pandemic world, a viable air transport industry will be extremely important. It will be a leader in economic recovery, fulfilling its traditional role of connecting people, goods and businesses around the world. But the industry will be changed. In anticipation that by November 2020, the world will return to sufficient normalcy, IATA will gather the world's airlines to address the biggest challenges facing the industry. Also, analyze the economic and political developments that affect the financial performance of the world's airlines [3].

Thus, with the help of international aviation organizations ensures the proper functioning of international civil aviation, the creation and development of international air law. Leading among them are ICAO and IATA, which have been contributing to the stable and safe development of international air transport in the world for many years. Thus, under the direct control of ICAO and IATA is about 95% of passenger air travel worldwide.

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DEVELOPMENT OF TOURIST SERVICES IN THE "SMART CITY": WORLD EXPERIENCE

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One of the most important components of the services sector is the tourism market, among which are distinguished: historical, "green", recreational, entertainment, sports, youth, urban and other types of tourism. In the XXI century, the processes of urbanization are actively spreading. The

development of the tourism potential of cities is therefore of great importance to all countries of the world. Let's note that modern cities of developed countries, including EU countries, are acquired the status of "smart city".

"Smart city" organically combines the following components: "smart economy"; "smart mobility"; "smart people"; "smart living"; "smart governance" [1].

All these components are necessary conditions for the successful development of tourist services in cities. The "smart economy" of cities is based on the development of the digital economy. It is based on digital technologies in the cities of developed countries that there is a modern, innovative system of providing information about tourist facilities, the development of the tourism sector with the help of innovative technologies "Industry 4.0" and IT technologies. Promising for "smart cities" is the use of IT, QR-codes and other information technologies, including Internet of Value, Internet of Everyting, virtual reality, robots, drones, through which tourists are provided with information and "tips" about tourist routes, tourist attractions, provides comfort and safety during tourist tours and visits. With the help of virtual reality, IT, computer graphics in developed countries there are already virtual guides, consultants, who conduct thematic tours for tourists, provide information about tourist attractions and provide advice on the optimal choice of tourist routes [2].

The COVID-19 pandemic and inter-state lockdown (2020 - early 2021 years) caused significant losses in the field of tourism services. Instead, a new surge in tourist travel should be expected after the end of the pandemic. And that is why the development of "smart cities" opens new opportunities for people to receive quality and safe tourism services that will meet the new challenges of innovative, "smart" development of digital society in the XXI century.

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THE IMPACT OF THE COVID-19 PANDEMIC ON THE LABOR MARKET IN UKRAINE

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The events of 2020 - quarantine and the crisis that followed, divided all spheres of society into «before» and «after». Of course, these events also affected the global labor market and national labor markets.

The coronavirus pandemic could have worse consequences for the world labor market than the financial crisis of 2008-2009. Experts predict, that the coronavirus crisis will cause a reduction of 25 million jobs worldwide. At the same time, during the financial crisis of 2008-2009, the number of unemployed in the world increased by 22 million people [1].

The Ukrainian labor market has also had some negative consequences, and it is slowly changing and adapting to new conditions. The most failed months in domestic labor market in 2020 were April and May both in terms of the number of unemployed and the unprecedented reduction in the number of vacancies. In the third quarter of 2020, the number of officially registered unemployed reached 433 thousand people. At the same time, in 2019 the number of unemployed was lower - 338 thousand people [2].

The number of unemployed has increased, and the demand for workers in various industries has changed. Certain sectors of the economy have suffered losses, including tourism, the hotel and restaurant business, the beauty industry, entertainment and leisure industries, the non-food trade, construction and industry, as well as the demand for marketers and HR. At risk were specialists who perform back-office functions - administrative staff and receptionists. Owners of commercial office real estate also had difficulties. Accordingly, the demand for workers in these areas was low. The number of vacancies in these segments has halved. This factor also affected tax revenues: in these areas they fell by half during the quarantine period.

However, some areas have only increased their positions. Specialists in medicine, pharmaceuticals, design, education, law, accounting, online teachers, tutors and «blue-collar» workers were in high demand during quarantine, and this trend continues today.

Regarding the gender of the working population, the data show that the number of women who lost their jobs due to the pandemic is greater than the number of men. By occupation, the largest group of registered unemployed are workers in trade, catering and services, where women are

most concentrated. Women make up more than 60% of the heads of legal entities-entrepreneurs in the fields of travel services, theater and concert halls, education, hairdressing salons and beauty salons. In the field of hairdressing and beauty salons, women make up 94% of sole proprietors [3]. In other words, more women were involved in the sectors of the economy most affected by the crisis caused by COVID-19.

An area that has hardly changed since the crisis, but on the contrary, has even increased its economic capacity, is the IT industry: online games, e-sports, streaming services and resources for online learning.

Digital marketing also won. If in the past customers mostly ignored the recommendations to gradually move to digital, now everyone is convinced that in order for a company to be competitive in the post-crisis market, it needs qualified marketers who have SMM tools, can set up targeted or contextual advertising and promote online business. It is very easy to become such a specialist - retraining will take only a few months. Training services for these professions are offered by various agencies and bloggers. Even some universities promise to provide a degree in digital in just two or three months.

The situation with the return of Ukrainian workers has also contributed to the formation of a new labor market. First, it exacerbated all the negative factors with unemployment in the domestic market because it increased competition, which led to lower wages. Secondly, the return of migrants will automatically reduce the amount of foreign exchange earnings from abroad, which in previous years greatly strengthened the national currency and stimulated the domestic economy, especially in the regions.

Another change took place in the labor market. Many companies have stopped renting offices for which they spent a lot of money. The most necessary employees will return to the office, others will continue to work from home, move to freelance or part-time employment. After the end of the pandemic in the labor market, the demand for such professions may increase.

Companies are radically reconsidering the need for certain people and features that can be optimized. Everything that was previously perceived as appropriate (for example, the presence of regional offices) is now being analyzed. Companies do not need to pay for the rent of many offices if they can use Zoom and solve problems remotely. The same applies warehouses, logistics. Now and in the near future, businesses will focus on outsourcing as much as possible and increasing staff as little as possible. After all, the priority now is to facilitate structures while maintaining productivity.

In conclusion, the coronavirus pandemic has made its adjustments in the formation of a new model of the labor market. It has accelerated the automation process that has been going on for a long time. Remote work, multitasking, skills in the digital sector, abandonment of offices, increasing

the share of IT services, the ability to retrain quickly and adapt to changes - are the trends of the renewed labor market and the future of the economy.

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TRANSFORMATION OF INVESTMENTS ACTIVITIES DURING THE COVID-19 PANDEMIC

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The Covid-19 pandemic has affected and continues to affect all economic activities. In particular, it affects the globalization of economic activity, in which investment is central. The effects of the pandemic and the economic slowdown are still ongoing, but investor portfolios are already experiencing some constraints and the need for further investment continues to grow. It is expected that the revision of national measures to overcome the consequences of the COVID-19 pandemic will have an impact on investment policies of states, in particular, the trend towards a more stringent policy of admitting foreign investment in industries considered critical for host countries will intensify. At the same time, the pandemic could provoke increased competition for investment in other industries as affected countries seek to recover from the downturn and restore supply chains. UNCTAD's data on estimating the economic impact of the pandemic on the profits of the largest multinational corporations suggest that global Foreign Direct Investment (FDI) flows may decline from 30% to 40% over 2020-2021[1].

As a result of the global crisis, existing investment projects around the world have slowed down, and the prospects for a deep recession have forced international enterprise groups to re-evaluate new projects. Announced green-field investment projects in emerging economies fell by 46%, mainly due to processes in the manufacturing sector. All this is evidence that in the context of the COVID-19 pandemic, foreign investors are increasingly

reluctant to respond to new investment opportunities. Since greenfield investment projects have a long maturation period and life cycle that can last for decades, many new projects are likely to be delayed. However, depending on the severity of the consequences of the COVID-19 pandemic, the implementation of projects from scratch may be completely interrupted or postponed indefinitely [2, p.59].

The decline in investment activity was the result of quarantine measures and restrictions that include the shutdown of certain sectors of the economy, such as tourism, passenger transport, hotel and restaurant business. The impact of the Covid-19 pandemic on investment activities is difficult to fully assess, as its effects will be fully felt in a few years. The fact remains that the decline in investment will depend on the duration of the pandemic and the restrictive measures taken by governments.

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DIRECTIONS OF OFFSHORE FINANCIAL ACTIVITY DEVELOPMENT IN THE CONDITIONS OF GLOBALIZATION

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Offshore financial activities are the provision of financial services by banks or other financial institutions to non-residents. These are various operations on debt financing, attraction of deposits, trust management of clients' funds . Offshore zones have a number of features that distinguish them from other groups of countries with preferential taxation and create investment attractiveness for foreign investors. But a specific condition of the traditional (Classical) offshore is bound to obtain income, registered in this area companies outside this area. Common features of offshore banking centers can Widnes - you are: almost no regulation of traffic flows; international basis of operations; highly efficient means of communication and transport infrastructure.

Strengthening the processes of integration, liberalization and increasing the degree of openness of national economies turns the modern world into a complex hierarchical system that is constantly changing in the direction from national to global. The components of this system form an interconnected complex of the world economy, an integral part of which are offshore zones. They play an important role in the transformation of capital and investment.

The main reason, and at the same time the purpose of the operation of offshore zones, offshore management schemes and offshore companies, is the minimization of tax liabilities both in the country of activity and in the country of permanent residence of the enterprise. This goal is achieved by removing all or part of the income from the tax jurisdiction of countries with high levels of taxation. Thus, from this point of view, offshore zones are a logical development of free economic zones. And for businesses, the use of offshore zones is one of the most convenient methods of saving money, minimizing taxation, participating in the capital of other companies and getting money at the right time in any country in the world.

Offshore financial centers can be classified on various grounds: from nominal, which provide a minimum set of financial services, to functional, which provide a wide range of financial services . Scientific research efficiency create an offshore financial center as a strategy for economic development show, that nominal offshore have little impact on the economy and does not form the foundations for sustainable economic development.

First, nominal offshores are quite cheap to organize and therefore competition for customers between them is high. Second, nominal offshore provide enough services with added value and therefore such centers do not have the economic demand in the domestic real economy and not create employment, goods and services.

According to the IMF definition, the term offshore financial center should be understood as follows:

• jurisdiction on the territory of which housed a large part of financial institutions, which primarily engaged in business with non-residents;

• financial systems with external assets and liabilities, which are obtained by the allowable proportion of financial activities on the territory of the country in relation to domestic economic activities;

• more popular is the following definition: Centers, which provide some or all of the following services - low or zero taxes, affordable or light financial regulation, banking secrecy and autonomy.

In addition to that, an intergovernmental organization of struggle with money funds Financial Action Task Force (FATF) provides a definition of the term “offshore financial center”, which applies to the areas, which have

a developed market capital, liberal fiscal and monetary regime and ignore the recommendations of international financial institutions on improving international regulation and control over the banking and financial and currency systems. In practice, offshore zones are divided into so -called tax havens and countries with favorable taxation.

In the context of globalization, the role of financial activities in offshore areas is growing in the direction of the development of "tax havens", in which there are no corporate taxes; only profits derived from commercial activities carried out within the jurisdiction and not outside it are taxed; or in which there are special tax benefits for certain types of companies or types of commercial activities.

In addition, attention should be paid to the analysis of the impact of money laundering on offshore financial centers, as over the past decade many offshore financial centers or zones have been established as an attempt by developing countries (or territories) to develop their national economies through international financial services.

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PROBLEMS OF FINANCING ACADEMIC EDUCATION UNDER THE INFLUENCE OF THE COVID-19 PANDEMIC

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Academic education has always had and continues to retain significant socio-economic and political significance for the development of any country. In modern conditions, the place and importance of higher education in the system of priorities set by each country, reflect the level of socio-economic development of the nation. Only having higher education in accordance with modern standards can a country claim a worthy place and recognition in the world.

The COVID-19 pandemic led to the largest-ever failure in education systems, affecting nearly 1.6 billion students in more than 190 countries on all continents. The closure of schools and other educational institutions affected 94% of the world's students, with 99% in low-income and below-average incomes. As fiscal challenges and the burden on development assistance systems grow, education funding may be seriously jeopardized, exacerbating the existing and up to COVID-19 huge shortfall in education. For low-income countries and countries with below-average incomes, the deficit was $ 148 billion. US per year, and in the current environment, this huge amount could increase by almost a third. To prevent the crisis of academic education from turning into a generational catastrophe, urgent action is needed on the part of all actors [1].

Government and the international community need to protect sources of education funding in the following ways: more actively mobilize domestic revenues, reserve a share of education expenditures and address inefficient spending on education, strengthen international cooperation to address the debt crisis, and protect sources of official development assistance. for educational purposes. Large-scale efforts made in a short time in response to shocks in education systems remind us that these transformations are achievable. It is necessary to use this opportunity to find new ways to overcome the crisis in education and to develop a set of solutions, the implementation of which was previously considered difficult or impossible [2].

Efforts in this direction should focus on the following starting points: support for pedagogical activities; expanding the definition of the right to education by including the right to electronic access; removal of barriers to electronic access; improving the quality of data and monitoring tools in the field of education; increasing the level of coherence and flexibility in relation to learning.

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THE ROLE OF INNOVATION IN THE IMPLEMENTATION OF THE EUROPEAN GREEN DEAL

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Since 2015, the UN has been constantly emphasizing the need for the transition of the world economy to sustainable development which provides the solution to climatic and environmental problems at the international level such as deforestation, air pollution, marine and coastal areas pollution, ocean pollution, dangerous changes in flora and fauna, including the extinction of rare animal species and the disappearance of plants.

Realizing the disastrous consequences of these processes, many countries have actively joined the implementation of the principles of sustainable development in their daily activities by establishing international economic and legal cooperation in the process of signing conventions, participation in international summits, forums and public involvement.

The European Union is the leader in the implementation of sustainable development principles in the world. The EU announced the strategic action program "European Green Deal" in December 2019 that aims to make Europe climate-neutral, achieve an optimal balance among the economic, environmental and social aspects of development, improve the quality of people's life. It is estimated that thanks to the new European Green Deal, by the year 2050 the EU will reach a fundamentally new level of economic competitiveness which will include the sustainable and economical use of limited and non-renewable natural resources.

The Communiqué COM (2019) 640 final on the "European Green Deal" states that the issue of integrating environmental policy concerns not only the prevention of environmental pollution but also all important areas of human and social life. "European Green Deal" pays much attention to climate change, reforming the energy sector, prioritization of transport, agriculture, the service sector including finance and trade on the basis of sustainable development, as well as achieving zero pollution by minimizing CO2 emissions into the atmosphere resulting from all types of economic activities.

The main objectives of the "European Green Deal" are climate changey, energy and energy efficiency, the Industrial Strategy, sustainable mobility, biodiversity protection, zero pollution, green agriculture, development of finance, the EU, as a global leader [1].

To achieve the abovementioned goals, guaranteed financing and

investment attraction are necessary. The European Green Deal program requires both large public investments and the attraction of private national and foreign investment funds, private individual and share capital, as well as raising funds by changing the tax system to build a coherent EU financial system that will support decisions that contribute to the acceleration and development of sustainable economy.

According to the European Commission, additional annual investments of € 260 billion will be needed in the EU for the period 2020-2030 to achieve the current goals of sustainable development, climate preservation and energy decarbonization. At least 30% of the European Investment Fund will be used to finance measures to combat climate change. The national budgets of the EU member states will also play an important role in the financing sustainable development projects in the European Union. The widespread use of "green" budgeting tools will help redirect public investment, direct consumption and taxation to "green" priorities.

It is clear that the transition to sustainable development implies the development of science, technology and innovation. To stimulate innovation, the EU adopted a new research and technology framework program "Horizon - Europe" for the period 2021-2027, which is closely correlated with the priorities of the European Green Deal. Much of the "Horizon – Europe" will be aimed at the development of the digital sphere, IT technologies which creates new opportunities for the implementation of the general transition initiatives to sustainable development.[2].

The engagement of the EU partners, countries that have signed European Union Association Agreement, including Ukraine, is an integral part of expanding European integration processes to achieve the sustainable development goals proclaimed in the European Green Deal.

The Ukrainian economy is quite vulnerable, hence Ukraine may lose up to 40% of exports to EU countries by 2023 if it does not respond to changes and does not restructure the national economy on the principles of decarbonization, digitalization, sustainable development. The "industrial visa-free" agreement between the EU and Ukraine will facilitate the integration of Ukrainian production into new industrial processes of the EU countries. In this regard, new trade niches and the possibility of industrial cooperation with the EU countries, EU financial support and investments will be open for Ukraine.

The "European Green Deal" is a systematic and comprehensive program of measures for the transition to a climate neutral Europe for the period up to 2050 which requires attraction of large financial and investment funds, the establishment of a dialogue with the public, close cooperation of citizens, various institutions and agencies, states in the implementation of sustainable development goals.

The European Union takes part in the practical realization of the "European Green Deal" goals and thereby strengthen its status of a global player and leader in the world market based on the principles of sustainable development and the transition of the EU to a new climate-neutral, innovative Europe with an established economy.

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THE IMPACT OF DIGITAL TRANSFORMATION ON MULTINATIONAL COMPANIES

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The digital economy is becoming an integral part of global economic processes. It is turning into one of the main drivers of growth and development of companies. There has even appeared such a category of business entities as digital companies, digital transnational corporations (TNCs), digital multinational enterprises (MNE).

The study revealed the features of transnationalization in the activities of digital companies, which, first of all, include the following: a change in the role of foreign direct investment, since the digital economy allows companies to work on a global scale and operate in foreign markets with virtually no physical presence, the need for a limited amount of foreign assets for doing business, the concentration of investments of digital companies, their parent companies and foreign branches in several developed countries. The introduction of digital technologies leads to a change in the content of international commercial operations: completely new multinational business models emerge, a radical transformation of international operations takes place, as a result the digitalization fundamentally changes the nature of international activities of companies. The new technologies are expected to have a significant impact, primarily on the supply chain, for these partially digital companies. The new forms of intercompany collaboration based on cloud computing and open source platforms are emerging. Supply chain

cooperation will presumably shift towards collaboration on a platform such as joint procurement and information-gathering services and the sharing of vehicles and storage facilities [1].

At the same time as technological investment increases, the corporate digital transformation raises other basic needs to be completed successfully. For example, a change in corporate culture. The reform of the set of beliefs, values, habits and experiences that define a company through its workers is one of the greatest challenges in the digital age. This is because the corporate culture reflects the spirit of the company, its way of thinking and acting, its values, its ethics, its corporate purpose. Digitalization must be a progressive and constant process, driven by the development of technology and the claims of consumers and employees, who demand more agility and personalization from companies [3].

Today, digital technologies have not yet had a serious impact on the international positions of traditional MNCs (foreign assets, sales volume and number of employees), however, the tendency to switch to the models of international production that do not require expensive assets and alternative management methods is already gaining momentum. The introduction of digital technologies fundamentally changes the nature of the international activities of MNCs and the influence of their foreign branches on host countries. The nature of the companies selling their goods and services abroad, as well as the nature of production, is changing. Using international technologies, international corporations are able to contact foreign consumers and sell their products to them without serious investments in real infrastructure in foreign markets [1].

Digitalization creates additional opportunities for increasing the efficiency of TNCs by reducing "input costs", lowering prices, stimulating sales using online network services, expanding opportunities for communication with audiences of different markets at the same time, additional opportunities to reach contact audiences in different markets appear. consumer motivation research. There is a fundamentally new approach to the perception of innovation, if earlier innovations were "embodied" mainly in goods and technologies of their manufacture, now more and more production of innovations is becoming an independent activity, the sphere of attracting capital from TNCs. New creative industries are emerging in R&D.

One of the important factors of leadership is the high concentration of innovation due to the base and operation of the largest TNCs in the world. According to the 2020 EU Industrial Research and Development Scoreboard: EU companies remain robust and increase investment amidst stiff global competition, in the ranking of 2,500 worldwide largest R&D investors, the US comes first with 775 companies (€348 billion), followed

by 421 EU-based companies (€189 billion) and China 536 companies (€119 billion). The 421 EU-based companies employ more than 16.8 million people, an increase of 0.2% over the previous year. The continued increase of the number of Chinese companies in the Scoreboard and the exit of UK companies from the EU figures weakens the EU representation among the top corporate R&D Investors, pointing to strategic specialisations and gaps in industrial R&D capacities. Global R&D growth was driven by the US ICT sector (14.5%) followed by the health sector (13.7%). EU R&D growth was driven by automobiles (4.2%), ICT (8.6%) and health (5%). EU companies are competing with the US in aerospace and defence and in the chemicals sector where Japan takes the lead [2].

Consequently, in order for TNCs to remain the market leader, digitalisation is needed. The introduction of digital technologies transforms business models, develops new products and services, creates new business processes, creates more usefulness and introduces a new management culture.

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THE GLOBAL EXPERIENCE OF DEVELOPMENT OF VENTURE INVESTMENTS IN THE FINTECH SECTOR

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In today's economic environment, intellectual and venture capital are the engines of economic growth. Venture investing in the world is one of the main methods of raising funds for research and technology development. Attracting investment in technology sectors contributes not only to scientific progress, but also to the development of the economy as a whole. In Ukraine, this type of financing is still quite new and not enough researched.

Venture capital is one of the leading sources of financing, as it meets all the requirements for financing innovation: it is a long-term, risk capital invested in the shares of new, fast-growing, innovative companies with the aim of generating high returns after the shares of these companies are listed on the stock exchange.

Most of the time the venture investment can lead to the looses of enterprise as it is high risky activity and mostly in insufficiently researched sphere. That's why nowadays most venture capital goes from big companies with high profits and special funds intended for this activity [1]. In particular, an important milestone in venture capital investment is investing in financial technologies (Fintech), due to the high profitability and the greater likelihood of win for enterprises compared to other types of investments.

The Financial Technologies market consists of such services as: electronic money, Internet payments, crowdfunding, disposable money transfers, cryptocurrency, etc., and all this is a promising niche for the majority of venture capitalists in many countries. The main investors in the sector are not only small enterprises, but also large players on the world market, such as international banks, transnational corporations (TNCs), mature Fintech companies, as well as countries [2].

After conducting a research of the Financial Technologies market, we found that by the start of the global pandemic COVID-19, investments in Fintech had a high upward trend. In particular, the total global investment in Fintech in 2017 amounted to 60.2 billion USD, and in 2019 - 150.4 billion USD, and the number of transactions in 2017 counted as 2,914, in 2019 - 3,286. In 2020, the situation has changed dramatically and the value of these transactions at the end of the third quarter decreased to 25.6 billion USD. and the number transactions was 1,221.

If we take specifically the global venture capital investments in Fintech, we can see that in 2017 this figure was 23.4 billion USD, in 2019 - 39.3 billion USD, that is, it showed growth trends and their number, respectively, amounted to 2271 and 2683. And as of the third quarter of 2020, the venture capitalism was worth USD 20 billion for 1,016 transactions, down 19.3 billion USD from last year [4].

During the period of the pandemic, the popularity of electronic wallets and blockchain has greatly increased. In the world, there is more and more talk that states will have national cryptocurrencies. In particular, China launched the digital yuan in test mode in April 2020.

Regulators in Ukraine in the near future will allow the use of digital currencies and set the rules of their use taking into account all advantages and risks [4]. For example, Ukraine is also taking steps to implement and regulate the cryptocurrency market and Fintech services. Today the capitalization of the

Ukrainian digital asset market reaches 2 billion USD, and the daily volume of transactions from cryptocurrency ranges from 150 to 200 million USD [3].

But despite the market drop during the pandemic, venture investments in Fintech remain stable while Mergers and Acquisitions (M&A) activities are suspended. Despite global uncertainty, venture capital investment has been significant in all regions of the world. If this trend continues, they will surpass previous annual records. For three quarters of 2020, venture capital investments in Fintech amounted to 20 billion USD, including 9.3 billion USD in the United States of America, 6.7 billion USD in Asia and USD 4 billion in the Europe, the Middle East and Africa (EMEA) region [3].

In conclusion it could be said, venture capital investments are an important component of Fintech. Pandemic of COVID-19 will remain a key driver of change for investments in Fintech, rolling over in 2021, given the significant acceleration in digital development trends such as the use of contactless payments and increasing demand for digital service and usage models.

But given the rapid development of digital technology, venture capital investment in Fintech continues to grow.

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GLOBAL TRENDS IN THE DEVELOPMENT OF THE TAXATION SYSTEM AS A POLICY TOOL OF SUSTAINABLE DEVELOPMENT OF SMALL AND MEDIUM BUSINESS ON THE EXAMPLE OF SLOVAKIA AND SINGAPORE

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Loyal tax system is one of the strongest factors, which can influence for develop small and medium businesses. I propose to consider this statement on the example of countries that have had successful experience.

Today Singapore is one of the largest financial centers in the world. One of the factors of rapid business development was the loyal tax system. This country provides tax benefits, has concluded a number of agreements to avoid double taxation. According to the international ranking of Doing Business 2020, Singapore ranks 2nd with a score of 86.2 [2]. However, the income tax rate in Singapore was 40% until 1986. Such high rates were not effective, so the Singapore government decided that it was necessary to move from direct to indirect taxes and reduce tax rates. Individual entrepreneurs pay a tax at a progressive rate of 3.5% to 20% of income earned in Singapore. In the first three years of operation, the first 100,000 Singapore dollars of the company's taxable income are exempt from tax, and up to 200,000 there is a reduced tax rate (8.5%) [3]. In this country capital gains, tax and income from the sale of real estate is not taxable.

Slovakia is a country with a weak economy (a balance of payments deficit of up to 9%) and corruption (enterprises were privatized mainly in favor of government-affiliated entrepreneurs). However, today Slovakia is a fairly developed country and has a stable economy. As a result of the tax reform, the income tax rate, regardless of income, was 22% until 2016. In 2017-2018 it was 21%. Individual entrepreneurs pay income tax of 19% [1]. The tax is 15% if the annual income is less than 100,000 euros. The amount of tax-free income was increased 2.5 times, as a result of which the effective tax rate decreased for the poorest, remaining progressive: the poorest pay nothing, the rich pay at a rate of 21%.

In conclusion, the main directions of development of the taxation system as an instrument of sustainable development policy can be considered the introduction of indirect taxation system, signing of agreements on avoidance of double taxation, reducing the tax burden for small and medium business.

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MARKET OF INFORMATION SERVICES OF UKRAINE

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The process of commercializing scientific ideas and proposals is the process of bringing innovations to the market. Unlike other product markets, the innovation market is a market for economic development, accelerating scientific and technological progress. This is a set of organizational and economic relations arising in the process of exchanging the results of innovative activities and harmonizing the interests of participants in terms of prices, timing and scale of this exchange. The innovation market includes markets for intellectual property, information and financial services, labor, production and technological services and finished innovative products [2, p. 274]. The state of innovation markets is influenced by both external and internal factors. External influences include the economic crisis, the development of technology transfer and outsourcing processes, and other factors of the international level. Internal factors are represented by political, economic, scientific and technical, production and financial features of the country's development.

One of the most important markets in the country's innovation infrastructure, especially when it comes to the Ukrainian economy, is the market for information and expert consulting services, which works in close cooperation and in parallel with the intellectual property market. In this market, information about the emergence of new scientific and innovative ideas, proposals, developments is offered as a product, it is here that expert and analytical services of economic analysis and the search for the most promising ideas are offered, as well as consulting services for innovative business planning. Interaction in the information services market is often

interactive. The structure and content of the products of the information market are very diverse and very changeable.

Ukraine is making confident steps regarding the entry of the innovative services market into the international arena as an outsourcer for Western countries. So, in 2019, the rating "The 2019 Global Outsourcing 100" included 17 Ukrainian companies engaged in IT outsourcing with headquarters located in the cities of Kiev, Kharkov, Dnipro and Lviv. Some of them are named as follows: SoftServe, Ciklum, Infopulse, ELEKS, Intellias, SigmaSoftware, N-iX, Miratech, AMCBridge, Softengi, Program-Ace. For comparison, in 2015 there were only four of these companies in the ranking. The number of specialists who currently work at Ukrainian IT companies is from 100 to 6 thousand people [1]. Also, the ranking includes foreign companies that have opened large offices in Ukraine: global Luxoft, Belarusian Intectics, American TEAM International Services and Softjourn. All this has a positive effect on improving the image of Ukraine in the global IT market and on the activation of its information services.

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IMPACT OF INVESTMENT IMPACT ON THE BUSINESS

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The relevance of the study of impact investment is determined by the existing trend of deterioration and exacerbation of social and environmental problems in the field of environment and nature management, health, education, culture, social protection. Impact investment aims to create a measurable social and environmental effect along with financial returns.

Impact investment is essentially a type of social investment, in particular investing in projects that have a positive social effect. In addition, these investments have many varieties. In essence, impact investments do not contradict the generally accepted views on solving social and environmental problems with the help of the state or charity, but at the same time assume

that financial investments can be made not only to obtain financial results, but also to obtain social results.

A distinction must be made between ESG and SRI in investments:

ESG rates companies on environmental, social and governance criteria to find the "good" ones. There are, however, no standardized criteria, so it depends a lot on who's deciding what counts as "good".

SRI excludes companies from an investment that are involved in certain businesses, e.g. gambling, alcohol, or fossil fuel. It's useful for single-issue investors.

As a basis for research, we take the ESG, it stands for E = environmental, S = social, G = government elements.

Environmental elements are quite easy to imagine such as ocean pollution by plastic and oil, polluted air, global warming.

The social component looks at how the company interacts with the world on a more human level - within the community it manufactures and sells in (often two very different sides of the world).

Finally, the last element - the government here is considered directly who makes all the decisions and how to manage the company. This may include things like incentives for the CEO solely on the basis of profit or other purposes, such as emission reductions, whether there are lawsuits against the company, and whether there is transparency in the company's decision-making.

While the numbers may have some limitations due to different interpretations of ESG criteria. Multiple ESG-related investment approaches are available for selection by asset managers, also in combination, and even though the market players have not settled on standard methodologies yet, ESG strategies can generally be clustered according to more active or passive ESG

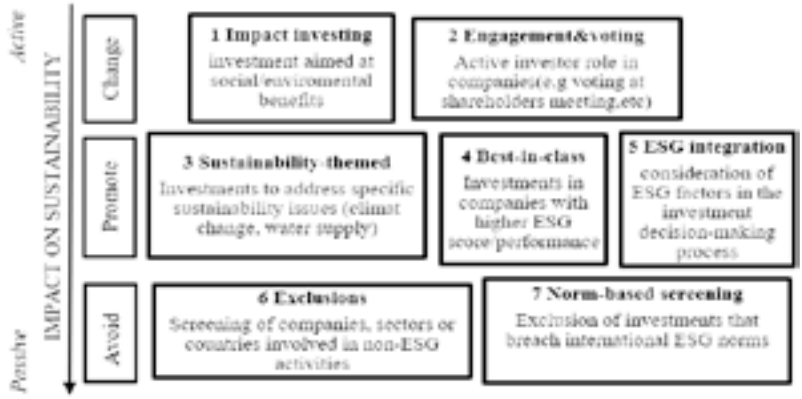

Figure 1. Map of ESG strategies

Concentration of efforts of the company on achievement of essential positive effects is in a certain direction of realization of socially responsible innovations (for example, on introduction of renewable energy sources, creation of socially significant innovative products, etc.) determines the transition to thematic innovations with a significant increase in public value in the chosen direction. If, as part of the implementation of thematic innovations, the company develops and implements new products, it can ensure the growth of its financial performance, the creation of new markets and the consolidation of competitive positions.

Thus, depending on the chosen innovation strategy, the company can focus on the maximum scale of implementation of the ESG-criterion, in other words on creating positive effects, implementing socially influential innovations, or on its minimum consideration - ensuring compliance with regulatory requirements and eliminating negative effects.

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INTERACTION BETWEEN THE STATE AND BUSINESS AS A TOOL FOR IMPLEMENTING THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN DEVELOPING COUNTRIES

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At a time when the world community is going through times of economic instability and crisis, interaction between the state and business as a tool for implementing the concept of sustainable development in developing countries is important.

The problematic of sustainable development is extremely broad, which requires the identification of important priorities, among which is business.

Sustainable economic development involves a combination of two important aspects: the recognition of the priority of economic and social needs, important for developing countries, and at the same time understanding the limitations, including limited natural resources, the need for a more rational and respectful attitude to the environment [1].

In the world a large number of countries have made and are making significant steps in the direction of cooperation between business and government to implement the concept of sustainable development. So, 200 largest world companies united in the World Business Council for Sustainable Development (WBCSD) which finances scientific research in the field of green business, represents interests of business structures at the international forums, organizes various events. One of the latest projects of the Business Council is The Low Carbon Technology Partnerships Initiative (LCTPi).

The companies that have developed and are following an eco-strategy are united by the desire to successfully develop in the future, when the resources of the planet are much more limited than they are now. The concept of sustainable development has an interdisciplinary character and a wide arsenal of research methods used to develop forecasts and plans for business development in developing countries. Economies are, to varying degrees, open to global economic and political processes. This depends on the level of economic development, political system, the dominant ideology, religious characteristics, and a number of other factors. [2].

The decisions made at the International Conference on Financing for Development were important from the point of view of stimulating sustainable development. The conference was held in Monterrey (Mexico) on March 18-22, 2002. The heads of state and government, noting the lack of resources, called for the achievement of internationally agreed development goals, including those contained in the Millennium Development Goals.

To this end, they proposed the following instruments: fiscal leverage, investment in economic and social infrastructure, development of capital markets through banking systems, and prudent fiscal and monetary policies. Also to reduce the impact of inflation, promote high rates of economic growth, full employment, poverty eradication, price stability [3].

Thus, the reorientation of the economy of the country from quantitative to qualitative parameters of growth implies the transition to sustainable development of developing countries, in which the ecology of the environment is not violated, the natural basis for the reproduction of human life is preserved. As noted in the OECD (Organization for Economic Co-operation and Development) recommendations, in terms of sustainable development, economic growth is viewed from the standpoint of quantitative and qualitative change.

The main task of sustainable development is to ensure dynamic socio-

economic growth, preservation of the environment and rational use of natural resource potential in order to meet the needs of present and future generations by building a highly efficient economic system of business, which stimulates productive labor, scientific and technological progress and interacts with the state. The necessity of transition to sustainable development sets the task of obligatory taking into account the environmental factor in the processes of regional economic development focused on maximizing investment.

Today, investment is becoming increasingly important, and investment activity, after several years of passive development, is becoming one of the promising areas of economic relations. most regions develop investment strategies, which, unfortunately, are often narrowly understood as strategies for attracting investment in the regional economy. However, if before economic growth itself might have been a perfectly acceptable goal, now something more is needed for the balanced development of a region. It is impossible to maintain economic growth at a constant level for a long time at the expense of its natural capital [4].

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IMPLEMENTATION PECULARITIES OF SMART CONTRACTS IN M&A ON THE BASIS OF BLOCKCHAIN TECHNOLOGY

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Blockchain is a highly mainstreamed technology nowadays basically widely known by cryptocurrency devel-opment – such as Bitcoin, Ripple, Litecoin etc. But there are also a lot of other technological innovations which came to the world thanks to blockchain technology. One of them is smart contract technology.

Even though the concept of smart contract was described a long time before blockchain appears by the Ameri-can programmer Nick Szabo, this description still works perfectly. He said that smart contracts are digital protocols for information transfer that utilize mathematical algorithms to automatically execute a transaction once the established conditions are met and that fully control the process [1]. So to say in another words it is just a code which encrypted and secure, so no one can supposedly break into the system and fraud in there.

Going through some works with investigation of smart contracts we can conclude the main points of using them. First main principle of smart contract is that if someone decides to change some details or data in the contract it will be shown for every participant of the contract (nodes). So, when someone will make a transaction – every part will see it and will be able to follow all stages. The nodes are checking contracts and if the contract brings up some suspiciousness he can't get to the register.

It has a couple of main functions:

- Managing the agreements between users
- Being as an invoice
- Saving the data

Smart contracts might be utilized all the time when there is a need in transparency and high level of security. It may touch to the finance, real estate, marriage contracts and many other sectors where the real contract has place to be.

Even though there might be a great future with utilizing of smart contracts, but it hasn't any legal force for now and can't be consider as legitimate document.

The major sector which might really benefit from using smart contracts is financial sector as it makes the process of transactions and negotiations much easier and faster. There are indisputable advantages of using smart contract. They are precise, fast, more secure and less risky and with less intermediaries. And also one important benefit is the fact that it might really reduce the costs of different operations.

When we come to M&A, we can see that nowadays they are pretty expensive operations which take a lot of time, money and resources. And there might be really a great future with smart contract. It will eliminate many steps which are time-consuming nowadays. It will also allow to settle the purchaser to transfer the money straight to the seller-owner and even let avoid huge bank commission which exist now. The verification of the principals from contract can be carried out in automated process. So, even those criteria already show us that all M&A participants will benefit from such types of contracts and significantly reduce spends on such operations.

If we will look for the Statista we can see that worldwide venture capital investments in Blockchain technologies has been rising significantly started from 2 millions in 2012 and going with more than 3078 million in 2019. But the rec-ord was achiened in 2018 with its total investments 4 265 million USD. And if we look closer, we can see that the big-gest investors were huge banks such as JPMorgan, Royal Bank of Canada, HSBC and others. These facts show us that Blockchain technologies are going to be an inevitable part of financial sector in the nearest future.

Advantages which can bring smart contracts to M&A are pretty the same with their usage in general. It will re-duce the costs of the contract, make execution risk smaller (as they eliminate any kind of manipulation and errors dur-ing performance, so it will help to avoid a humane mistake) and of course transaction will be realized in more accurate way.

The best types of smart contract for M&A is going to be consortium blockchain – as it will bring more confiden-tiality and allow shareholder vote to be anonymous. Also, it will save a lot of time and help avoiding many intermedia-tors - like accountants, CFOs and lenders.

In conclusion, we'd like to point out that smart contract is still don't have legitimate agreement to utilize them, but it is still continuing to develop, and different companies are getting accommodated to this new technology. Smart contract for financial sector is a new stage of its development, it will bring a lot of benefit for participants and to the sector gen-erally. M&A as a part of financial sector nowadays have complicated structure and with bringing smart contracts to this process – the operations might get much cheaper and the whole process faster and more transparent.

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WORLD EXPERIENCE OF STATE SUPPORT OF SMALL BUSINESS IN CONDITIONS OF SUSTAINABLE DEVELOPMENT

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Small business occupies an important place in developed countries. The development of small business in the country is evidence of the democratic foundations of its structure, a high level of investment attractiveness and other.

Small business in Europe is the basis for the development of the European Union. In Germany, state support for small business is aimed at ensuring its financial independence. In the federal program of subsidizing small and medium enterprises there is a special article of assistance to increase the share of own funds, which amounted to about 30% of all subsidies [1]. Individuals who create new enterprises are provided with loans for up to 20 years. In Denmark, entrepreneurs can set up their companies online and receive free support from government organizations, such as tax authorities.

The United States is the country with the highest level of entrepreneurial activity in the world. The prosperity of small business in the United States provides largely adequate support from the state. The US Congress established the Small Business Administration (SBA) as a federal agency in 1953. The SBA has offices in each region and city, and provides government policies to support small businesses through various programs (financial support, training, government contracts, export promotion, etc.). The most important levers of state support for small business development in this country are: government loans (microcredit program - short-term loans, the maximum amount of which is 50 thousand dollars); venture capital development; export financing, consulting and education.

In Japan, banks that specialize directly in small and medium enterprises. Almost half of all loans (47%) are issued to small businesses - Local commercial banks. Mutual and cooperative banks are provided to small businesses 100% of loans.

Small businesses received special support during the pandemic COVID-19. Many millions of dollars have been provided by governments, and small businesses have been tax-exempt for some time.

Finally, the main mechanisms of state support are the creation of special agencies, loyal loans with low interest rates, subsidies, training programs and advanced training

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PROBLEMS OF TOURISM BUSINESS DEVELOPMENT IN UKRAINE COVID-19 PANDEMIC

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Humanity has experienced more than one pandemic in its history and is well aware of its consequences. In early 2020, the world was rocked by the Covid-19 pandemic, which rapidly spread to the world. Every State has had to introduce drastic measures. Tourism has been slowed down and banned at certain times. The severity of the problem is that the pandemic has a major negative impact on all areas of life, whose rehabilitation is difficult and whose losses are enormous. That is why the study of the problems of tourism business development in Ukraine under Covid-19 conditions is extremely topical.

Tourism is a component of the socio-economic development of the region and of the State as a whole. At the end of 2019 in Ukraine «Road Map of Competitive Tourism Development in Ukraine» [1] was prepared on the initiative of the EBRD and with the help of foreign partners, which testified to active and focused work of all stakeholders in the tourism sector. As is known, the Ukrainian tourism industry is not the basis of the domestic economy, but an important component of it. The share of tourism in the economy of Ukraine is about 3-4% of GDP.

In Ukraine, it is possible to observe a significant lag in the pace of implementation of measures to support the tourism business, which poses a serious threat to the competitiveness of the industry on the global market. According to the Head of the State Agency for the Development of Tourism in Ukraine, in 2020 the tourism industry suffered losses of UAH 60 billion [2]. In addition, the tourism crisis will continue until the end of 2023.

Thus, it is indisputable that, as a result of the spread of coronavirus infection, tourism in Ukraine is declining, quarantine has led to significant restrictions in this sphere and it is not known that it will soon be possible to

restore stable, habitual life. It is important to note that the Government, which is devising ways of dealing with the consequences of the Covid-19 pandemic, should pay special attention to precisely the problems caused by the tourism business, since this sector, though not leading in the domestic economy, but it is an important part of it.

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INTERNATIONAL REGULATIONS OF TNCS IN THE CONTEXT OF GLOBALIZATION

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Intensive globalization of the world economy and international relations, the driving force of which are TNCs, gives special importance to the study of the current state of legal regulation of their activities within the system of private international law and national legal systems. The relevance of a topic in general is determined by two interrelated but separate factors. The first is the process of development of the globalization overall, with its trend towards the interpenetration and interdependence of national economies from each other is growing. The second is inextricably linked with the activities of transnational corporations (TNCs), which are one of the main actors in the economic globalization due to the concentration of control over such strategically important areas as finance, labor, technology, raw materials and components supply, services, and sales.Given these circumstances, it becomes appropriate to conduct a study of the existing system for regulating the activities of TNCs in individual countries and the world for compliance with the requirements of its members.

First of all one should clarify that no uniform and rigorous scientific definition of transnational corporations was presented yet. However the most common one in use by most experts interprets the concept of transnational corporations as «companies (corporations) that have office and/or divisions

in countries other than that of its origins». Another detail is that these foreign units operate under national law [1].

While the creation of a unified legal regulation of TNCs at the international and regional levels is in the process of formation, states are developing their own array of special legal rules of direct action governing the admission and conduct of business of foreign companies in their territory. The very problem of international regulation of TNCs is greatly complicated by the different views of the subjects of international relations on this issue. Thus, from the point of view of developed countries, the main goal is to systematize and codify rather than directly restrict the activities of TNCs. In developing countries, the issue of limiting the influence of TNCs is much more acute, as such countries face the risk of oppression of their own industries, and under certain conditions, the existence of political pressure [2].

This opinion was summarized and expressed within the UN. Thus, at its 30th session, a resolution "Measures against corruption practiced by TNCs and other corporations, their intermediaries and other parties involved" was adopted, in which the UN General Assembly strongly condemned crimes related to the illegal practice of bribery of state employees of the countries where the TNC is located in order to achieve favorable solutions for it, contrary to the economic and national interests of these countries.

Although in general there is no single system that would cover the interaction of TNCs with nation states, there are a number of documents adopted in the framework of regional economic associations and international organizations (UN in the first place):

- Code of Foreign Investment, adopted in 1970 by Latin American countries - countries - members of the Andean Pact: Bolivia, Colombia, Peru, Chile (until 1976) and Ecuador;

- Charter of Economic Rights and Duties of States, approved by a resolution of the UN General Assembly in 1974, the provisions of which are aimed at protecting the economic rights of developing countries (UN intergovernmental commissions on transnational corporations and TNC centers were established)[3];

- Regional Declaration on International Investment and Multinational Enterprises of June 21, 1976; and in addition - guidelines for multinational enterprises (the rules of this document are not mandatory, their implementation is voluntary);

- "Principles for monitoring the restriction of business practices of monopolies and corporations" (approved in 1980 by the UN General Assembly).

In addition, the UN tried to create a single system for regulating the activities of TNCs, expressed in the Code of Conduct for TNCs [4], but in this case, the Intergovernmental Working Group, which was to draft the Code

could not develop a document that would meet the various requirements. In a sense, the process of creating this document and the discussions around it have formulated modern views on the problem of regulation of the activities of TNCs from the point of view of developed and developing countries, as well as differences between these positions.

Summing up the above, it is worth to emphasize that despite the fact that TNCs play a central role in the modern development of international economic relations and actively influence in the near future, the international legal regulation of TNCs today can not be considered exhaustive. This situation is connected, among other things, with radical differences in the positions of different states. As a result, this leads to unsystematic and sporadic measures taken at the level of regional associations and the lack of significant movement in this direction.

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CONSEQUENCES OF THE CRISIS ON THE WORLD OIL MARKET FOR THE UKRAINIAN AND GLOBAL ECONOMIES

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A number of factors have led to the current staggering decline in world oil prices. The most obvious of these is the COVID-19 coronavirus pandemic, which has engulfed the planet and led to a rapid decline in the world's hydrocarbon fuel consumption. There are other powerful factors, some of which are less obvious, that influenced the formation of the current dynamics of prices in the world oil market. Such factors often include international competition from major oil producers and, in particular, the inability of global oil market players such as Saudi Arabia and Russia to agree

in a timely manner on a coordinated policy of limiting oil production and, consequently, oil sales on the world market. The latest trends in the global energy balance should also be included in the category of rather strong and long-lasting factors that will affect the future dynamics of oil consumption in the world. It is, first of all, about increasing the share of renewable energy sources in its total consumption, including at the expense of oil products. Moreover, this factor will continue to work after overcoming the negative consequences for the world economy of the COVID-19 coronary pandemic. And it will manifest itself, if not in reducing oil consumption, then at least in limiting the growth rate of its production in the long run.

The April review of the International Monetary Fund (IMF) World Economic Outlook, April 2020: The Great Lockdown states that the average price of 1 (one) barrel of Brent oil in 2020 was $ 34.40, and in 2021 - 67 , 23 USD This forecast is based on an analysis of oil futures contracts from March 27 this year. On the same basis, IMF experts predict that the price of Brent crude oil will rise to about $ 80 / barrel. over the next five years. As different types of oil are traded on the world market, IMF experts predict that the average price of UK Brent, Dubai Fateh and West Texas Intermediate based on futures contracts was $ 35.61 / bar. in 2020 and 67.23 dollars / bar. - in 2021, it is noted that calculated by the same method, the average oil price in 2019 was 61.39 dollars. US for 1 barrel. As we can see, the IMF does not expect world oil prices to return to pre-crisis levels, even in the next 5 years.

Since Ukraine's economy is heavily dependent on energy imports, the probable prospects for the dynamics of oil prices are being studied by domestic experts. Thus, Deputy Chairman of the National Bank of Ukraine (NBU) D. Sologub said at a briefing that the NBU in its macroeconomic forecast set the average oil price for 2020 at $ 35 / barrel. And in the prepared by the NBU "Inflation Report. April 2020 "is forecast to increase the price of Brent oil to $ 60-70 / barrel. in the second half of 2021 and up to more than $ 75 / bar. at the end of 2022.

In general, despite the positive changes in the dynamics of world oil prices after the April agreement on reducing oil production within OPEC + and the emergence of generally positive forecasts of world oil prices, further prospects for the world oil market seem rather uncertain. Epidemiologists in different countries predict that the second wave of the COVID-19 pandemic may begin this fall, in combination with the traditional seasonal flu of the autumn-winter period. This will again stimulate the global economic crisis and, as a result, lower oil consumption in the world than currently projected.

Of course, in the autumn-winter period, the need for fuel oil for heating residential and non-residential premises will stimulate the growth of demand for oil. However, the second wave of the COVID-19 pandemic,

combined with the traditional seasonal flu, if this happens, will again have a very negative impact on domestic and international passenger traffic. Moreover, due to the decline in business activity in this case, freight traffic may also suffer somewhat. According to some managers of the oil industry, in the world, road and air transportation together account for about 60% of world consumption of petroleum products.

Therefore, it is possible that in the case of the second wave of the COVID-19 pandemic, global oil consumption in the last months of 2020 decreased by about 1/3 compared to the same period in 2019 with all the already known consequences for the global oil market. such as fierce competition from oil suppliers and low oil prices. In addition, it should be borne in mind that the spread of energy-saving technologies and environmental policies pursued by more and more countries, especially developed ones, are also helping to reduce global demand for oil, albeit more smoothly than during the crisis. As a result, companies may redirect some of their funds to the production of cleaner energy sources, according to the International Energy Agency.

Thus, as the above analysis showed, the world oil market is gradually emerging from the crisis caused by the COVID-19 pandemic. And although the further prospects for its development seem rather uncertain, in any case, world oil consumption at the end of this year will be lower and oil prices lower than at the end of last year. In this regard, there is an urgent need to determine the directions and key characteristics of the world and Ukrainian economies, depending on the probable course of events that will determine them.

If we describe the oil energy market, it is impossible not to move on to the topic of renewable energy sources and their impact. Energy production significantly affects the state of the environment. Combustion of fossil solid and liquid fuels is accompanied by the release of sulfur, carbon dioxide and carbon monoxide, as well as oxides of nitrogen, dust, soot and other pollutants.

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DETERMINANTS OF LABOR MIGRATION IN UKRAINE

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Modern migration processes are not only dynamic but also mutually conditioned. Migration is a natural manifestation of globalization. This is both a side effect and a stimulating factor. Migration affects politics, economics, society, international relations, macroeconomic relations and microeconomic relations.

One form of migration is international labor migration. It is interesting to note that labor migration has accompanied humanity throughout its history. Labor migration is an integral part of the world market and economy. Labor migration is due to various factors and factors. This article is devoted to the general characteristics of the determinants of labor migration in Ukraine. In addition, the author attempted to find connections and conditioned correlations between the determinants of labor migration.

According to O. Pikulyk, Ukraine is now a donor of labor migration, an exporter of labor [1, p.17]. It is worth agreeing with M. Romanyuk, who considers labor migration in Ukraine from the standpoint of stages. Interestingly, at each stage he identifies a characteristic cause, which led to migration processes in that historical period. For example, the migration of 1991-1994 was caused by the collapse of the USSR. The migration of 1998-2002 was caused by the deep economic crisis in Ukraine, the sharp fall of the hryvnia against the exchange rate of foreign currencies. The next stage of labor migration, according to the researcher, begins in 2014 and continues to this day. The main reason for this stage of migration is the occupation of Crimea by the Russian Federation, the war in eastern Ukraine, and unstable political situation [2, p.53].

However, the concept of “determinants” is much deeper than just “causes”. Determinants combine causes, conditions and correlants. These factors form a single set that affects the global nature of labor migration. The study of the determinants of labor migration helps not only to identify its vulnerabilities, but also to predict the further development of the phenomenon of labor migration in Ukraine, to form a set of measures aimed at overcoming, preventing and eliminating it.

One of the determinants of labor migration is economic instability, which is manifested in low levels of social security, low wages. It is a well-known fact that the average monthly salary in Ukraine in the regions is much lower than the salaries of workers in the EU, even in the lowest positions.

Not the least role in strengthening labor migration from Ukraine was

played by expanding opportunities for labor migration. Thus, Ukraine has signed an association agreement with the European Union. Our country has also established a visa-free regime with many European countries, which has greatly facilitated opportunities for travel abroad. However, it would be inappropriate to forget about the factor that opposes this factor. Of course, this is a coronavirus infection. All countries of the world set additional restrictions, introduce new rules, the main purpose of which is to prevent the spread of the virus in their territory. Under such conditions, it is difficult for migrant workers to cross borders with foreign countries, as certain restrictions must be met. For example, it is very important to have a timely PRC test.

The factor that determines labor migration is the favorable geographical position of Ukraine. Ukraine is located almost in the center of Europe, at the crossroads of different economic paths. This location provides ample opportunities to choose the place of movement, taking into account the capabilities and abilities of a particular person. At the same time the same factor creates additional criminogenic loading. Yes, some people try to cross the state border illegally, for which they are held criminally or administratively liable. The limit of liability depends on a combination of some factors, but it is unchanged that this category of misdemeanors distracts customs officers and state border guards from another category of crimes.

An important factor contributing to labor migration is the lack of a clear and effective development strategy for Ukraine. It should be noted that there is no such strategy at various macro and microeconomic levels. For example, in agriculture, science, space, computer science. Not only the rural but also the urban population migrates, not only people with secondary education, but also people with higher education. This situation reflects the rather negative situation of Ukraine, the lack of public confidence in the state, the lack of long-term and stable ties between the country and its citizens.

The global macroeconomic determinant of labor migration is the war in eastern Ukraine. Such armed conflicts not only violate human and civil rights, but also destroy any opportunities and hopes for a normal and peaceful existence. An aggravating legacy is the long duration of the war that has been going on between Ukraine and Russia for almost six years. Unfortunately, there is no hope for resolving this conflict. Disappointment in the actions of the authorities, fear for their lives and the lives of their families pushes people to mass and spontaneous movements abroad.

Thus, the determinants of labor migration in Ukraine may be of different nature. For example, geographical, political, international, military, economic, educational, mixed, structured or unstructured. However, despite this diversity, it should be noted that there are deep links

between all determinants of labor migration. Research and counteraction to the determinants of labor migration should be conducted comprehensively, taking into account the historical, cultural and metallic aspect of Ukraine, the peculiarities of its positioning in the international arena, etc. In any case, an effective study of the determinants of labor migration will help to develop successful and well-thought-out ways to overcome and correlate it.

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PERSPECTIVE DIRECTIONS OF DEVELOPMENT OF THE UKRAINIAN MARKET OF FRANCHISE SERVICES IN THE CONDITIONS OF GLOBAL TRANSFORMATIONS

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Franchising is a profitable form of business, which is widely used in all countries with developed market economies. Not so long ago this type of business appeared in our country as well. Franchising in Ukraine is still in development stage, which opens significant opportunities for investors. In recent years international companies begin to show considerable interest in cooperation with Ukrainian partners on the basis of franchising [2].

The Ukrainian economy has rebalanced and returned to a path of stable growth and recovery by March 2020. Although COVID-19 did not only affect Ukraine, it is likely to result in slower growth and GDP in 2020 as a whole. Experts believe that economic growth in Ukraine will continue in 2021 and will be driven by an increase in retail trade [1].

Among European franchise networks represented in Ukraine, the majority belong to Polish, Italian, German and French brands. The Ukrainian Franchise Group states that more than 504 franchisors, and 19,034 franchise outlets are now operating in Ukraine [2].

The main market problems that hinder the development of franchising in Ukraine: imperfect legislative framework, lack of experience

of domestic entrepreneurs in franchising, unfair attitude to the fulfillment of contractual obligations and to other people's intellectual property, low level of development of bank lending, etc [2].

Despite this, every year the franchising market continues to grow at a rapid pace. The number of companies that go from franchising is completely replaced by new companies that become full-fledged active players in this market [1].

At the regional level, franchising, under certain conditions, can become an initial strategic development direction. Despite the unstable economic situation, franchising is a chance for Ukrainian businesses to reach a new level, but for this it is necessary to improve the regulatory framework and protectionist support from the state

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SECTION «INTERNATIONAL LAW: GLOBAL CHALLENGES AND TRENDS»

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ІСТОРИЧНИЙ РОЗВИТОК МЕХАНІЗМУ ЗАХИСТУ ПРАВ ЛЮДИНИ В РАМКАХ РАДИ ЄВРОПИ

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В наші дні для багатьох країн права людини є вищою цінністю, визнаною Сучасна універсальна система міжнародного захисту прав і основних свобод людини склалася після Другої світової війни в рамках Організації Об'єднаних Націй. В наші дні для багатьох країн права людини є вищою цінністю, визнаною світовою спільнотою. Ефективний розвиток суспільства можливий, якщо діяльність всіх органів держави спрямована на розкріпачення особи, затвердження поваги до прав і свобод людини [1: 27].

Відповідно до Статуту Організації Об'єднаних Націй, держави-учасниці взяли на себе обов'язок співпрацювати в сфері прав людини на багатосторонній договірній основі [2: 7-34].

Прийнята Генеральною Асамблеєю ООН 10 грудня 1948 року Загальна декларація прав людини [3: 5-11], започаткувала формування системи міжнародно-правового захисту прав людини.

Пройшовши другу світову війну з великими геополітичними, економічними, соціально-політичними втратами, Західна Європа бачила своє майбутнє в економічній і політичній інтеграції. З цією метою виникли економічні інтеграційні утворення (сьогодні іменується Європейський Союз). Заради цього і була створена Рада Європи як форма суспільно-політичного об'єднання.

Держави-члени Ради Європи трансформували основні принципи Загальної декларації прав людини 1948 р. в юридичні зобов'язання через створення ефективної системи міжнародних судових гарантій прав людини. А тому головним пріоритетом у роботі Ради Європи є

захист прав та основних свобод людини в державах-учасницях.

Рада Європи є найстарішою міжнародною організацією, яка відіграє найзначнішу роль у сприянні забезпечення та захисту прав людини на європейському рівні.

Особливе місце в цій системі посідає Конвенція про захист прав людини і основних свобод 1950 року [4: 27-47]. Як зазначається в статутних документах цієї Організації, кожний член Ради Європи обов'язково має визнати принципи верховенства права та здійснення прав і основних свобод людини всіма особами, які перебувають під його юрисдикцією, а також має брати участь у співробітництві для досягнення мети Ради Європи [5: 13].

Головними напрямами діяльності Ради Європи можна виділити правотворчу і правозастосовчу, які сприяють в цілому досягненню більшості цілей Ради Європи, передбачених у її Статуті.

Крім того, здійснення таких повноважень, як захист прав людини, покладається на Європейський Суд з прав людини (кількість справ, які розглядає цей судовий орган, з року в рік зростає) [6: 8].

Головне місце серед міжнародно-правових угод та інших правових актів, що створені у правовій системі Ради Європи, посідає Конвенція про захист прав і основних свобод людини 1950 р. (далі - Конвенція), оскільки саме вона започаткувала ефективний механізм захисту прав людини.

Конвенція була покликана внести щось принципово нове в існуючу систему міжнародно-правового захисту прав людини. Цим новим стало створення наднаціональної юрисдикції, покликаної забезпечити конкретну практичну реалізацію прав, передбачених Конвенцією, і тим самим не дозволити їй стати усього лише декларативним документом [7: 38]. Права, закріплені в Конвеції, мають обов'язкову силу в країнах Європи.

Принципово новим і важливим стало те, що Конвенція відмовилася від традиційних уявлень про компетенцію постійних міжнародних судових органів як обмеженої винятково спорами між державами. Вона допустила пряме звернення громадян у створену нею наднаціональну юрисдикцію – Європейський суд з прав людини. Судовий захист прав громадян перестав бути винятковою прерогативою відповідних держав. Саме в цьому зв'язку Рада Європи назвала Конвенцію "безпрецедентним за своєю значимістю міжнародним договором". Був зроблений важливий крок на шляху визнання міжнародної правосуб'єктності громадянина [6: 137].

Суд не може винести рішення, які не відповідають чи суперечать Статуту Ради Європи, загальновизнаним принципам і нормам

міжнародного права (ст. 38 п. 1 (а) Статуту Міжнародного Суду ООН); Загальній декларації прав людини 1948 р.; Віденській конвенції про право міжнародних договорів 1969 р.

Рішення Суду хоча й не є обов'язковими для жодної країни, крім держави-відповідача (оскільки це б суперечило нормам міжнародного права), але чітко демонструє позицію Суду щодо вимог Конвенції. У західноєвропейських країнах такі стандарти діють вже декілька десятків років і їхня роль постійно зростає.

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LEGAL POSITION CONCERNING THE QUESTION OF DIPLOMATIC ASYLUM UNDER INTERNATIONAL LAW

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Notwithstanding the fact that people have sought refuge within diplomatic missions for a considerable time, this practice has always been and still remains controversial. Moreover, it has often been claimed that under specific circumstances a State has a 'right' to grant asylum within its embassies abroad to fugitives and the individual fugitive has a 'right' to

asylum if he has taken shelter in a foreign embassy. However, the existence of mentioned 'rights' is not generally accepted according to customary international law [1].

Furthermore, by providing sanctuary from the authorities of the territorial State, the protective State interferes to certain extent in internal affairs of that State [2].

The International Court of Justice ("ICJ") provided its position relating to legal status of the right to diplomatic asylum in 1950 Asylum case. The case concerned Victor Raul Haya de la Torre, the leader of the Peruvian political movement, who sought refuge in the Columbian embassy and was recognized by Columbia as a political offender. As Peru refused to grant him safe passage to leave the country, the States turned to the ICJ asking the Court to clarify the position of international law on diplomatic asylum [3].

The ICJ delivered a cautious judgment in Asylum case noting that (1) diplomatic asylum as a serious derogation from territorial sovereignty cannot be recognized unless its legal basis is established in each particular case and (2) when relying on customary international law, the protective State must prove that it has a right to grant diplomatic asylum and the territorial State has an obligation to respect diplomatic asylum [4]. Hence, the Court was skeptical that diplomatic asylum is a generally recognized concept of international law.

Additionally, the question of diplomatic asylum topic has been on the agenda in the United Nations, in the General Assembly. The Secretary-General submitted to the General Assembly a report for which States were asked to submit their view on the topic – only 25 States reacted and mere 7 States favored the drafting of a new treaty [5].

According to general international law, diplomatic asylum may occur in order to serve the purposes of saving life or preventing injury during imminent threat. As soon as lawful demand is made and threat has passed, the individual must be handed over to local authorities [6]. The ICJ in Asylum case also confirmed that "the safety which arises out of asylum cannot be construed as a protection against the regular application of the laws and against the jurisdiction of legally constituted tribunals" [7].

But States continue to help those seeking refuge, believing that particular individuals are persecuted for political reasons or faces an imminent threat to their life and safety. When in August 2012, Ecuador decided to give diplomatic asylum in its embassy in the United Kingdom ("UK") to the founder, spokesman and editor-in-chief of WikiLeaks, Julian Assange, tensions accumulated in the relations between Ecuador and the UK almost lead to a diplomatic disaster. As it was not a dispute between just two States, it may well be seen as a clash between States which recognize or reject the

right to grant diplomatic asylum.

Since 2010, Assange was wanted by the Swedish authorities in relation to a rape and sexual assault investigation. After he had exhausted all remedies available in the UK, in 2012 he entered the Ecuadorian embassy asking for the protection of the Ecuadorian government. Ecuador granted Assange diplomatic asylum, stated that it found that he faced an imminent danger which he could not resist [8].

Although Ecuador recognizes the right to grant diplomatic asylum and is a party to the 1954 Caracas Convention on Diplomatic Asylum, the UK "does not accept the principle of diplomatic asylum" and "is not a party to any legal instruments which require to recognize the grant of diplomatic asylum by a foreign embassy in this country", and is not obliged to guarantee Assange safe passage out of the country [9]. Nevertheless, Julian Assange took refuge within Ecuador's embassy for 7 years, and only in 2019 President Moreno announced the abrupt end of Assange's diplomatic asylum, accusing him of "repeated violations to international conventions and daily-life protocols".

As a conclusion, despite the fact that diplomatic asylum has been existed for centuries, its legality remains debatable. Its concept was rejected as a legal right under international law, and it still remain within the scope of humanitarian practice

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REFORMING THE CONTENT OF LEGAL EDUCATION ON THE EXAMPLE OF GERMANY AND THE USA

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For a long time, the number of law students grew, as did the prevalence of the legal profession.

The issue of legal education reform is very relevant today. Particular attention should be paid to the diverse number of approaches to regulating this issue, especially when it comes to countries located on different continents. In this case - Germany and the United States.

For the United States, reforming legal education every 10-15 years is commonplace and permanent. In Germany, significant changes in legal education were introduced by the federal law of 2002: "On the reform of legal education."

In general, the reform is a model of legal education. The main question: what type of legal education should be formed? Analysis of reforms in the field of legal education shows that their success depends on both subjective factors of the educational process and the type of legal system. Therefore, the study of models of legal education in such system-forming countries of the main legal families as Germany and the United States, deserves special attention.

Legal education in Germany - 800 years. Today, the German legal education system focuses on training for both the judiciary and avant-garde.

Training of lawyers in Germany is carried out not only in universities. There are 36 law schools. Their graduates may not hold the positions of judges, lawyers and notaries, but may be civil servants, work as lawyers in commercial and other structures [1].

For 240 years of US history, a model of legal training has been created, the main characteristics of which are the narrow specialization and practical orientation of education.

From the beginning of their existence, American universities and colleges were almost completely independent of both the state government and the federal government. Academic autonomy and independence is the first and perhaps most fundamental feature that distinguishes American universities from European universities dependent on their governments.

The main task of American law schools is to prepare for access to professional scholarships and successful legal practice. In this regard, the curricula of various law schools focus on the requirements for the bar exam.

Therefore, there are no fundamental differences between them, despite the lack of a single curriculum.

The legal education of the United States recognized European influence by adapting the English model of legal education and the German system of specialized and applied academic disciplines. Today, the prestige of American legal education is very high. The number of foreign students studying law in the United States exceeds the number of all foreign law students studying in all other countries of the world combined [2].

Many countries are discussing the feasibility of including elements of legal sciences in legal education. These include changes in personal status and family law related to advances in biology; sociology of organizations, philosophy of the subject, etc.

The structure of legal education is also being reformed. It includes the duration of study, its division into cycles, courses, semesters, trimesters. In different countries it is different, sometimes even very different. Characteristically, there is no desire to unite, but an attempt to unite different structural models.

Summarizing the above, we can say that the United States and Germany are constantly trying to reform legal education. These efforts are driven by a desire to overcome the contradictions between legal education, professional legal practice and market needs. But in each country, reforms are closely linked to the type of legal system, the appropriate model of legal education. Each of them has its own characteristics, its own structure, but all are united by a common goal: to ensure the maximum effectiveness of preparing students for the future legal profession.

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COOPERATION OF STATES AND INTERNATIONAL ORGANIZATIONS IN THE FIGHT AGAINST COVID-19

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The COVID - 19 pandemic is not the first or the last pandemic in human history. Over the history of mankind, mankind has developed a significant number of measures to combat epidemics and pandemics, from medical, sanitary-epidemiological to economic and international law.

However, it should be noted that the peculiarity of the COVID C 19 pandemic is its rapid emergence and spread. Moreover, unpredictable measures to prevent a pandemic, such as the mask regime, the cessation of any transport links, the prohibition of movement, have left their mark on the need for new, adapted to modern realities, responsibilities of states within the framework of international law.

The development of the COVID-19 pandemic was so unexpected that in January 2020 it was difficult to imagine the possible consequences. Therefore, the priority task of states and international organizations was to clarify the mistakes made, to make changes in the international legal regulation of the fight against infectious diseases, including the responsibility of states and international organizations.

The World Health Organization plays a coordinating role in combating the spread of COVID - 19. Any international intergovernmental organization has the same rights and responsibilities under the statute as the member States of that organization. For the World Health Organization, this is the WHO Charter of 1946, which is uniquely called the "WHO Constitution". An international organization may be liable both on the basis of its Statute and on the basis of customary rules of international law codified in the Draft Articles on the Liability of International Organizations. [4]

Important issues in the field of principles and basic principles of international cooperation on the prevention of coronavirus are also discussed on the agenda of the UN General Assembly. It is the UN General Assembly that has already adopted two resolutions on combating the spread of COVID - 19.

The first resolution 74/270 "Global solidarity in the fight against coronavirus disease 2019 (COVID - 19)" was adopted on April 2, 2020. It emphasizes the central role of the UN system in cooperation in taking global measures to prevent and deter the spread of COVID-19; Recognizes that the WHO has a key role to play in combating the spread of COVID-19; states

that the fight against COVID-19 is possible through global action based on unity, solidarity and active multilateral cooperation; Emphasizes that the global response to the threat of COVID-19 requires full respect for human rights and non-discrimination, racism and xenophobia; contains a list of areas of international cooperation that need to be intensified, namely: the exchange of information, scientific knowledge and experience, including experience in implementing WHO recommendations and standards. [1]

The next resolution adopted by the UN General Assembly was 74/274 "International cooperation to ensure global access to drugs, vaccines and medical equipment to combat COVID-19" of 20 April. Its authors are 75 countries, including Ukraine. This resolution establishes an algorithm for cooperation between the WHO and other relevant UN agencies, including international financial institutions, on recommendations for the rapid expansion of production, strengthening supply chains that promote fair, transparent, equal, effective and timely access to prevention tools, laboratory tests, reagents and auxiliary materials, basic medical supplies, new diagnostic tools, drugs and future vaccines against COVID - 19. Resolution 74/274 also states that such medical devices should be available to all who need them, including States. [2]

One of the international legal mechanisms to combat pandemics and epidemics is the normative activity of the WHO in the field of cooperation in overcoming and preventing infectious diseases. In order to solve this problem and promote international legal cooperation of states within the framework of the WHO in 2005, improved and supplemented International Health Regulations (IHR) were adopted.

The World Health Assembly Resolution "COVID-19 Response" of WHA 73.1 of 19 May 2020 calls for a review of the effectiveness of the IHR themselves in 2005 through an analysis of Member States' commitments, including China's actions under Art. 6 "Notification" and Art. 7 "Exchange of information in the event of unexpected or unusual events", and the extent to which the rules themselves are adapted to respond to an outbreak and the spread of a pandemic COVID-19. [3]

As a conclusion, it should be noticed that the promptness of the response of international organizations to the COVID-19 pandemic directly depended on the available information from states. There is no alternative to international cooperation in this area, as there is currently no alternative to WHO. For example, the thesis of Great Britain in this regard reads: "Coronavirus is a global challenge. It is important that states work together to address the common threat".

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CURRENT STATE AND PROBLEMS OF ANTI-CORRUPTION IN UKRAINE

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The problem of combating corruption in our society today is one of the most pressing for Ukraine.

After all, corruption restricts the constitutional rights and freedoms of man and citizen, hinders the normal functioning of the state apparatus, inhibits the promotion of socio-economic reforms in the state, promotes organized crime, undermines trust in government, negatively affects the country's international prestige.

Unfortunately, in Ukraine, corrupt relations are increasingly displacing legal, ethical relations between people and are gradually being transformed into normal norms of behavior, which, of course, threatens its future. Recently, the extremely difficult socio-economic and political situation, the annexation of part of the country and separatist manifestations in some regions, due to both internal and external factors, have nullified the already ineffective state anti-corruption policy, which does not provide grounds for optimistic forecast for reducing the level of corruption in Ukraine.

It should be noted here that none of the countries in the world has full immunity from corruption - they differ only in its volume, the nature of its manifestations and the scale of impact on the socio-economic and political situation. In those countries where corruption is widespread, it turns from a social anomaly into a rule and becomes a common means of solving problems, becoming the norm of government and the way of life of a large part of society.

In countries where it is relatively rare, corruption in the public consciousness is associated with great evil for the state and its citizens and does not have a significant impact on public life [1].

At the same time, the so-called level of perception of corruption in our country is too low. After all, according to the annual rating, which will be published by the international organization Transparency International, according to certain criteria, Ukraine took 131st place with 176 countries. At the same time, our state has slightly improved last year's figures [2]

This was facilitated, among other things, by the adoption by the Verkhovna Rada of Ukraine of a number of anti-corruption laws aimed at establishing a new anti-corruption platform, electronic declaration, and a number of new law enforcement agencies, such as the State Bureau of Investigation and the National Anti-Corruption Bureau.

In addition, Ukraine's signing of the UN Convention against Corruption on December 11, 2003 can be considered a positive step in anti-corruption activities. Also at the state level, a number of anti-corruption measures have been implemented, including criminal justice reform, judicial, tax and administrative reforms, and the mechanism of citizens' access to public information, including data on persons who have committed corruption offenses, has been improved.

At the same time, according to international experts, a breakthrough in overcoming corruption has unfortunately not happened. There are systemic shortcomings in the activities of the newly created bodies, the main of which are the lack of clarity in the division of responsibilities between them, as well as subordination to different branches of government (the Prime Minister of Ukraine and the President of Ukraine, respectively).

Therefore, there are still too few practical changes in the direction of overcoming corruption, and the applied means of combating corruption are still ineffective. The number of corruption offenses is growing, and the number of registered crimes and convicted persons related to corruption does not correspond to the actual spread of this negative phenomenon. It is considered that the reporting on the state of anti-corruption is imperfect due to the lack of generally accepted criteria for assessing corruption, the effectiveness of law enforcement agencies with other public authorities in covering this information.

Corruption is often the best way to fight bureaucracy. Due to the complexity and confusion of the provision of services by the Ukrainian authorities, in many cases bribes help to solve a certain case. The Ukrainian system of government has essentially remained Soviet, and it is unable to operate effectively in a market economy. Corruption, which has become a kind of market mechanism, makes it more flexible.

It should be noted that most legislative initiatives in the field of anti-corruption policy are aimed at strengthening the responsibility of individuals for committing acts of corruption, which directly affects the increase of

corruption: increasing the level of responsibility - increasing the risk of prosecution - increasing corruption. But such measures affect the consequences of corruption, not their causes. The situation can be radically changed only by eliminating corruption opportunities in the current Ukrainian legislation, which contains many gaps, opportunities to "bypass" a particular rule, a number of conflicting rules.

A particular threat to national security is political corruption - a corrupt form of political struggle of clans, political elites, parties, groups and individuals for power, which undermines the fundamental foundations of society and the state. Political corruption is perpetrated by the ruling elite to seize and retain power, to neutralize political rivals by outwardly legitimate, and in fact illegal, seizure of state resources for use for their own political purposes for future «dividends.»

At the same time, it is obvious that corruption, as an economic problem, is caused by the participation of government officials in commercial activities for personal or corporate income, the use of official position to "pump" public funds and valuables into commercial structures; providing benefits for their corporate group (political, national, clan, etc.) with the diversion of state resources, lobbying for the adoption of regulations in the interests of certain groups, and so on.

There are enough problems in combating corruption in Ukrainian society, and the issue of overcoming them and increasing the pressure on the corruption component is becoming more relevant and necessary for Ukraine.

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INTERNATIONAL TERRORISM AS THE MOST DANGEROUS PROBLEM ON A GLOBAL SCALE

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The issue of combating terrorism today is one of the most pressing and discussed issues of the world order in recent years. As well as the activities of states and international associations to combat this problem.

International terrorism is not a new phenomenon. it is the terrorist acts in American cities that have become a kind of watershed in the recent history of mankind. the issue of combating terrorism was put on the agenda of the UN summit, which took place on September 14-17, 2005 [1]. The reason for this decision was the tragic events that took place on September 11, 2001 in the United States, in October 2002 in Moscow on the musical "Nord-Ost", in March 2004 in Spain, in September 2004 in Beslan, in July 2005 in the London Underground and the ongoing terrorist attacks in Israel.

The choice of the topic "International terrorism as a global problem" is due to the fact that nowadays in the world there is a special way of expressing their dissatisfaction - it's terrorism, the word terrorism comes from the Latin "terror", which means "fear", "horror" [2]. At the Inter-American Conference on Human Rights (1970), devoted to the problems of terrorism and protection against it, three forms of terrorism were named: social, political, ideological [3].

Modern terrorism is characterized by a sharp increase in technical development, a high level of organization of activities, as well as the availability of significant financial resources (financing). Its distinctive feature is the blurring of the line between international and domestic terrorism. Terrorist organizations are linked to drug trafficking and the illicit arms trade. There is a noticeable dynamics of growth of terrorist groups in the modern world.

Recently, a new form of terrorism, such as high-tech terrorism, which includes cyberterrorism (electronic, computer) and space terrorism, has become a concern for law enforcement and scientists studying terrorism. Cyberterrorism means a deliberate motivated attack on information processed by a computer, computer system or network that endangers the life and health of people or the occurrence of other serious consequences, if such actions are committed to violate public safety. , intimidation of the population, provocation of military conflict [4].

The need to increase the effectiveness of counter-terrorism measures makes the topic of the article relevant, as it is devoted to the problems of researching the concept and essence, types and forms, causes and sources of

terrorism and measures to prevent it. All of the above explains the relevance and significance of the chosen research topic. The international community, international experts and scientists are hotly debated the cause of terrorism. Citing such factors as religious bigotry, poverty, illiteracy, unjust peace, national humiliation, outdated regional problems. At the same time, the more the various possible causes of terrorism are studied, the more difficult the task of determining them becomes.

The international community is working hard to combat terrorism. Universal and regional international organizations are solving this problem, states are cooperating in this area, including very active cooperation with law enforcement agencies. The main role in the fight against terrorism belongs to the UN and the Security Council.

To date, no country in the world has full guarantees against the commission of terrorist acts on its territory. Therefore, along with the most effective domestic measures aimed at preventing terrorist activities, it is necessary to consider this problem as a global and accordingly build a strategy to combat it. Without the closest international cooperation, aimed at a comprehensive solidarity of all actors in international life to new threats and challenges, the future of mankind is unlikely to meet our expectations.

Thus, we can conclude that in today's world there is a simple problem of identifying the root causes of terrorism and minimizing them. It is the elimination of the reasons that motivate citizens to cooperate with terrorist organizations that is the most difficult task, the solution of which requires efforts not only at the state level but also at the international level.

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IMPACT OF THE COVID-19 PANDEMIC ON INTERNATIONAL AVIATION STANDARDS

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More than a year has passed since the international community faced an extremely difficult challenge for the whole world, namely the COVID-19 pandemic. It is difficult to name at least one area that would not be affected by this disease. And perhaps the greatest impact it has had on the field of aviation, because it is through air travel that the disease can expand its borders and as a result create new foci of the disease.

First of all, one of the fundamental international documents in the field of aviation is the Convention on International Civil Aviation of 1944, which contains an article "Prevention of spread of disease". This article lists infectious diseases against which States Parties must take action [1]. The provisions of article are detailed in recommendations developed jointly by ICAO and the World Health Organization (WHO). The main document of a universal nature in the fight against infectious diseases is the International Health Regulations of 2005, which are aimed at preventing the spread of diseases and combating them [2]. Their provisions are linked to Annex 9 to the 1944 Chicago Convention.

In 2003, during the spread of atypical pneumonia caused by coronavirus SARS, temperature screening of passengers was introduced for the first time at airports. Recommendations in this regard were jointly developed by the International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA) and the WHO [3, p. 31]. In 2006, ICAO developed the "Guidelines for states concerning the management of communicable disease posing a serious public health risk". Annex 13 contains the "Form of providing information on the location of the passenger for health reasons". In 2009, changes made to other Annexes came into force. ICAO has also developed a cooperation mechanism for the prevention of the spread of communicable diseases by air transport (CAPSCA). Through Resolution A37-13 "Prevention of spread of communicable disease through air travel" ICAO calls on States to join and participate in the Mechanism to achieve its goals [2]. Recent documents that were adopted during the COVID-19 pandemic are updated ICAO and WHO recommendations of March 6, 2020, ICAO's appeal to national governments, etc. [3, p. 31].

The reaction to the spread of the disease also became the COVID-19

report and guidelines which were produced by the Council's Aviation Recovery Task Force (CART). They were developed through broad-based consultations with countries and regional organizations, and with important advice from the World Health Organization and key aviation industry groups. Also, updated WHO recommendations were adopted, in addition to the relevant bulletins issued by ICAO, CDC and other aviation organizations. ICAO has created a special section on the official website, which contains all relevant international documents and information on the fight against COVID-19, in particular in the field of aviation. This section also contains appeals to state governments. In particular, ICAO reminds national governments of their obligation, in accordance with the International Health Regulations, to inform WHO of the implementing of additional measures that may impede international air transportation. The implementation by States of the Standards and Recommended Practices (SARPs) that relate to the preparedness and management of public health emergencies is essential. They are contained in Annex 6, Annex 9, Annex 11, Annex 14, Annex 15 to the Chicago Convention and in the "Procedures for Air Navigation Services. Air Traffic Management" (Doc 4444) [4]. Vaccination is also an important issue, one of the recent documents being the Joint Statement of ICAO and the World Customs Organization on the global transportation and distribution of COVID-19 vaccines and associated medical supplies of 2 February 2021, in which organizations call for cooperation between states and international organizations in ensuring the transportation of vaccines and other equipment [5].

Thus, the COVID-19 pandemic has had a significant impact on international aviation standards, which was manifested in the intensification of activities and cooperation between the International Civil Aviation Organization and the WHO. ICAO is constantly improving its Standards and Recommended Practices on pandemic control and bring them to the attention of the Member States, cooperates with states and with international and regional organizations to prevent the spread and control the disease. Among the innovations are measures included in the Report by the CART, which provided specific guidance for public health risk mitigation measures, including issues of related to airport and aircraft disinfection, passenger accommodation, staff protection, security screening, management of sick passengers or crew members, etc. These and other innovations will have a positive impact on the fight against infectious diseases and the safety of air services between states.

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INTERNATIONAL LEGAL PROTECTION OF CHILDREN FROM ILLEGAL MOVEMENT OR MAINTENANCE

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The Convention on the Civil Aspects of International Child Abduction aims to protect children from their unlawful movement. The Convention establishes a procedure for ensuring the return of illegally removed or detained children to their country of residence.

The Convention applies to any child under the age of 16 who has resided in a Contracting State immediately prior to unlawful exportation.

Article 8 of the Convention gives any person, institution (or other body) which alleges that a child has been removed or is being held in breach of custody, the right to apply for assistance in securing the return of the child.

The Convention uses the terms «right of custody» and «right of access», the interpretation of which is limited by the purposes of the Convention. Thus, the «right of custody» covers the rights associated with the custody of any person about the child, and in particular the right to determine the child's place of residence, and the «right of access» includes the right to communicate with the child, including moving the child for a limited time. other than her place of permanent residence. Therefore, relocation is considered illegal when there is an export or non-return of a child from abroad, if the rights of custody of the child belonging to any person, institution or other body are violated.

The legal basis for the legal relationship between the child and the person (institution) is determined in accordance with the law of the state in

which the child resides, a valid court decision or competent authority or is the result of an agreement. It is also important that care is carried out effectively.

The person taking out the child can be one of the parents, another relative, a person who is appointed guardian of the child. A child may be taken from an orphanage by a relative who does not have custody of the child. It may even be a person who is not related to the child (for example, godparents).

So, first of all, in any case, the child is removed from the family and the social environment in which he developed as a person. Second, the person who takes the child abroad is a member of the child's family: in most cases, the father or mother and usually hopes to obtain a decision from the competent authorities on child custody, ie to «legalize» the child's movement.

Thus, the Convention sets out its task of restoring the status quo by the immediate return of children who have been wrongfully removed, as only the authorities of the child's place of residence have jurisdiction to resolve any disputes concerning the place of residence and custody of the child.

Applications under the Convention shall be addressed to the Central Authorities designated by the States Parties to carry out the functions specified in the Convention. In Ukraine, these functions are performed by the Ministry of Justice through its territorial departments of justice.

The decision to return the child, or to refuse to return it, shall be taken by the court or competent authority of the Contracting State in which the child is removed. In Ukraine, such a decision is made by a court. The grounds for refusal of return are determined directly by the Convention, but their list is small. The court may refuse to return if more than one year has elapsed from the date of the illegal removal; the child has already taken root in his new environment; the applicant did not in fact exercise custody of the child, or consented to the removal and residence of the child, or subsequently gave his tacit consent; there is a serious risk that the return will put the child at risk of physical or mental harm, will create an intolerable situation for the child; it was found that the child objected to the return and reached an age and level of maturity at which his opinion should be taken into account.

However, the Article 16 of the Convention requires that the question of the child's place of residence not be decided on the merits until it has been determined that the child should not be returned in accordance with this Convention. That is, it should be borne in mind that the decision to return the child to the country of his / her permanent residence does not mean an automatic decision on the child's permanent residence, ways of participating in education and communication with him / her.

It should be noted that in Ukraine the main approaches to understanding and realization of children's rights, defined by international and domestic legislation, have changed significantly in recent times. This is due to the

increasing attention of the state to the interests of children, improving the mechanism of monitoring compliance with current legislation in the field of child protection, the development of institutions for social and legal protection of children and many other factors..

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MEDIATION IS A HOPELESS PHENOMENON OR A POWERFUL INSTITUTION OF THE FUTURE

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The European Community pays considerable attention to the development of the institution of mediation. In particular, this is evidenced by the widespread use of an alternative method of conflict resolution in international practice. Mediation has become in demand in various spheres of humanity, which has led to the concentration of legal innovation on the new institution and the formation of international standards in this area.

According to the legal practice of the last decades, the subjects of law are gaining more and more autonomy from the law, although they are limited by prescriptions. Self-regulation of public relations has become an integral part of modern codes in the field of civil, administrative and family law. The state reduces the burden on the judiciary by delegating a wide range of opportunities for individuals and legal entities to protect their own interests.

The legal systems of continental Europe in the second half of the last century began to reduce the level of state paternalism, as evidenced by the provisions of European codes, examples of which are given in the following paragraphs.

United Kingdom has reformed civil proceedings because 73% of the disputants complain that the British judicial system is obsolete. The reform has taken steps to encourage people to seek a mediator to resolve the dispute. The country has created for this new department in The London Court of

International Arbitration (LCIA), which provides services of highly qualified mediators. In this way, the government at the legislative level consolidated the status of mediators, parties, their rights and responsibilities, this helped the new institution confidence gain among the population [1].

According to The French Civil Procedure Code one of the functions of the judiciary is the reconciliation of the parties, so sometimes judges assume the duties of mediator. Mediation is applicable in all areas of law, provided that it does not undermine the rules of public policy governing social and financial behavior. Currently, the mediation process is voluntary. However, as a mandatory pre-trial procedure for some categories of disputes, a mediation procedure is provided, for example, in divorce proceedings [2.p.6].

German Code of Civil Procedure 2002 urgently appeals to resolve disputes without litigation, using the conciliation procedure. In particular, many specialized mediation courts have been set up, which are note for successful dispute resolution. Provinces of Mediation Councils are also establish in the provinces and The German Institution of Arbitration (DIS) provides ADR services [2.p.5].

Since at the national level states have begun to actively develop the institution of alternative dispute resolution, as well as given the importance of international law and regulations, supranational organizations have begun work on the introduction of this institution in the international arena and its standards.

The legal regulation of this institution is being actively developed at both the regional (EU) and universal (UNCITRAL) levels. There are relatively few international legal acts regulating mediation: the European Convention on the Exercise of Children's Rights of 25 January 1996 (Article 13), the United Nations Minimum Standard Rules on the Administration of Juvenile Justice (Beijing Rules) , adopted by UN General Assembly Resolution №40 / 33 of 29 November 1985, Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power, adopted by UN General Assembly Resolution № 40/34 of 29 November 1985

A number of documents from the United Nations Commission on International Trade Law (UNCITRAL) should also be highlighted, including the UNCITRAL Conciliation Regulations of 4 December 1980 and the UNCITRAL Model Law of 19 November 2002 on the International Commercial Conciliation Procedure.

Each document differs in the importance of the contribution to the formation of a new institution, as some only indicate its existence and applicability, while others give full recommendations for its application.

Analyzing the above, we can conclude that in these international documents and documents of international organizations, including in part of

their definitions of «mediation» and mechanisms to encourage the integration of mediation in national legislation, confirmed the high importance given at the international level of mediation, which has a significant potential to reduce the number of conflicts and workload in the courts, reduce the duration, reduce financial costs and facilitate dispute resolution and conflict resolution procedures in various areas of public relations (civil and arbitration, criminal proceedings, administrative proceedings, international relations, family and labor disputes, world justice, etc.).

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THE RIGHT OF PEACEFUL ASSEMBLY AND COVID-19 RESTRICTIONS

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The introduction of restrictions as a result of the COVID-19 pandemic makes significant adjustments in the lives of people around the world, including in Ukraine. Such measures especially affect the rights and freedoms guaranteed to citizens. In this article, we will look at how the coronavirus has affected people's exercise of the right guaranteed by Article 21 of the ICCPR and Article 11 of the ECHR, to which Ukraine is a party, and Article 15 of the ACHR, namely the right to peaceful assembly.

Quarantine is an administrative and health measure used to prevent the spread of dangerous infectious diseases. Quarantine in Ukraine is established and abolished by the Cabinet of Ministers of Ukraine. On the territory of Ukraine for the period of quarantine, it is prohibited to hold mass (protests, gatherings, cultural) events with the participation of more than 20 people (the organizer ensures compliance between participants' physical distance of at least 1.5 meters) [1].

As for the restriction of mass events, the freedom of peaceful

assembly is not an absolute right and may be restricted. However, a good reason is needed. This fundamental principle of the rule of law is reflected in the ECHR, namely: Articles 8, 9, 10, and 11 provide for interference with fundamental rights where it is necessary for a democratic society to protect health. In addition, Article 15 of the Convention also provides for a derogation from certain rights [2].

The Constitution of Ukraine in Part 2 of Article 39 stipulates that the right to freedom of peaceful assembly may be restricted only «in order to prevent riots or crimes, to protect the health of the population or to protect the rights and freedoms of others.» Also important is Article 64 of the Constitution, which provides for the possibility of temporary restriction of the right to freedom of assembly, assembly, march, and demonstration in a state of war or emergency.

In fact, such restrictions can only be provided for by law, which is necessary for a democratic society and pursues a legitimate basis. In this case, the decision must be qualified as law; must meet the test of necessity; and pursue a legitimate aim.

Any interference with the rights to freedom of expression and peaceful assembly shall have certain grounds in national law. In Huvig and Kruslin's cases, the ECHR identified questions that establish a test for the "provided by law" principle: there must be an effective instrument of law, that is foreseeable and accessible. A situation of emergency has been introduced in Ukraine today (it is necessary to distinguish it from a state of emergency), which does not provide grounds for restricting constitutional rights. Currently in force is the Resolution of the Cabinet of Ministers of December 9, 2020, № 1236. In conjunction with it, the Code of Ukraine on Administrative Offenses Of Ukraine «On protection of the population from infectious diseases». Restriction of certain constitutional rights and freedoms of man and citizen is possible only in conditions of martial law or state of emergency. In all other cases, resolutions of the Cabinet of Ministers regarding the restriction of human and civil rights and freedoms have questionable legitimacy [3].

In the context of restricting the rights and justifying the limits of interference with such rights, it is necessary to establish whether there was indeed a public danger. The correspondence between the balance of the rights of one person and the balance of the rights of the whole nation is reflected in Solomakhin v. Ukraine, 2012 (§ 36), where the Court noted that the violation of the applicant's physical integrity could be considered justified by health population and the need to control the spread of infectious diseases in the region. It is well known and recognized, thanks to the WHO decision, that coronavirus infection is recognized as a pandemic, so it is not so problematic

to prove. At the same time, the assessment of the adequacy of measures and the adequacy of legislation remains an acute and controversial issue [4].

The restrictions must pursue a legitimate aim, demonstrate the precise nature of the threat, and be proportionate to that aim. It must demonstrate a direct and immediate connection between the expression and the threat. Also, the restrictions imposed by the statement must conform to strict tests of proportionality. The restrictions must not be overbroad, it must be the least intrusive measures. The restrictions are not proportionate cause they prohibited the expression of opinions and gatherings on social media platforms that concern COVID -19.

Based on the requirements and norms aimed at protecting the right to peaceful assembly and concerning the conditions under which it is possible to limit this right, laid down in international and national law, we can draw a conclusion that the restrictions imposed by the Cabinet of Ministers of Ukraine in connection with COVID -19 are an unjustified interference with constitutional human rights and freedoms. They are illegal, because, they were established through the wrong legislation (decree), some did not meet the legitimate aim for which they were set (examples of elections held) and were disproportionate, i.e. excessively interfering with human rights (the severity of these restrictions was not related to the number of registered patients with COVID-19). In order to remove illegal provisions and prevent such in the future, it is necessary to conduct a full study of the current situation and coordinate their acceptance with European policy in this area.

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FORMATION AND DEVELOPMENT OF INTERNATIONAL AIR LAW IN EARLY TWENTIETH CENTURY

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With the advent of the first aircraft in the early XX century. in the doctrine of international law there was a heated discussion about the regime of airspace and the rights of states to it within their land territory. According to some scientists, the airspace over the state territory should be free and open to aircraft flights. Others argued for the need to extend sovereignty to the airspace above the state territory [1].

As a result, the states faced the problem of protecting their airspace and ensuring security, protecting their territory and population from outside encroachment. At the same time, the need to create conditions for the development of international air services was taken into account.

The first order on the order of flights of foreign aircraft, which appeared under the influence of aviation, was issued in France on March 12, 1909. Her example was followed by Germany, where first in Prussia (1910) and then in Bavaria (1911) issued orders prohibiting foreign aircraft from flying over «restricted areas» [2].

At the initiative of France in 1910, a diplomatic conference convened in Paris, which was attended by representatives of 19 states. The conference drafted an international convention on air travel. However, the conference ended in failure. Its participants have not been able to resolve the main issue concerning the legal regime of airspace. Two points of view were expressed on this issue. In particular, the Delegation of England made the following proposal: "States will have full sovereignty over the airspace over their territory and territorial waters. Each state will be free to establish its own police, customs and other regimes related to air navigation. « The opposite approach was followed by France, which advocated the recognition of «freedom of air» [2].

Substantiating the theory of «freedom of air», the famous French scientist Fochil argued that «freedom of air» is determined by natural and legal reasons: the physical nature of air is not subject to man, he can not really influence it, and from a legal point of view building height. In 1904, when Fochil substantiated the theory of «freedom of air», the tallest building in the world was the Eiffel Tower - 330 m. Focusing on its height, the scientist came to the conclusion that outside its airspace is not subject to

anyone, and it is free for air movement. Fossil to the conclusion that air as such cannot be subordinated due to its physical properties to the sovereignty of the state, and therefore the proclamation of «freedom of air» is a natural and legally correct decision. At the same time, the scientist assumed that states have the right to impose certain restrictions on «freedom of air»: to prohibit the flight of foreign aircraft over their territory, to take precautions to ensure their national security, to protect their commercial interests from competition from other states [1].

In contrast to the theory of «freedom of air», another theory was aimed at substantiating sovereignty over airspace. Some proponents of this theory, such as R. Grunwald, tried to justify it based on the principles borrowed from civil law «cujusestsolum, ejusestsummitasusqueadcoelura» (who owns the earth, so belongs the pillar of air to the heavens). On this basis, they concluded that each state has sovereignty in the airspace over its land and water area to a height that it determines [3].

The result of theoretical discussions and practical attempts to enshrine «freedom of air» in the International Air Code (Article 1), developed by the International Aviation Law Committee in 1911, was the Franco-German agreement of 1913, which first enshrined the right of states to dispose of their airspace [2].

At the end of the First World War, at the Paris Peace Conference convened in 1919, which adopted the Convention on Air Navigation, the member states unconditionally recognized the principle of full and exclusive sovereignty of states over the airspace over their land and water (Article 1 of the Convention). «Freedom of the air» was rejected as not in the interests of states: military action during the First World War showed its incompatibility with political, economic and military realities [1].

Thus, the fundamental concept for the development of the first conventions was the principle of sovereignty of states over airspace, and states adopted special laws establishing the appropriate legal regime of airspace over their territory.

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LEGAL REGULATIONS OF ILLEGAL TRAFFIC OF NARCOTIC SUBSTANCES IN INTERNATIONAL LAW

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The problem of drug use has always been known to mankind. Drugs were used in Mesopotamia, Ancient Egypt, Ancient Greece, India, etc. Even the ancient tribes of the Maya and Aztecs knew that some plants can put a person to sleep or intoxicate, and also cause hallucinations [1].

However, at the present stage, international legal and domestic acts regulating various aspects of the trafficking of narcotic and psychotropic substances and combating illicit drug trafficking are not effective enough. According to the UN, the economic power and political influence of criminal organizations in the drug trade continues to grow, and such criminal groups not only control the entire process of drug production, but also actively oppose organizations and individuals who fight against them [2].

The starting point for the formation of cooperation between states in the field of combating drug trafficking is the convocation in 1909 of the Shanghai Opium Commission, which was attended by representatives of 13 states (USA, Austria-Hungary, France, Germany, England, Persia, Japan, China, Siam, the Netherlands , Russia, Portugal, Italy) [4].

The commission was held from 5 to 26 February 1909 and its purpose was to develop measures aimed at countering exports from China to the United States and other European countries, as well as to develop measures aimed at preventing drug addiction of the Chinese population and drug trafficking in this country.

Just three years after the convening of the Commission, the first international treaty was prepared, designed to normatively consolidate the cooperation of states in the field of limiting the circulation of opium in the world - the Hague Convention of 1912 [6], which consisted of six chapters and twenty-five articles. The Hague Convention enshrined a number of important provisions and specific measures that could not be taken as a result of the work of the Shanghai Opium Commission.

According to Art on the 23rd of the Versailles Peace Treaty, the League of Nations entrusted the League with general control over agreements on the trafficking of women and children, the trade in opium and other harmful substances, so it can be considered the first international organization to be empowered to exercise international control over drug trafficking.

Under the auspices of the League of Nations, several of the most

important international treaties governing the world drug circulation were concluded. In 1925, the Geneva Opium Convention [7] was adopted and entered into force in 1928. In addition to reaffirming the principles enshrined in the 1912 Hague Convention, the Geneva Convention introduced a number of innovations in the field of international drug control.

One of the main ones is the introduction of a system for issuing permits for the import and export from one country to another of substances recognized by the convention as narcotic.

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1936 a conference was convened by the League of Nations in Geneva, which resulted in the 1936 Convention for the Suppression of the Illicit Trade in Dangerous Drugs [3].

The Convention was the first ever international treaty to point to the problem of drug trafficking and to recognize certain drug offenses as international crimes, a significant achievement.

This convention obliged the states parties to bring their national criminal legislation in accordance with it, namely, to introduce imprisonment or other forms of deprivation of liberty for the following acts:

1) manufacture, processing, extraction, preparation, storage, offer, offer for commercial purposes, distribution, acquisition, sale, delivery under any conditions, mediation, re-shipment, transit, transportation, import and export of narcotic drugs in violation of the provisions the conventions of 1912, 1925 and 1931;

2) deliberate participation in the specified offenses;

During the Second World War, only a few cases of significant violations of international treaties governing international drug control rules

were recorded. These cases were considered by the tribunals in several cases after the end of the war.

On the basis of Resolution 9 (I) of February 16, 1946, the UN Economic and Social Council established the Commission on Narcotic Drugs, which is currently the main international body coordinating the activities of the international community on drug trafficking regulation.

Having analyzed the formation of the foundations of international legal counteraction to drug trafficking, the following conclusions can be drawn:

1) Before the convocation of the Shanghai Opium Commission in 1909, it was practically not regulated by international law. The lack of international regulations in this area actually equated opium (the most common drug at the time) with any other substance or commodity that was in free circulation, such as tea or spices. This led to the social degradation of Chinese society and total damage to the health of its citizens.

2) For almost 30 years since the convening of the Shanghai Opium Commission, the international community has been working to give the drug trafficking a legal framework. Thus, the rules for the production of narcotic drugs, the foundations for regulating the international trade in narcotic drugs were formed; the first licenses for the production and trade of narcotic drugs were introduced, the first international organizations were created to control the production and trade of narcotic drugs, etc.

3) Further development of the international legal system for regulating the circulation of narcotic drugs followed the path of strengthening international control over the activities of states in the production and sale of narcotic drugs, improving the classification system for narcotic drugs and simplifying the system of sources of international law in the field of regulating drug trafficking.

Also, I consider it necessary to add that the illicit trafficking in narcotic drugs and psychotropic substances as a criminal act threatens the health of the population on a global scale, and not only the interests of maintaining the health of an indefinite circle of persons within any one state (suffice it to recall that the annual turnover of Latin American, South Asian and Central Asian drug producers and dealers exceed or correspond to the gross national products of the respective states; and the threat of the spread of drug addiction acquires an alarming scale of planetary significance).

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DEVELOPMENT OF THE CONCEPT OF NATIONAL-PERSONAL AUTONOMY IN THE DOCTRINE OF CONSTITUTIONAL LAW

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First of all, we should consider the definition of “autonomy”. In the common sense of the word, autonomy is understood as separation, autonomy, independence. R. Yengibaryan believes that “autonomy is a general management concept, which means limited independence within the management system. Here we can talk, for example, about the autonomy of the enterprise, which is part of a larger commercial structure, the autonomy of the primary or regional center of the public association, etc.” [1, p. 290].

In the legal aspect, autonomy should be attributed to the category of constitutional law as a general concept that reflects the “special status of the territory or organization in the state, which provides a relatively independent solution of internal problems outside the rights and powers of the state or organization, which includes this self-governing unit” [2, p. 10]. This approach to the definition of “autonomy”, which is formulated in an academic scientific publication, is shared by most jurists in Ukraine.

Autonomy is divided into two main types: 1) territorial and 2)

extraterritorial (cultural).

Territorial autonomy is used mainly when, due to certain circumstances, one or more parts of the state are given broader powers than the rest of the country to independently resolve issues of internal self-government. In some countries, not only some parts of them, but also the whole territory is divided into autonomous entities, which will be discussed below.

Extraterritorial autonomy consists mainly in giving representatives of certain ethnic groups (nationalities) a certain independence in matters of organization of various forms of cultural life, it is often also called cultural or national-cultural autonomy.

Depending on how ethnic communities live - compactly or separately, as well as some other circumstances, extraterritorial autonomies in the legal literature are divided into 1) personal and 2) corporate.

Personal autonomy (national-personal) is formed mainly when certain national minorities, who do not live compactly in a given state, but are scattered in its different regions, unite in public unions to implement their cultural and domestic needs. In some cases, they are given the right to participate in political life through representation in some central government bodies.

This form of autonomy exists, for example, in Austria, Hungary, Estonia, Sweden, Finland and some other countries.

The theoretical substantiation of the concept of national-personal autonomy was carried out in the works of the Austrian Social Democrats O. Bauer and K. Renner. Its essence is that the source and bearers of national rights should not be territories, but personally representatives of a particular nation, living compactly in a certain territory. Within the framework of national-personal autonomy, the so-called cadastre (census) was to be compiled on the basis of voluntary personal applications of adult citizens of a certain nationality, which was to become the legal basis for the establishment of appropriate national unions.

Having the status of a collective legal entity, national unions had to take care of meeting the national-cultural, linguistic and religious needs of their nation. In the late 19th - early 20th centuries. ideas of national and personal autonomy were widespread in the Austro-Hungarian and Russian empires.

An attempt to implement national-personal autonomy in practice was made by the Central Council: on January 22, 1918, it adopted the Law on National-Personal Autonomy. According to him, every nation within the Ukrainian People's Republic (UPR) had the right to national and personal autonomy. Its representatives could create their own National Unions,

whose power extended to all members, regardless of place of residence within the UPR [3].

Russians, Jews, and Poles were granted the right to national and personal autonomy by law, and Belarusians, Czechs, Moldavians, Germans, Tatars, and Bulgarians could exercise this right after submitting a statement to the General Court of the Ukrainian People's Republic. Nations not included in this list could submit the same applications at will, but for consideration by the UPR parliament.

Every citizen had the right to be included or excluded from the cadastre at his own request. According to the law, the National Union had the right to represent the nation before state and public institutions. It was envisaged to deduct funds from the national and local budgets at the disposal of the National Union, which accordingly distributed them in proportion to the number of its members.

The adoption of the Law on National-Personal Autonomy was a mandatory condition for representatives of national minorities in the Small Rada before voting for the adoption of the Fourth Universal, which proclaimed the independence of the UPR.

The Law on National-Personal Autonomy became a separate part of the Constitution of the Ukrainian People's Republic, which was adopted by the Central Rada on April 29, 1918.

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«ACQUIS EU» FOR A CANDIDATE COUNTRY TO JOIN THE EUROPEAN UNION

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Since the formation of the European Union as an independent subject of international legal relations, it has begun to play one of the key roles in the global international process. Primarily with the aim of securing the interests of EU member states, it also enters into relations with third countries that are not its members.

The uniqueness of the EU legal system is characterized by the supremacy and direct effect of its norms in EU member states, as well as the existence of legal achievements – «acquis communautaire», which must be shared and applied by both EU member states and countries applying for EU membership. The expansion of the EU's influence in the international global space has led to the emergence of such a phenomenon in its activities as the entry into relations with third countries. EU law recognizes as a third country any country that is not a member state of the EU.

Official documents of the EU institutions do not give us a clear idea of the scope and content of the concept of «acquis communautaire». However, it can be concluded that the EU institutions use the concept of «acquis communautaire» primarily as a legal category. In particular, in the conclusions of the European Council in Lisbon of 26-27 June 1992, defining the conditions and criteria for EU membership, the European Council stated that «.. its components are: the content, principles and political objectives of the treaties, including the Maastricht Treaty; legislation adopted for the implementation of treaties and the case law of the Court; declarations and resolutions adopted within the Community; international agreements and agreements between Member States relating to the activities of the Community» [1].

«Acquis» is an integral part of the Copenhagen criteria, in particular the last Copenhagen criterion, which obliges a candidate country to «fulfill its membership obligations, including commitment to the objectives of political, economic and monetary union».

Article 49 of the current EU Treaty stipulates the minimum amount of the «association acquis». This article of the EU Treaty states that EU membership is open to «Any European State which respects the values referred to in Article 2 and is committed to promoting them may apply to become a member of the Union. » The main feature is that the scope and content of the «acquis communautaire» is constantly expanding [2].

The purpose of the stage of preparation for accession to the EU is to prepare the candidate country for the implementation of the entire scope of the «acquis of accession», which is divided into more than thirty sections. The content of each section of the EU acquis is negotiated by the EU institutions and the authorized representatives of the candidate country.

In general, the following elements have been identified in the «association acquis with third countries» in recent decades:

1. Candidate countries must implement the «basic acquis», including the founding treaties of the EU, additions and annexes to them at the time of accession to the EU of the candidate country. Regulations issued by EU institutions (regulations, directives, decisions, recommendations and opinions) are binding on the candidate country in accordance with the conditions discussed in the Act of Accession. The «judicial acquis» must be implemented by candidate countries, because it is part of the «fundamental acquis» and establishes the basic principles and foundations of the EU legal system [3, p. 73]. Implementation of the principles of EU law developed by the case law of the EU judiciary is a necessary condition for EU membership. In view of this, particularly important decisions of the Court of Justice of the European Union are the decisions of Van Gend & Loos and Costa / ENEL, in which the Court of Justice of the European Union has commented on the nature of the Court of Justice of the European Union. The most important is the definition that the European Community is a new legal order of international law, for which states limit their sovereign rights and the subjects of which include not only Member States but also their citizens [4].

2. «Acquis EU», which includes the content, principles and policy objectives of the EU's founding treaties, must be fully implemented by the candidate countries. This means that immediately after joining the EU, the new member states must participate in the Common Foreign and Security Policy (CFSP) and participate in all other EU policies.

3. As the European Convention on Human Rights is recognized as part of the «acquis communautaire», candidate countries must accede to the various Council of Europe conventions in the field of human rights that are directly or indirectly relevant to the EU's objectives.

In summary, there are many other components of the «acquis» in addition to these conditions, this amount may differ for each candidate country, which indicates its political «weight» in the negotiations for EU membership. Formally, each new EU member state must implement the «acquis communautaire» in full, without exception, by the time of EU accession.

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BASIC CONVENTIONS OF INTERNATIONAL LAW IN THE FIELD OF COMBATING ACTS OF UNLAWFUL INTERFERENCE IN THE ACTIVITIES OF CIVIL AVIATION

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In order to protect international civil aviation from acts of unlawful interference, the International Civil Aviation Organization (ICAO) has developed legal instruments against the illegal seizure and hijacking of aircraft.

The first document in this area was the Convention on Crimes and Certain Other Acts Committed on Board an Aircraft, signed on September 14, 1963 in Tokyo, Japan [2].

This Convention applies not only to crimes, but also to all acts that may endanger or endanger the safety of the flight of an aircraft or the persons and property on board, and the maintenance of proper order and discipline on board an aircraft. For the first time, the Tokyo Convention attempted to provide a legal qualification for the unlawful seizure of an aircraft or unlawful interference with its operation.

The Convention established the obligation of a State to ensure that control of an aircraft is returned to its commander and that the alleged perpetrators are taken into custody, but it does not qualify the illegal seizure of an aircraft as an international crime and does not oblige States to recognize the seizure of an aircraft as a crime under their domestic law.

The Convention also does not include acts of unlawful seizure on political or religious grounds, nor does it contain obligations to transfer alleged perpetrators to the competent authorities for the purpose of criminal prosecution of the perpetrators, unless there are appropriate requests for their extradition.

However, the Tokyo Convention marked the beginning of the fight against illegal hijacking and hijacking of aircraft.

The second act in this area was the Convention for the Suppression of Unlawful Seizure of Aircraft, signed in The Hague on 16 December 1970, which for the first time qualified the act of unlawful seizure of an aircraft as a crime accompanied by violence or the threat of violence [3]. In order to protect international civil aviation from acts of unlawful interference, the International Civil Aviation Organization (ICAO) has developed legal instruments against the illegal seizure and hijacking of aircraft.

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In this case, the aircraft must be in flight, and the crime must be committed on board the aircraft. According to the Convention, Contracting States are required to establish their jurisdiction: this may be the State of registration of the aircraft; the State in whose territory the aircraft lands when a criminal is on board; or the State in whose territory the main place of business of the lessee is located, if it is an aircraft that has been leased.

The significance of the 1970 Hague Convention was that it established

the principle of universal jurisdiction of Contracting States, recognized an act of unlawful interference as an international crime, and required States to recognize the act of unlawful seizure of an aircraft as a serious crime under their domestic law.

The third act in this area was the Convention for the Suppression of Unlawful Acts against the Safety of Civil Aviation, signed on 23 September 1971 in Montreal, designed to prevent and prevent acts of sabotage and violence directed against a particular aircraft [4].

According to the Convention, any person is considered to have committed an offence if:

* commits an act of violence against a person on board an aircraft in flight;

* the destruction of the aircraft or damage to the aircraft occurs in a manner that renders it unable to fly or that may endanger its safety in flight;

* placing or superimposing on an aircraft a device or substance that may destroy or damage the aircraft;

* destruction or damage to air navigation facilities or interference with their operation, if this may endanger the safety of the aircraft;

* transmission of information that is known to be false, which jeopardizes the safety of the aircraft in flight;

* there was an attempt to commit any of the above actions or complicity in these actions.

The Convention does not apply to Customs, law enforcement or military aircraft, but only to civil aircraft.

The Convention establishes the principle of aut dedere aut judicare, according to which a party to a treaty must either prosecute a person who has committed one of the crimes, or send the person to another State that requests his or her extradition to be prosecuted for that crime.

Protocol for the Suppression of Unlawful Acts of Violence at Airports Serving International Civil Aviation. Signed in Montreal on 24 February 1988, this instrument supplements the Montreal Convention. According to the Protocol, States parties are obliged to establish their jurisdiction over crimes in the event that the offender is in their territory and they cannot extradite him to the State in whose territory the crime was committed. The Protocol added to the legal framework necessary to prevent illegal acts against the safety of civil aviation.

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PERFIDY AS FORBIDDEN METHOD OF PROSECUTION OF WAR

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Perfidy is determined as the «acts inviting the confidence of an adversary to lead him to believe that he is entitled to, or is obliged to accord, protection under the rules of international law applicable in armed conflict, with intent to betray that confidence» (Protocol Additional to the Geneva Conventions of 12 August 1949, article 37).

The Protocol points to the following acts as examples of perfidy:

- feigning intent to negotiate under a flag of truce or feigning surrender;
- feigning incapacitation due to injury or illness;
- feigning civilian or non-combatant status;
- The feigning of protected status by the use of signs, emblems or uniforms of the United Nations or of neutral or other States not Parties to the conflict [1].

Ruses of war are not prohibited. Such ruses are acts which are intended to mislead an adversary or to induce him to act recklessly but which infringe no rule of international law applicable in armed conflict and which are not perfidious because they do not invite the confidence of an adversary with respect to protection under that law. The following are examples of such ruses: the use of camouflage, decoys, mock operations and misinformation [1].

Thus, it is deemed treacherous to attack under cover of a white flag, to feign disengagement in order to destroy an enemy while the latter is trying to provide assistance, etc. On the other hand, the Protocol contains a special authorization for the use of military stealth, which is an act intended to deceive or induce an adversary to act recklessly but which does not violate any rule of international law applicable in armed conflict and which is not treacherous because it does not deceive the adversary's confidence in the protection

provided by that law [2]. Examples of military ploys include disguises, traps, false operations and disinformation.

It should be made clear that perfidy implies the commission of hostile acts under the guise of the protection provided by the law of armed conflict.

Therefore, using this protection for non-hostile purposes, for example, faking death to save one's life and then fleeing, is not treacherous.

Protocol I contains a specific rule prohibiting the treacherous use of the distinctive emblems of the red cross and red crescent, as well as the UN emblem. Such use is prohibited even without a hostile purpose and an attack under cover of these emblems constitutes a serious war crime.

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INTERNATIONAL LEGAL REGULATION OF ENVIRONMENTAL PROTECTION IN CIVIL AVIATION

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Today, aviation is significantly inferior to road transport in terms of the amount of pollutants emitted into the air, but it affects the ecology of the upper troposphere and lower stratosphere on a daily basis. Unlike other modes of transport, aviation travels enormous distances, affecting air quality locally, regionally and globally. In this case, the impact of aviation on the atmosphere can be divided into acoustic and chemical.

At the beginning of the XXI century, it became clear that society needs a comprehensive system to ensure the safety of life. One of the most important requirements of modern society is the protection of the environment from the negative impact of any sources of pollution, including from pollution accompanying air transportation, which is increasing in volume all over the world [1: 125].

In recent years, a number of new important domestic and international documents have been adopted in the field of environmental protection from

the impact of aviation, which has significant specificity.

In 1972, at the United Nations Conference on the Environment in Stockholm, the position of the International Civil Aviation Organization (ICAO) was stated as follows: «In fulfilling its role, ICAO is aware of the harmful environmental impacts that can be associated with the operation of aircraft, and also their duties and responsibilities of the ICAO Member States to achieve maximum compatibility between the safe and orderly development of civil aviation and the quality of the human environment» [2].

Following this position, CAEP (Committee on Aviation Environmental Protection), the technical committee of the ICAO Council on Aviation Environmental Protection, was created in 1983. The Committee assists the Council in formulating policies and adopting new ICAO regulations - Standards and Recommended Practices (SARPs) - related to aircraft noise, aircraft engine emissions and the broader environmental impact of aviation. Basically, these documents are drawn up in the form of Appendix 16 «Environmental Protection» to the Convention on International Civil Aviation [2].

Also important documents include:

- Updated ICAO Assembly Resolution A-36-22 «Consolidated statement of continuing ICAO policies and practices related to environmental protection», adopted at the 36th Session of the Assembly in September 2007.

- Circular of the International Air Transport Association (IATA) on monitoring, reporting and control of emissions into the atmosphere.

- Air Code of Ukraine

It is also very important to pay attention to the following information. The European Union, starting from 01.01.2012, included the air transportation market in the system of greenhouse gas emission quotas trading. Despite IATA's indignation at the unilateral actions of European countries, the European Parliament adopted this decision in July 2008 with an absolute majority of votes.

Aircraft noise is the most important factor in the negative attitude towards aviation among the population in the areas adjacent to the airport. It affects a relatively large number of people living in the vicinity, as well as airport workers and passengers. Aircraft noise adversely affects human health (most often it is hearing impairment, stressful conditions, problems with concentration). The ICAO policy on aircraft noise includes the development of measures to mitigate acoustic pollution: the introduction of noise abatement technologies, ground planning (for example, night flight bans), tightening noise standards for the existing aircraft fleet and the development of standards for new aircraft models.

Aircraft noise standards and recommended practices are set out in the

first volume of Annex 16. Here the permissible noise levels and the method of their measurement for aircraft of various categories are formulated (taking into account the year of manufacture, the number of engines and their type, the values of the maximum certified take-off weight of the aircraft).

Although aviation is a relatively «clean» mode of transport compared to others, its climate and environmental impacts may become noticeable over time due to the ever-increasing air traffic, leading to increased pollution in the upper troposphere. Although estimates of such impacts are currently highly uncertain, the International Civil Aviation Organization is taking steps to reduce the negative environmental impacts of aviation. To this end, new standards are being developed that tighten the requirements for aircraft in operation for aircraft noise and emissions, as well as the list of aviation emissions for which certification of aircraft engines is carried out is expanding. The ICAO Environmental Protection Committee proposes a Global Market-Based Action mechanism as the main instrument for regulating the negative impact of aviation on the atmosphere. Although not all ICAO members support this idea, the need to introduce new technologies in the aviation industry to reduce the environmental burden of air transport on the environment is clear [3].

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COPYRIGHT PROTECTION STANDARDS FOR COMPUTER PROGRAMS

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Active development of the information society and spread of information and communication technologies are transforming and supplementing the lists of objects that ensure the protection of intellectual property rights.

In the age of information technology, one of the main strategic resources of the state and individuals is a computer program, which occupies an important place among the objects of intellectual property rights.

The extremely rapid proliferation of computer programs, software, and the rapid updating of technologies for creating these programs not only increase the scope of this intellectual property object, but also give it new special features.

If we analyze the level of value and benefits provided by a computer program, we can conclude that it definitely needs proper legal protection. Defining a computer program is difficult because it contains many technical characteristics that are difficult for both the average person and the court considering.

In addition, not all jurisdictions contain a simple and clear definition of a computer program. This is due either to shortcomings in the field of legal regulation, or deliberate actions of the legislator, given the rapid growth of the industry, which requires a high level of flexibility in legal regulation.

Consider EU Directive 2009\24\WE, which is intended to regulate relations related to the protection of software rights. This Directive does not contain a definition of this object of intellectual property rights.

If we analyze legal sources and scientific literature, we can conclude that a computer program - a set of instructions in the form of words, numbers, codes, diagrams, symbols or in any other form, expressed in a form suitable for reading computers which put it into action to achieve a certain goal or result. And the structure of a computer program consists of several elements: program code, algorithm, interface.

International cooperation in the field of intellectual property is mainly regulated by the Agreement on Trade-Related Aspects of Intellectual Property Rights and the agreements of the World Intellectual Property Organization. In our country, a computer program is protected by copyright as a literary work.

Copyright in a computer program arises at the time of its creation and does not require registration. But some computer software lawsuits suggest that the "presumption of authorship" of a computer program is not enough.

Therefore, given the possible copyright infringement in the future, the creators of computer programs prefer to patent their creations. These steps are not easy, but they are suitable to protect your computer program as much as possible.

Despite the advantages of registering this object with copyright, it can only protect the form of objects and the embodiment of ideas, but not the essence of objects and not the ideas themselves. Copyright may be applied only to protect against general reproduction of the program, as well as against copying of computer code.

If we talk about the advantage of patent protection, then for computer programs it is the ability to protect a certain algorithm from being used by others without permission. At present, the attribution of software products to inventions is excluded, and as a consequence the possibility of their patenting, but in order to still obtain a patent, it is necessary to apply for registration of the program algorithm as a solution to a specific problem.

The algorithm, its essence and stages are recorded in a clear verbal form, and then supported by diagrams and diagrams. After passing the algorithm for patentability, an application for a patent for an invention is filed.

An important document concerning patenting in the territory of the European Union is the European Patent Convention. It is an international treaty involving thirty-eight states. Ukraine has not yet acceded to this international agreement, but inventors from Ukraine who want to protect their rights in the territory of this agreement can do so if they apply to the European Patent Office.

A granted European patent has the force of a national patent in the territory of each country specified in it. Filing an application under the regional procedure is appropriate if the applicant's goal is to protect intellectual property in a large number of European Union countries. However, this convention sets strict requirements for computer programs to be patented.

Therefore, despite the legal status of a computer program as an object of copyright, other methods of registering a computer program should be used. Although the European Patent Convention has strict requirements for patenting a computer program and a complex procedure, objects that contain a computer program can be patented.

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LEGAL BASIS OF AIR TRAFFIC REGULATION IN THE EUROPEAN UNION

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Although air transport and air navigation law is one of the most rapidly developing areas of European Union law today, this was not always the case. At the time of the adoption of the Treaty of Rome in 1957, EU member states were not ready to cede air transport competences to European Union institutions and bodies, which was subsequently reflected in the weak regulation of the relevant issues in the founding treaties.

However, with the realisation of the need for cohesion to enhance the competitiveness of EU member states' air carriers, a strong impetus was given to the development of EU secondary law in the area in question. The success of liberalisation of air transport regulation in the EU is largely rooted in a deliberate approach to this process on the part of European Union institutions and bodies, consisting in a consistent movement from less significant issues to more complex, complex issues, which at the law-making level led to a gradual transition towards unification of legal regulation.

The same pace was initially followed by the integration of air navigation law at EU level. Being aware of the shortcomings of the legal regulation of air navigation at national level due to the pronounced international nature of flights, European states sought to legislate their own positions immediately at international level. This led to the highly successful Paris Convention on Aeronautical Navigation of 1918, many provisions of which are reflected in the current Convention on International Civil Aviation of 1944.

In order to modernise the European Union's internal air transport market, Regulation No 1008/2008 was adopted, consolidating the provisions of previous regulations in three key areas: licensing of EU air carriers; access

of EU air carriers to EU domestic airlines; and airfares. The Regulation has clearly made a significant contribution to improving the legal regulation in each area: the efficiency of the licensing mechanism has been improved, as has the level of safety in air transport through better control of the licences issued; a system for setting public service obligations has been established, strengthening the link between remote EU regions and the central regions; and the transparency of airfares and rates has been increased.

To date, most of the work to create a European Common Aviation Area with a number of neighbouring third countries, as well as to bring bilateral air services agreements concluded between EU Member States and third countries in line with EU law (track one and track three, respectively), has already been done. In this context, the current focus is on the second pillar, the conclusion of comprehensive air transport agreements with EU strategic partners in the field.

It is precisely such an agreement that could realise the great potential of EU cooperation with Russia, and in this sense an agreement on overflight fees on trans-Siberian routes could certainly provide new impetus for the conclusion of a corresponding agreement. In this respect, an analysis of the negotiation process and the 2007 agreement between the EU and the US on the establishment of an Open Aviation Area could be very useful.

The ongoing improvement of air navigation regulation is also ambitious. Representing the European Commission in Eurocontrol and Eurocontrol in the European Union's Single Sky Committee has created a platform for EU cooperation with a reputable international aviation organization. As evidenced by the Single European Sky project, this platform for cooperation has proven to be very productive.

The Single European Sky is one of the most ambitious regional initiatives to improve air navigation regulation ever undertaken. In order to tackle the problems of congestion over the skies over Europe reducing the safety of air traffic, the idea of integrating the EU air navigation complex emerged, implying the provision of air navigation services not based on national borders but on the functional needs of users of European airspace. The concept of cross-border provision of air navigation services in the framework of the Single European Sky is a state-of-the-art platform for deepening cooperation of EU Member States to further modernize air navigation regulation in the framework of dedicated sub-regional projects. However, it is clear that the measure of success of any initiative to improve air navigation regulation in Europe is the scale of its scope. In this respect, close cooperation of the EU with the EUROCONTROL and other key international organisations is essential to achieve a uniform pan-European regulation of air navigation, which is ultimately in the interest of both the EU and its Member States.

The Single European Sky concept promised substantial fuel and time

savings. Their achievement depends to some extent on the modernisation of the technological component of the air navigation complex of EU member states, but much more on the speed of integration of the airspace into functional blocks. Slow progress in this respect affects all users of EU airspace, including air carriers from Russia and other third countries that fly through the European Union and pay the costs of the Single European Sky project through the air navigation charges of EU member states.

At present, it is very difficult to assess which direction the project will take, as evidenced by the two very different sets of secondary legislation in the EU. It seems that the general trend towards the integration of different groups of air navigation services under the auspices of the European Commission and Eurocontrol will remain unchanged, but will continue for a considerable time within functional blocks, i.e. within the European Union rather than Europe as a continent. The concept of modernisation of the air navigation complex in Europe will be characterised by a pan-European dimension as third countries participate in the functional blocs. This possibility is envisaged in EU legislation, but its realisation will depend largely on the attractiveness for third countries The EU's concept of development will be attractive to third countries.

The demand for safe, efficient and cost-effective air transport will only continue to grow and the twenty-first century will undoubtedly still unlock many amazing inventions in air transport, one of the fastest growing economic sectors. The challenge for EU institutions and bodies, as well as for legislators worldwide, is to ensure that legal regulation accompanies changing social relations in a timely manner.

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ICAO'S CONTRIBUTION TO THE LAW GOVERNING THE USE OF FORCE AGAINST CIVIL AVIATION

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The use of force against a civil aircraft of course endangers not only the aircraft but also all those on board. The use of force against civil aviation raises primarily issues of international law as to the lawfulness of the force used. Today, the issue of the use of force against civil aviation is a very topical, as exist many cases in which the state was wrong in its assessment of the threat and it led to shooting of the civilian aircraft.

ICAO's major contributions to the law governing the use of force against civil aerial intruders has been the adoption on 10 May 1984 of the Protocol relating to an Amendment to the Convention on International Civil Aviation that provided Article 3bis [1].

The desirability of ICAO adopting a legal instrument to regulate the law in this area had been already considered after the El Al Constellation incident, when Israel's aircraft strayed into Bulgarian airspace and was attacked by two Bulgarian jet fighters [2]. Moreover, fifteen years later, the 19th Session of the ICAO Assembly in 1973 discussed the downing of the Libyan Boeing by Israeli fighter jets after flying off course into prohibited airspace [2]. The delegates of many states expressed the view that an ICAO investigation into the incident should also cover "the necessity of developing a further convention on unlawful interference, recognizing the inviolability of civil aircraft and the inadmissibility of making them military targets for any reason whatever" [1].

Despite the tragedies which had preceded them, ICAO member States still did not see the problem as one of sufficient magnitude deserving more explicit legal regulation, but his relative indifference changed dramatically with the shooting down of the South Korean airliner by a Soviet interceptor

in 1983 and which caused killing all 269 persons on board. Soviet authorities claimed that the plane was on an intelligence-gathering mission for the United States, though no evidence supported the allegation. The Soviet claimed that the destruction of the Korean airliner was a lawful act taken in defense of sovereign Soviet airspace in conformity with article 51 of the Charter of the United Nations [2].

The world community condemned the Soviet Union for its use of military force against an unarmed commercial airliner. The Soviet Union was charged with violating the legal norms and standards of international civil aviation regarding the use of force against intruding civil aircraft, the internationally recognized principles of proportionality and elementary considerations of humanity [2].

When the Council met in Extraordinary Session on September 1983 to consider the matter of the shooting down of KE 007, France proposed that the Council include in its work programme and examine with highest priority the question of an amendment to the Chicago Convention "involving an undertaking to abstain from recourse to the use of force against civil aircraft" subject to the provisions of the UN Charter [2].

The acting President of the Assembly of ICAO and President of the Council stated that there may be some who believe that the prohibition of use of force against civil aircraft is already a firm part of general international law and that there is no need to codify that provision in the body of the Convention, however, the international community believes that only written law can remove the uncertainties of the other prime source, namely customary law [3].

In addition, a large number of States did not see any reason to amend the Convention and expressed the view that there already existed in international law a prohibition of the use of force against civil aircraft. States assumed that it could cause the abuse of the right of the States' sovereignty protection, which should not be disturbed. Finally, some of the States indicated that any amendment must expressly refer to the UN Charter, in particular Article 51 which related to the inherent right of self-defence [2]. Thus, any prohibition of the use of force against civil aircraft should remain subject to the relevant provisions of the UN Charter.

The protocol relating to an amendment to article 3bis of the Convention on International Civil Aviation of December entered into force in May 1998 when it received 102 ratifications (by two-thirds of ICAO's member states). In the preamble of this protocol, states expressed their desire to reaffirm the principle of non-use of weapons against civil aircraft in flight and to amend the Chicago Convention through an article 3bis, which stated the prohibition of the use of force against civil aircraft and laid an obligation on States not to endanger the lives of persons on board and the safety of the aircraft in case of interception.

The history of aviation shows that for unidentified aircraft inadvertently entering the sovereign airspace of a foreign country, there is a risk of using force against them to stop the unauthorized flight. To prevent such incidents, article 3bis was developed. During the negotiations leading to the adoption of the Protocol, delegates believed that they were engaged in an exercise of codifying the existing principles of international law in relation to the use of force or weapons against civil aircraft.

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ASIA-PACIFIC CONFERENCE OF NATIONAL HUMAN RIGHTS INSTITUTIONS, ITS SIGNIFICANCE AND PARTICIPATION OF MONGOLIA

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The end of the XX - beginning of the XXI century The Asia-Pacific region has become one of the most important geopolitical centers where the interests of the world's leading powers intersect. Since the 21st century, the countries of the Pacific have become economically and politically strong, accounting for almost half of the world's industrial and commercial output. This requires a high level of legal responsibility and regulation. They rank first in the world in terms of development dynamics.

The National Human Rights Commission of Mongolia has been a full member of APEC since 2002. APEC membership is crucial for the National Human Rights Organization to strengthen its capacity to monitor human rights, as well as to promote and protect human rights at the regional level.

The National Human Rights Commission of Mongolia has been a full member of APEC since 2002.

As a member of the United Nations and the Asia-Pacific region,

Mongolia welcomes the decisions and recommendations of the United Nations on human rights and is actively working to protect and promote them internationally. In addition, Mongolia considers the establishment of national human rights organizations and the strengthening of their capacity as part of its public policy.

The mechanism, recently introduced by the Asia-Pacific Human Rights Organization as a «Permanent Consultative Meeting», provides Mongolia with a real opportunity to inform the world about the human rights situation in Mongolia and to identify future trends and actions. . Mongolia has thus been fortunate to have an effective dialogue with the Human Rights Council and to seek the advice of civil society organizations in addition to other international organizations, and it has decided to make greater efforts to protect and promote human rights in this way.

Within civil and political rights, certain efforts are being made to protect the right to life, inviolability, freedom of speech, publication, religion, non-religious, associations, peaceful demonstrations, assembly, participation, freedom of movement and privacy. The focus is on improving the quality of life of citizens by expanding their economic, social and cultural rights to education and access to cultural and medical services.

Within the framework of this forum, in order to guarantee the political, economic, social and cultural rights of its citizens, special attention is paid to the observance of international norms and standards adopted or established by human rights treaty organizations. In addition, informal legal education is regularly conducted in many areas of law in order to increase the legal knowledge of citizens.

The purpose of the country's constitution is to guarantee the rights and freedoms of citizens to the extent that they limit the power of the state. In addition, one of the decisions that influenced the development of human rights was the new Constitution of Mongolia, which classifies fundamental human rights and commits the state to ensure their inviolability. In other words, the state is responsible to its citizens for the creation of economic, social, legal and other guarantees of human rights and freedoms, the fight against violations of human rights and freedoms and the restoration of violated rights.

However, the Mongolian side did not and could not imagine the complexity of the transition to an open, democratic country. Today, it is logical to expect from the new leadership of Mongolia radical changes in police activities, as defined by the legislation and international obligations of Mongolia in the field of police service to society, ensuring the protection and implementation of legal rights and freedoms of citizens.

As a party to major international human rights treaties, Mongolia

pays special attention to ensuring the guaranteed enjoyment of civil, political, economic, social and cultural rights, with particular emphasis on the rights of vulnerable children, women, the elderly and persons with disabilities.

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THE ROLE OF CONSTITUTIONAL ACQUIS IN THE EUROPEAN UNION'S LEGAL ORDER

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In the EU law legal theory and practice there is no definition of the acquis which constitutes the bases of the EU legal order and determine the parameters for the harmonization of third countries national legislation with legislation of the European Union.

A special importance of the acquis concept consists in guaranteeing homogeneity of the legal system of the European Union, since it is based on the idea that its elements may not be changed in the process of co¬operation with other subjects of international law. As a whole, it ensures the integrity of this system and necessarily a uniform application of EU law in all the Member States [1].

Homogeneity of law of European Union is maintained, in particular, in the light of the interpretation given by the ECJ to EU law in several of its rulings. The Court considered the EU law as a new legal order for the sake of which the States have restricted their sovereign powers and which is distinct both from international law and domestic law [2].

The term "acquis" is of French origin. Although it has its equivalents in other languages of the Member States and third countries, lots of documents and papers on EU law use this French version [3]. References to the acquis may be found in the Lisbon Treaties on the European Union and on

functioning of the European Union, documents adopted by EU institutions, international agreements of the Union and the ECJ's rulings.

The ECJ has also made its contribution to developing the notion of acquis. In its judgments in cases 80 and 81/77, Commissionnaires Reunis et Ramel [4], the European Court of Justice referred to the acquis communautaire as an update of the Community concerning the unification of the market. However, as the practice has shown, the ECJ has failed to play any noticeable role in the development of the EU's acquis doctrine.

So, the acquis concept mainly associated with internal market legal rules.

References to the acquis are also contained in the EU legal acts on matters of foreign relations of the Union. An explicit interpretation for the notion of the acquis can be found in the Opinion of the EC Commission of 23 May 1979 concerning the accession of Greece to the European Communities. The EC Commission considered that, in joining the Communities the applicant state accepts without reserve the Treaties and their political objectives, all decisions taken since their entry into force, and the actions that has been agreed in respect of the development and reinforcement of the Communities; it is essential feature of the legal system set up by the Treaties establishing the Communities that certain provisions and certain acts of the Community institutions are directly applicable, that Community law takes precedence over any national provisions conflicting with it, and the that procedures exist for ensuring the uniform interpretation of this law; accession to the Communities entails recognition of the binding force of these rules, observance of which is indispensable to guarantee the effectiveness and unity of Community law; the principles of pluralist democracy and respect for human rights form part of the common heritage of the peoples of the States brought together in the European Communities and are therefore essential elements of membership of the Communities [5].

The acquis in the field of foreign policy and security will include the Maastricht Treaty and its political objectives»[6].

In the EC Commission's Communication of 10 May 2004 «The European Neighborhood Policy, Strategy Paper», the term acquis is used in connection with the following two aspects. The first aspect concerns conditions for Libya's entry into the Barcelona process of co-operation between the EU and Mediterranean countries - one of them is Libya's full acceptance of the Barcelona acquis [7]. Secondly, the use of this term is associated with the implementation of agreements on partnership and co-operation as well as of association agreements. The document emphasizes that the neighboring countries' «legislative and regulatory approximation will be pursued on the basis of commonly agreed priorities, focusing on the most relevant elements

of the acquis for stimulation of trade and economic integration, taking into account the economic structure of the partner country, and the current level of harmonization with EU legislation».

Also, the term «acquis» has been used in the sphere of international agreements of the Community. In particular, references to the acquis are contained in some stabilization agreements concluded between the EC and Balkan countries. Article 72 of the agreement on stabilization and association between the EC and Serbia, concluded in 2001, provides that the Parties recognize the importance of the approximation of the existing legislation in Serbia to that of the Community and of its effective implementation. Serbia shall endeavor to ensure that its existing laws and future legislation will be gradually made compatible with the Community acquis. Serbia shall ensure that existing and future legislation will be properly implemented and enforced.

The mentioned examples suggest that the term «acquis» has various meanings and content in EU law. Consideration should also be given to the fact that, according to all these documents, court decisions and doctrines, the acquis includes, in addition to provisions of agreements and acts by EU institutions, also declarations and resolutions adopted within the framework of the Community — that is, even the acts which are not binding. It also includes the ECJ's case law, though rulings by this authority do not belong to the sources of EU law as laid down in the founding Treaties of the European Union. This suggests that the content of the acquis is wider than the term «EU law» and may be equated with the EU legal order. On the other hand, it should be noted that it is possible that, when defining the content of the acquis, the EU institutions did not reasonably undertake to clearly outline its scope. The matter is in the following. Although it is believed that acquis is essentially an established body of rules to be unconditionally recognized both by the Member States and the States expressing their wish to accede to the European Union — for this reason, this body may not be changed during negotiations on accession, — in reality, the content of the acquis has continuously been updated. In particular, it is regularly augmented by new rules as, for instance, in the case with the inclusion into the EU's acquis the provisions of Schengen agreements.

On the other hand, parts of the acquis are regularly excluded from the legal instruments at the expense of those acts which have lost their effect. One should bear in mind that not all the rules making up the body of the acquis are relevant for the candidate country. There are also those that do not concern a particular country, although the latter has in some instances to accept that the rules are binding upon it.

In this context, we can distinguish to some extent between the content of the internal and external acquis. The first part forms the basis for the legal

order of the European Union, whereas the content of the second one depends on the level of relations between the European Union and third countries.

Thus, with the concept of the acquis being quite flexible and uncertain, the content of the acquis is not something fixed and steady as well — rather, it is permanently being updated. This flexibility is especially noticeable when it comes to the recognition of the acquis by third countries. First of all, this concerns the countries whose relations with the European Union are based on the association and partnership agreements, since only some of such agreements envisage the approximation of laws of such countries to EU law. However, the most important point is that the specific content of the acquis for the countries intending to conclude association or partnership agreements with the EC may be determined only when the conclusion of such agreements is being negotiated.

Moreover, the specific content of the acquis changes depending on the Communities' approaches to determining the level of co-operation between the parties. For instance, the EEA Agreement, which does not aim to prepare the Contracting States for EU membership, was to be concluded upon the condition that the associated countries recognize 1,400 acts of the whole body of EC acts making up the acquis, whereas the association frameworks for preparing Central and Eastern European countries for EU membership required that only 1,100 acts — most of which governed issues of the internal market — were be approved by the associated countries so as for them to be eligible for accession to European Union.

According to the European law doctrine, the acquis is commonly understood as a body of legal rules, court decisions, doctrinal notions, recommendations, arrangements, etc., which have been established or adopted by the European Communities in their practice and which should be unconditionally accepted by the States candidates for EU membership — that is, as something which may not be negotiated. An attempt has also been made to define the types of acquis (accession acquis, institutional acquis, acquis concerning associations with third countries, acquis of the European economic space etc.).

However, there is no mentioning about the constitutional acquis as a special part of the Union`s acquis. In our opinion, the CCT and GPL and the norms and principals deduced by the ECJ from the CCT and GPL should be considered as constitutional acquis that form the integral part of the acquis of the Union.

According to many lawyers the constituent agreements of the European Union contain important elements of Constitutions: they legitimize the power of the EU, consolidate the powers of the EU, determine the restrictions for its activity.

The constitutional acquis supplements the constitutional provisions of the constituent treaties. Together with the European Charter of Human Rights they constitute the essential elements of the EU constitutional provisions.

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STUDY OF THE JURISPRUDENCE OF THE EUROPEAN COURT OF HUMAN RIGHTS CONCERNING THE CRIME OF TORTURE

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In today's world, human rights and the rule of law are indisputable signs of the State and follow the path of democratic development. According to Art. 3 of the Convention for the Protection of Human Rights and Fundamental Freedoms, no one shall be subjected to torture or inhuman or degrading treatment or punishment. That right was absolute: no circumstances could justify torture. At the same time, complaints of torture and ill-treatment remain frequent in the practice of international human rights organizations.

The study of the problem of respect for human rights in the fight against the crime of torture has been carried out by such scholars as V. Yevnitov, V. Paliuk, E. Zakharov, N. Shepeleva, S. Shevchuk, V. Borisov, A. Savchenko, G. Borzenkov, N. Kadnikov, Y. Zaitsev and others.

In the context of a holistic study of the human rights protection system with regard to crimes of torture, issues such as impunity in cases of torture, conflict between the functions of the Public Prosecutor's Office and This makes it difficult to effectively investigate cases of torture, the routine practice of violating the right to liberty and the rights of detainees, and the widespread use of violence in penal institutions. The absence of a coherent system to prevent torture and ill-treatment undermined the value of constitutional guarantees. In addition, a number of features of the national legal system indirectly contribute to torture and poor behaviour. These deficiencies in the legal system permit and encourage torture [1].

The Council of Europe has established an effective human rights protection system to improve and systematize common European human rights standards. The importance of this international organization cannot be overemphasized from the point of view of the fulfilment of its basic function, namely, the monitoring of compliance by States members of the Council of Europe with the Convention for the Protection of Human Rights and Fundamental Freedoms, Both in terms of the content of treaty provisions, often in the form of extremely general and even declaratory provisions. One such provision, which is essential and general in substance, contains article 3 of the Convention «Prohibition of Torture», which is fully consistent with article 5 of the Universal Declaration of Human Rights [2].

Article 3 of the Convention for the Protection of Human Rights and Fundamental Freedoms establishes the unconditional prohibition of «torture, inhuman or degrading treatment or punishment», - or «bad behaviour» (ill-treatment), as generally defined by the European Court of Human Rights. Unlike most human rights norms, this prohibition is non-derogable under any circumstances and a violation of it cannot be justified [3].

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HARMONIZATION OF UKRAINIAN LEGISLATION WITH EU LAW IN THE FIELD OF CIVIL AVIATION

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The civil aviation industry in Ukraine was formed during the Union of Soviet Socialist Republics. After gaining independence and developing market relations, which required changes in the structure of the aviation industry, as well as the separation of functions of airports and airlines, and most importantly, the formation of Ukrainian airlines, a national system of organization and management of air transport was formed.

The main legal act of aviation legislation of Ukraine is the Air Code. However, at present, the regulatory framework governing the activities of civil aviation in Ukraine contains about a thousand regulations.

That is why Ukrainian legislation in the field of civil aviation is currently being reformed and improved. The main purpose of bringing Ukrainian legislation into line with EU law in the field of air traffic liberalization is to create conditions in which air transport will be able to develop in a stable manner without reducing the level of flight safety and aviation safety.

In the long run, the main goal of civil aviation liberalization is to establish the most favorable and efficient economic and trade relations between states, and to maximize the growth and development of the economy at the national and regional levels. It is also important to ensure the rights of each state to meaningful participation in the activities of international air transport.

The Ukrainian aviation transport system is on the way to integration with the European one. In order to implement the Single European Sky program in Ukraine, the air navigation fee collection system has been brought in line with the standards of European control, and all district air traffic control centers have been automated. Integration into the European Common Aviation Area, which provides for the adaptation of the system of economic regulation of air transportation to European legislation, is today one of the priorities for the development of the industry.

For full integration of the aviation transport system Ukraine to the European, it is necessary:

- to conclude the Agreement between Ukraine and the EU on the Common Aviation Area, to become a participant in the program of air traffic management in the single European airspace (SESAR);

- to adapt the European legislation on economic regulation: access to the transportation market, licensing of carriers, rights of passengers and persons with disabilities, etc.;

- implement European standards and requirements in the field of flight safety, in particular the Common Aviation Requirements (JAR) and the requirements of тthe European Organization for the Safety of Air Navigation, including the Multilateral Agreement on the Payment of Route Fees;

- to deepen Ukraine's participation in pan-European aviation organizations: the European Civil Aviation Conference (ECAC), the European Organization for the Safety of Air Navigation (Eurocontrol), the European Aviation Safety Agency (EASA) [1].

In February 2017, the Action Plan for Preparation for the Introduction of the European Common Aviation Area of Ukraine with the EU and its Member States was approved on the basis of the Government's order of 08.02.2017 № 88-p[2].

This plan has been partially implemented. However, no key changes took place – no amendments were made to the Air Code of Ukraine in terms of the adoption of aviation rules and the Procedure for development, adoption and implementation of aviation rules of Ukraine.

The implementation of the Aviation Strategy will contribute to the gradual integration of Ukraine into the EU internal European market and the common aviation space. The program for the implementation of Ukraine's transport strategy for the period up to 2030 does not contain provisions for the introduction of a simplified procedure for implementing the provisions of EU legislation into the legislation of Ukraine. One of the main principles of this strategy is to ensure environmental safety and energy saving of civil aviation facilities by implementing a program to motivate fleet renewal and reduce the harmful impact of civil aircraft on the environment through the introduction of new technologies[3].

Therefore, in order to harmonize the legislation of Ukraine with the EU law, it is first necessary to amend the Air Code of Ukraine and adopt the Procedure for the development, adoption and implementation of aviation rules of Ukraine. Also, the adaptation of legislation to EU law requires the liberalization of air transport. It is necessary to introduce a special and simplified procedure for the development and adoption of aviation rules, which should be closer to the existing one in the EU.

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UKRAINE'S SPACE DOCTRINE AS THE MAIN STRATEGIC DOCUMENT FOR ACHIEVING NATIONAL INTERESTS AND BUILDING THE SPACE INDUSTRY

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Our analysis of the organizational and legal support of space activities in Ukraine on the basis of open sources allowed us to conclude that at the present stage in Ukraine the development of space activities has slowed down.

There are a number of reasons for the destructive process of transmission: the lack of a clear understanding in the leadership of countries of the role of the space industry and space activities in the economic system of the state, as a consequence of fragmentary solutions to current problems in the space industry; insufficient funding of adopted state space programs, lack of organizational and legal conditions for attracting other sources of investment; manufactured space products of narrow professional use and were not commercialized or included in the structure of other national systems for the development of socio-economic issues; technological processes do not meet modern requirements and have production dependence on Russia and its market; lack of own spaceport; long-term state monopoly on space activities; lack of space-legal ideology, explanatory work among the population on the importance of the development of the space industry; use of inefficient administrative and legal mechanisms for the regulation and management of space activities; the presence of a clear division of powers between the subjects of public administration of space activities; legal gaps in the provision of space products and the promotion of the defense sector in the interests of national security; inefficient use of capacity of large space enterprises; video infrastructure of satellite geoinformation resources.[1]

Among the promising areas of development of space activities in Ukraine are the following: the creation of rocket carriers of various types (preference in the world is given to light and ultralight rockets, worth from 5 to 10 million dollars); creation of a distributed orbital group (space neural network) with elements of intelligence based on satellites of "neurons" for long-term maintenance and multiple use of various (remote sensing, communication, Internet, positioning in the space of new technologies) with laser optical communication and control through space control point; creation of a rocket and space complex of orbital production (for example, semiconductors, human organs for implantation, helium-3 production, crystal growth, etc.), which is possible in particular in close cooperation with Ukrainian leaders in the metallurgical, pharmacological and chemical industries; creation of a transport system for servicing orbital groups on the basis of reusable orbiters of various types and long-term use, which includes a reusable rocket and space complex for launching orbital objects, possibly on the principle of "air launch"; development of a terrestrial complex to ensure the industrialization of outer space (including spacecraft life cycle management services and deep processing of data obtained from space) [2], etc.

Using the experience of leading space countries, which systematically, throughout the existence of space activities have developed and are developing space doctrines, we proposed the structure of the Space Doctrine of Ukraine. This doctrine has three levels: first, the basic space doctrine is adopted, then on its basis, strategic, and then tactical (operational).

Basic space doctrine (a kind of space Constitution). It identifies the most fundamental strategic basic provisions, which on the basis of long-term sustainable innovative development of space activities with its orientation to the consumer will indicate the vector of movement, how to use it in the future (based on basic doctrine developed strategic, tactical and operational doctrines). Also, all space activities must be subordinated to and correspond to the main national priorities (in the economy, security, science, education, improving the quality of life of citizens) [3], ie be part of the national doctrine of Ukraine and at the same time be part of the international community (international cooperation).

Thus, the basic Space Doctrine of Ukraine must correspond to three main vectors. It must be: utilitarian, socially oriented to respond to modern worldview changes. These vectors are concretized in the development of strategic, tactical or operational strategies.

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ТЕМАТИЧНІ ПАРКИ ЯК ІННОВАЦІЙНИЙ ЧИННИК РОЗВИТКУ ТУРИЗМУ

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Сьогодні у світі серед мотивацій подорожей переважає відпочинок у поєднанні з розвагами і саме це впливає на формування туристичних світових потоків. Однією з форм такого відпочинку може стати відвідування тематичних парків.

Тематичні парки формують унікальний туристичний продукт, що включає комплекс розважально-пізнавальних послуг. Вони стали серйозними конкурентами для традиційних розважальних парків, адже останні вже не взмозі задовольняти постійно зростаючі потреби туристів. З кожним роком кількість відвідувачів тематичних парків стрімко збільшується, випереджаючи за цим показником всесвітньо відомі культурно-історичні пам'ятки (рис.1).



Рис.1. Динаміка відвідуваності основних тематичних парків протягом 2009 -2019 рр.,складено автором [2]

Як бачимо з рис.1., протягом досліджувального періоду відбулося збільшення кількості відвідуваності тематичних парків у Північній

Америці з 120 млн відвідувачів до 159,1 млн, в АТР – з 65 млн до 141,3 млн, в Європі – 56 млн до 64,5 млн, а в Латинській Америці – з 12,7 млн до 16 млн.

Ідея тематичних парків зародилася в Європі і була реалізована в європейських столицях наприкінці XIX століття, хоча її творцем вважається Уолт Дісней. Справжній розквіт вони переживають у США і набувають поширення у всьому світі.

Тематичні парки – це парки, що містять розважальні заклади, атракціони, навколишнє оточення та персонал яких стилізовані під певну тематику[1]. Це не просто міський парк відпочинку з кількома каруселями та кафе, а великий комплекс розважальних об'єктів підпорядкованих конкретній тематиці. Серед головних секретів успіху тематичних парків – використання таких новітніх технологій, як комп'ютерні системи контролю за мультиплікаційними ефектами, завдяки яким відвідувачі переживають гострі відчуття й отримують особливо яскраві враження. Завдяки систематичному оновленню атракціонів і розважальних програм тематичні парки формують постійну клієнтуру і підтримують потужні туристичні потоки. Частка відвідувачів тематичних парків у загальній кількості туристів становить22 % для чоловіків і 28% для жінок [1].

На основі аналізу кількості туристів які відвідували тематичні парки по всьому світу, Тематична асоціація розваг (TEA) опублікувала топ-10 тематичних парків світу 2019 року. Перші місця у цьому рейтингу займають Magic Kingdom Theme Park (США) та Disneyland Park (США) з 20,9 млн. та 18,6 млн. відвідувачів відповідно. На третій позиції знаходиться Tokyo Disneyland (Японія) з 17,9 млн. відвідувачів. В цілому, у топ-10 тематичних парків увійшли 5 парків, що розташовані у США, 3 – у Японії та 2 – у Китаї.

В Україні ринок тематичних парків знаходиться на стадії розвитку. Більшість нині функціонуючих парків розваг – це реконструйовані та добудовані парки культури та відпочинку, що лишилися з радянських часів. Незважаючи на невелику кількість тематичних парків в країні, деякі з них є привабливими для відвідувачів. Наприклад: Харківський парк Горького, лунопарк «Одеса», парк «Галактика» тощо.

Під час створення тематичного парку на території України треба приділити увагу основним аспектам, таким як: залучення інвестицій для створення тематичного парку, пошук відповідної території, визначення ідеї та теми парку, планування будівництва та визначення цільової аудиторії, використання нових технологій і широкого спектру послуг.

Проблемами розвитку тематичних парків в Україні є непристосованість рекреаційних зон для людей з обмеженими можливостями; низьку кваліфікацію персоналу; відсутність дозвіллєвих

програм для соціально незахищених верств населення; загострення проблем охорони навколишнього середовища (руйнація ґрунту, засмічення лісів, зростання кількості пожеж); не дотримання принципів сталого розвитку; перевантаження та виснаження місцевих ресурсів.

Для України можливим є створення мережі аквапарків на морських узбережжях, гастрономічних парків і «винних» турів, присвячених окремим стравам або національним кухням, дегустації місцевих напоїв у Карпатах, Одеській та Херсонських областях, інших територіях. Створення тематичних парків в Україні сприятиме збільшенню туристичних потоків, доходів від туризму та просуватиме Україну на міжнародному туристичному ринку.

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КЛАСТЕРНА МОДЕЛЬ ЯК ОДИН З ІНСТРУМЕНТІВ СТАЛОГО РОЗВИТКУ ТУРИЗМУ В УКРАЇНІ

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Підвищенню конкурентоспроможності туристичної галузі сприяє використання інноваційних методів, що орієнтовані на створення нової або модернізацію існуючої послуги, на оптимізацію логістики, покращення транспортних, готельних та інших послуг, поширенню продукції на нові ринки, інтеграцію сучасних інформаційно-телекомунікаційних технологій і сучасних форм менеджменту. Одним із проявів інноваційної діяльності є кластерні утворення, які забезпечують можливість економічного розвитку регіону та країни загалом і підвищують конкурентоспроможність кінцевого продукту, виробничої діяльності підприємств, що входять до кластерів на ринку.

Проблемі кластеризації туристичної сфери приділяли увагу такі провідні вітчизняні і зарубіжні економісти: Гонтаржевська Л.І., Рутинський М.Й., Соколенко С.І. [2], Руденко Л.Г. [3], Портер М. [1], Енрайт М. та інші.

За М.Портером, кластери – це «сконцентровані за географічною ознакою групи взаємопов'язаних компаній, спеціалізованих постачальників, постачальників послуг, фірм у відповідних галузях, а також пов'язаних з їх діяльністю організацій (наприклад, університетів, агенцій із стандартизації, торгівельних, туристичних, будівельних об'єднань) у певних конкуруючих сферах» [1].

Теорія кластерів активно вивчалася і в Україні, адже це ефективна форма організації виробничого процесу, і є об'єктом стратегічного партнерства між урядом та регіональними органами влади. На думку Соколенко С.І., який досліджував теорію та історію кластерів, «в умовах глобалізації тим регіональним структурам, яким не вдається створити кластери на основі кластерного аналізу, загрожує втрата конкурентоспроможності та ринкової рівноваги» [2].

Поняття «кластер» у Європі є настільки загальноприйнятим, що вільно використовується відносно будь-якої проблеми, яку треба вирішити колективним підходом. За український вченим Руденко Л.Г. термін «кластер» та «виробничо-територіальні системи» – дуже близькі поняття. Різниця між ними тільки в тому, що кластери орієнтуються на інноваційну діяльність, виробництво якісного продукту з високим рівнем конкурентоспроможності [3].

Туристичний кластер – це специфічний механізм взаємодії підприємств матеріального і нематеріального виробництва, соціальної та туристичної сфери, що одержують прибуток від надання туристичних послуг.

Активну роль у створенні туристичних кластерів мають органи влади, але також це можуть бути такі організації, як, наприклад, Державне агентство розвитку туризму (ДАРТ) або регіональні туристичні асоціації. Ці установи є ланкою між бізнесом, виконавчою та законодавчою гілками влади і можуть найбільш оптимально урахувати інтереси всіх сторін. Ці організації можуть створити конкретні програми щодо розвитку кластерів на території України.

Останнім часом активізувалася ініціатива створення туристичних кластерів на території України під назвою «Туристичні кластери 300+». Основна мета – комплексний економічний та соціокультурний розвиток областей в країні.

Проект «Туристичні кластери 300+» заснований на принципах ефективної

соціальної взаємодії - коли в певному регіоні, де всі зацікавлені в тому, щоб до них їхав турист, об'єднуються і створюють сучасний туристичний продукт високої якості, безпечний і доступний для споживачів.

Мета авторів проекту - за три роки створити понад 300 кластерів і всю необхідну інфраструктуру для їх ефективної діяльності.

Діяльність цієї організації напрямлена на:

• створення екосистеми розвитку туристичних дестинацій в Україні;

• створення та розвиток туристичних кластерів;

• розробка туристичних стратегій в регіонах;

• перевірка та оцінка існуючих стратегій на відповідність вимогам часу;

• підготовка кваліфікованих кадрів (менеджерів дестинацій, кластерних менеджерів);

• організація івентів – конференцій, ярмарок, ворк-шопів тощо [4].

Експертна група провела аналіз туристично привабливих місць, після чого був складений орієнтовний перелік із 300 об'єктів, які мають потенціал. Станом на лютий 2020 року, проєкт отримав більше 100 заявок від регіональних асоціацій на створення кластерів. Організатори проєкту запропонували стратегію створення кластерів, яка включає сім кроків. Перший крок передбачає збір активістів з різних регіонів, далі вони будуть об'єднуватись в кластери. Після цього за допомогою експертів передбачається формування стратегії розвитку туризму і побудова туристичних об'єктів. Далі, на основі таких стратегій розроблятимуться фінансові проекти [5].

Створення туристичних кластерів може стати ефективним засобом макроекономічного регулювання економіки України, та сприяти розвитку туристичної сфери України.

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БЬОРДВОЧІНГ – ДОСВІД БІЛОРУСІ ДЛЯ УКРАЇНИ

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В кінці XIX століття в Англії з'явилося нове захоплення: спостерігати за птахами в природному середовищі існування. Любителів цього заняття ставало все більше, і в 1901 році за ним закріпилася назва - «birdwatching». Цей термін з'явився, коли орнітолог Едмунд Селус видав книгу «Спостереження птахів» (англ. «Bird Watching»). Відповідно зі словником Вебстера, Birdwatching означає «спостерігати за птахами, особливо в їх природному середовищі, для задоволення або як хобі».

Найбільшу популярність бьордвочінг має у Великій Британії і США. Там це хобі зайняло своє місце в житті дуже багатьох людей. За деякими даними, в Америці бьордвочінг на сьогоднішній день це друге за популярністю заняття після полювання і риболовлі, спостерігає за пернатими кожен п'ятий житель цієї країни. [1].

Однак, бьордвочінг також розвивається досить добре в сусідній з Україною Білорусі. Подорожі по Білорусі нерозривно пов'язані зі спостереженнями за птахами. Країна прекрасна своєю незайманою природою і різноманіттям тварин, в тому числі і птахів. Незалежно від місцезнаходження, там будуть зустрічатися птахи, навіть якщо їх не шукати цілеспрямовано.

У Білорусі можна побачити птахів, які рідкісні або взагалі не зустрічаються в європейських країнах. Таких видів близько 20. Щоб хоча б одним оком поглянути на білу синицю, бородату сову, мородунку і очеретянку прудку, туди їдуть іноземці. У Білорусі збереглися унікальні для Європи місця проживання птахів. Перш за все це поєднання різних типів боліт: в низинних, наприклад, живе знаменита очеретянка прудка. Знаменита вона тим, що ця пташка, вимираюча у всьому світі, вибрала Білорусь місцем свого літнього життя: там гніздиться половина всіх прудких очеретянок світу, і на логотипі громадської організації «Ахова птушак Бацькаўшчини» – саме вона. Білорусь – рай для дятлів – поєднання різних видів лісів дозволяє зустріти тут всі види дятлів Європи. Іноземці приїжджають туди за білоспинним і трипалим [2].

Визначник птахів – це книга або мобільний додаток, в якому описані птахи. Зазвичай там є реалістичні зображення і перераховані ознаки за якими можна точно дізнатися яку птицю ви зустріли. Для Білорусі рекомендується застосунок «Ptushki – Визначник птахів Білорусі», який можна скачати в Google Play.

У Білорусі є своє бьордвочерське співтовариство. Однак його основу до сих пір складають професійні орнітологи. Тих, для кого спостереження за птахами є способом цікаво проводити вільний час, поки небагато. Точно сказати скільки там бьордвочерів складно, за найоптимістичнішими оцінками – кілька сотень людей.

Сьогодні любителів птахів об'єднують сайт birdwatch.by і Клуб 200, який створила громадська організація «Ахова птушак Бацькаўшчини». Клуб 200 названий за мінімальною кількістю птахів, побачених на території Білорусі, яке потрібно для умовного вступу в цей клуб. Зараз туди входить приблизно 70 осіб. Лідер списку – орнітолог Семен Лівий. Якщо середньостатистичний бёрдвочер в Великобританії – це пенсіонер, то в Білорусі це чоловік 20-40 років, пов'язаний з наукою або освітою, хоча бьордвочінгом можуть займатися всі без обмежень. Головна мета цих організацій – оперативно повідомляти про реєстрації рідкісних видів, а також займатися популяризацією спостереження за птахами. У соціальній мережі Facebook також існує група Birding Belarus, яка ведеться в тому числі англійською мовою. Завдяки цьому іноземні бердвочери, які становлять більшість підписників, можуть отримувати інформацію про те, що відбувається [3].

У порівнянні з європейськими країнами і США, в Україні бьордвочінг знаходиться тільки на початковій стадії розвитку. Разом з тим, Україна має величезний потенціал для розвитку цієї діяльності. У нас безліч річок, озер, лісів, а ландшафтне різноманіття позитивним чином позначається і на розмаїтті птахів.

В Україні також є декілька спільнот, які об'єднують любителів бьордвочінгу, як, наприклад, Птахи України (uabirds.org). Є дуже корисна спільнота Birdwatching Ukraine (facebook.com/groups/birdwatching.ua/). Існує проект Bird ID Ukraine, в якому аматори-бьордвочери працюють з вченими. Вони допомагають орнітологам збирати будь-яку інформацію про птахів – як вони переміщаються, які у них є звички. Наприклад, якщо вчений досліджує білих лелек, то саме бьордвочери допомагають йому фіксувати, коли і в яку частину України лелеки прилітають навесні. Орнітолог живе в одній частині України – він не може бути всюди. А бьордвочери допомагають отримати сотні спостережень з різних точок щорічно. Ці дані можна використовувати, щоб охороняти птахів.

Зважаючи на все це, Білорусь – чудовий досвід для України у плані розвитку бьордвочінгу, адже країни є досить схожими між собою.

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СУЧАСНИЙ СТАН ТА ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИЗМУ НА ХЕРСОНЩИНІ

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Завдяки своїм природним і кліматичним умовам Херсонщина належить до унікальних туристичних об'єктів світу. Херсонська область посідає одне з провідних місць в Україні за рівнем забезпеченості природними та історико-культурними ресурсами, здатними викликати значний інтерес у вітчизняних та іноземних туристів.

Тенденція до збільшення впливу сфери туризму та курортів на динаміку показників економічного й соціального розвитку області зберігається за рахунок збільшення внутрішніх та іноземних туристичних потоків, а також зростання обсягів надходжень від туризму до місцевого бюджету.

На сьогоднішній день, Херсонщина може запропонувати відпочинок для туристів з найрізноманітнішими інтересами. Окрім традиційного пляжного дозвілля, область пропонує варіанти для сімейного дитячого, молодіжного, активного, спортивного, сільського, зеленого, історико-культурного та еногастротуризму. Тут можна не просто засмагати на пляжі чи плавати у морі, а й піти у похід справжньою українською Сахарою, відчути себе Робінзоном Крузо на безлюдному острові, поплавати у справжньому рожевому озері, відправитися на прогулянку на байдарках херсонською Амазонією, послухати шепіт сосен у вічнозеленому рукотворному лісі, зайнятися віндсерфінгом, кайтингом та навіть вітрильним спортом.

Туристична галузь вважається однією із найбільш постраждалих через загрозу поширення коронавірусної інфекції COVID-19. Тим часом, з початком послаблення карантинних обмежень, впровадженням

адаптивного карантину на Херсонщині, як і в інших південних областях, спостерігається ситуативний сплеск внутрішнього туризму.Попри труднощі, спричинені світовою пандемією, 2020 рік був продуктивним для туристичної сфери області. Херсонщина як «зелена зона» після послаблення карантинних обмежень залишалася популярним регіоном для відвідування.

З урахуванням даних моніторингового дослідження туристичних потоків мобільного оператора «Київстар», зокрема підрахунку внутрішніх та іноземних гостей (у вигляді знеособлених даних), які перебували на території області не менше ніж 1 добу у приватних цілях, з метою MICE-, ностальгічного, інших видів туризму, відпочинку, оздоровлення, тощо, тільки за 11 місяців 2020 до Херсонщини завітали понад 3,8 млн відвідувачів, серед них — майже 57,4 тис. іноземців. Необхідно зазначити, що конкурентною перевагою Херсонщини у галузі туризму є не тільки приморські, але й придніпровські дестинації.

Відповідно до Законів України «Про туризм», «Про курорти», Стратегії розвитку туризму та курортів на період до 2026 року, затвердженої розпорядженням Кабінету Міністрів України від 16 березня 2017 року №168-р, рішенням сесії Херсонської обласної ради №1095 від 14 грудня 2018 року затверджено обласну програму «Розвиток туризму та курортів у Херсонській області на 2019-2021 роки».

Метою Програми є формування сприятливих умов для становлення сфери туризму та курортів як провідної високорентабельної галузі економіки області та забезпечення її сталого розвитку, згідно з міжнародними стандартами якості та з урахуванням європейських цінностей, зокрема: вдосконалення сучасної туристичної інфраструктури області, створення позитивного іміджу Херсонщини як осередку туризму на загальнодержавному та міжнародному рівнях, формування конкурентоспроможного туристичного продукту, здатного максимально задовольнити туристичні потреби мешканців області та її гостей; підвищення якості надання туристичних послуг, раціональне використання природного, історико-культурного та туристично-рекреаційного потенціалу, залучення інвестицій, що сприятиме збільшенню туристичних потоків, зростанню надходжень від провадження туристичної діяльності, збільшенню об’єктів відпочинку та відсотка зайнятості населення області.

Щодо стану туристичної діяльності в Херсонській області можна визначити наступні перспективні задачі розвитку сільського, зеленого, водного, рекреаційного та інших видів туризму в регіоні:

1.Підвищення якості надання комплексної туристичної послуги.

2.Створення нових об’єктів, маршрутів

3.Створення сприятливих умов для інвесторів.

4.Створення інформаційної підтримки туристичного бізнесу в регіоні, країні, за кордоном.

5.Впровадження програми туристичної освіти для підготовки кадрів

6.Проведення різноманітних культурних заходів

7.Створення системи страхування та захисту туристів.

8.Проведення аналізу діяльності турпідприємств

В цілому ж Херсонщина має все необхідне для розвитку туризму: природні умови, історико-культурні, матеріальні, людські ресурси. Туризм може й повинен стати одним з найефективніших засобів одержання прибутків, стимулювання ринкових відносин, активного впливу на розвиток сумісних галузей економіки, зайнятість населення, поліпшення роботи по охороні пам'яток історії, підвищення культурного рівня населення.

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ФЕНОМЕН ТУРИСТИЧНОГО «МАГНЕТИЗМУ» СІНГАПУРУ

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У 2020 р. виповнилось п'ятдесят п'ять з народження незалежної Республіки Сінгапур. Країна, яка не має корисних копалин, досягла високого розвитку в різноманітних галузях економіки, зокрема і в туризмі.

Туризм в Сінгапурі займає істотне місце в суспільному житті. Основними перевагами розвитку туризму в Сінгапурі, крім багатого природно-рекреаційного потенціалу, мальовничих ландшафтів, екологічно чистого довкілля, є бездоганна транспортна інфраструктура та високий розвиток економіки.

Сінгапур є однією із найпопулярніших туристичних дестинацій серед іноземних туристів: у 2018 р. країна прийняла 14,7 млн. чол. та отримала 20,5 млрд. дол. доходу (рис.1).



Рис.1. Туристичні прибуття до Сінгапуру [4]

Протягом останніх 50 років туристичний сектор Сінгапуру зазнає чималих успіхів. Починаючи у 1960-х як молода галузь, вже зараз туризм є частиною життя країни.

З 1964 р. діяльність у сфері туризму в країні регламентується Актом Ради з туризму Сінгапуру. Цим актом було створено Раду з просування туризму. Робота Ради була направлена на розповсюдження обізнаності про Сінгапур у світі та створення нових туристичних атракцій, зокрема острову Сентоса.

У 1970 р. Рада з просування туризму Сінгапуру розпочала маркетинг міста Сінгапур як міста для проведення різних подій. Через десять років Рада прийняла «Мільярдний план з розвитку туристичного продукту». Завданням плану було збереження історичних місць Сінгапуру, таких як Чайнатауну, Маленької Індії, Арабської вулиці, очищення сінгапурської річки і розробка нових туристичних продуктів та подій. З метою розширення повноважень у 1997 р. Раду було перейменовано в Раду з туризму Сінгапуру (Singapore Tourism Board). Сьогодні це офіційний орган управління в Міністерстві торгівлі та індустрії країни. Його мета полягає у розвитку туристичного сектору країни та просування Сінгапуру як туристичної дестинації за кордоном. Головне управління Радою з туризму Сінгапуру здійснює рада директорів на чолі з головою.

Через особливості географічного положення та історичного минулого в Сінгапурі немає значимих природних ресурсів та пам'яток стародавньої історії, саме тому основними об'єктами для туристів виступають тематичні парки, етнічні райони та виставкові комплекси. Тут можна поєднати активний і пляжний відпочинок, етнологічні

та історичні екскурсії, спостереження за тваринним світом і походи найвищої категорії складності.

Сінгапур – діловий і культурний центр Південно-Східної Азії. Сьогодні це один з фінансових центрів світу, але заробити таку репутацію йому було дуже і дуже непросто.

Сінгапур відомий як втілення порядку і ефективності - навіть серед тих, хто не знає про нього майже нічого (багато, наприклад, чули, що це єдине місто на Землі, де заборонена жувальна гумка).

Країна посідає 2-е місце серед показників з високою якістю людських ресурсів. Крім того, Сінгапур є однією з найбільш безпечних економік з точки зору безпеки й захищеності та має найрозвинутішу інфраструктуру. Єдиний недолік – цінова конкурентоспроможність, що зводить нанівець підвищення цін на готелі та оподаткування.

Таким чином, феномен туристичного «магнетизму» в Сінгапурі обумовлено не лише наявністю багатого рекреаційного потенціалу країни, стабільно високим рівнем економіки, бездоганною транспортною інфраструктурою, але й сталою державною політикою в сфері туризму, основи якої були закладені більше 50 років тому зі створенням Ради з туризму Сінгапуру. Рада відіграла ключову роль у розробці та імплементації програм з розвитку туризму країни на середню і далеко строкові перспективи. Протягом 55 років Рада розробляла креативні інноваційні методи туристичної діяльності і позиціонувала позитивний туристичний імідж країни за кордоном.

Уряд Сінгапуру докладає багато зусиль для забезпечення сталого росту і розвитку туризму.

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ДІАГНОСТИКА МАКРОРЕГІОНАЛЬНОГО ТУРИСТИЧНОГО РИНКУ НА ПРИКЛАДІ ПІВДЕННО-СХІДНОЇ АЗІЇ

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ТУ 2019 році Азійсько-Тихоокеанський регіон (АТР) займав друге місце за рівнем розвитку туризму з показником 364 млн. туристичних прибуттів (25% від загальної кількості відвідувань). Надходження від туристичної галузі дорівнювали 442 млрд доларів (30% від загальної суми доходу) [1]. Темпи приросту в регіоні в цей час становили 5%, що підтверджує загальносвітову тенденцію останніх років – найвищі темпи росту туризму спостерігаються у країнах, що розвиваються та з перехідною економікою [2].

Серед субрегіонів АТР Південно-Східна Азія займала лідируючи позиції з 138,6 млн. міжнародних відвідувань у 2019 р. Її частка на світовому туристичному ринку дорівнювала 9,2%[3]. Темпи приросту міжнародних прибуттів відзначались досить високим показником і у 2019 р. становили рекордні 8%[2]. Доходи регіону від міжнародного туризму у 2018 році зупинились на позначці 144,4 млрд. доларів.

Для багатьох держав Південно-Східної Азії туристична галузь є потужним локомотивом їх соціально-економічного розвитку. За абсолютними показниками, які характеризують безпосередній та загальний економічний внесок туристичного сектору у ВВП, Південно-Східна Азія у 2019 році знаходилась на VI місці у світі (випереджаючи Карибський регіон, Північну та Тропічну Африку, Океанію, Південну Азію, Близький Схід і поступаючись Східній Європі (європейські країни, які не входять до ЄС та країни СНД), Латинській Америці, Північно-Східній Азії, Європейському Союзу та Північній Америці). Але за відносними показниками, що характеризують порівняну вагу туристичного сектору у економіці регіону, Південно-Східна Азія займає ІІ місце у світі і поступається Північній Африці, якщо враховується прямий внесок, або Карибському регіону, якщо враховується загальний. За кількістю занятих у секторі регіон посідає ІІІ місце і поступається лише Південній та Північно-Східній Азії, IV– за надходженнями від іноземних відвідувачів після Північної Америки, ЄС та Північно-Східної Азії, V – за обсягами капіталовкладень після Північної Америки, ЄС, Північно-Східної Азії та Латинської Америки [4].

Проте все змінилось у 2020 році з поширенням пандемії

Covid-19, яка взяла свій початок у Китаї. Туристична індустрія усього світу постала перед кризою. Азія та Тихоокеанський регіон – перший регіон, який зазнав впливу пандемії та регіон із найвищим рівнем обмежень на подорожі, що спостерігаються в даний час. У 2020 році у регіоні зафіксували найбільше зменшення кількості туристичних прибуттів – на 300 мільйонів менше (-84% порівняно з 2019р.) [5].

За даними ЮНВТО кількість міжнародних туристичних прибуттів до Південно-Східної Азії у 2020 р. зупинилась на позначці 26 млн. осіб. Загальний відсоток падіння туристичних прибуттів у регіоні дорівнює 82% [6]. В усіх 11 державах Південно-Східної Азії зареєстровано випадки зараження Covid-19. Вірус наніс колосальні збитки туристичній індустрії регіону, наприклад Таїланд минулого року відвідало 39 мільйонів осіб. У 2019 туристичний бізнес приніс Таїланду 60 млрд доларів, – це п'ята частина національного доходу. Туристи з Китаю становили чверть від загальної кількості туристів. За даними туристичного відомства країни кількість прибуттів у 2020 році впала до 6,7 мільйонів осіб порівняно з 39,9 мільйонами роком раніше. За даними міністерства, це найменша кількість відвідувачів принаймні з 2008 року. Кількість туристичних прибуттів у грудні становила 6 тисяч, порівняно з 3,95 мільйонами за той самий період 2019 р. Понад 80% цього скорочення дали «відсутні» китайці а також жителі Гонконгу які відпочивають в Таїланді (90% всіх відпусток), а бізнес-тури здійснюють на Філіппіни, до Індонезії і Сінгапуру [7]. Заходи щодо стримування COVID-19 також значним чином вплинули на ринок праці. Наприклад, тільки за офіційними даними зростання безробіття в Індонезії збільшилось на 2,5%, в Малайзії на 1,5%, а на Філіппінах 1,2%.

Загальним висновком є те що, сучасна дестабілізуюча ситуація яка спостерігається на території країн Південно-Східної Азії призводить до кардинальних змін на туристичному ринку регіону, зокрема до колосального зменшення внутрішніх і іноземних туристів, зміні в географії туристичного потоку, негативної динаміки частки туризму в загальному ВВП країн а також до суттєвого зменшення кількості працевлаштованого населення в туристичній галузі регіону.

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ОБ'ЄКТИ ПРИРОДИ ВОЛИНСЬКОЇ ОБЛАСТІ ТА МОЖЛИВОСТІ ЇХ ВИКОРИСТАННЯ У СФЕРІ ЕКОТУРИЗМУ

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Екологічний туризм – це туризм майбутнього. Нині людство перенасичується індустріальним стилем життя, і тому все більшою стає потреба в екотуризмі. Особливо зростає роль екотуризму останнім часом. Це пов'язано з пандемією COVID-19, яка унеможливлює відвідування місць з великою концентрацією людей. У цьому разі чи не найпершої згадки потребує Волинська область.

Волинь насамперед багата на водні ресурси, в яких особливої уваги потребують Шацькі озера. Ці озера, яких налічується близько тридцяти, є осердям Шацького національного природного парку. Найбільшим за площею і водночас найглибшим є оз. Світязь – його глибина сягає 58,6 м. Крім Шацьких озер, в області налічується ще велика кількість озер, довжина яких сягає кількох кілометрів: Турське, Оріхове, Волянське, Люб'язь.

Незліченними є річки Волині, з яких найбільшими є Прип'ять, Стир, Турія, Стохід. Важливо, що вода в цих річках чиста, а береги дуже мальовничі, тому ці річки сприятливі для сплавів, адже, на відміну від інших регіонів України, на них немає гідротехнічних споруд. Сама лише назва річки Стохід свідчить про те, що в цій річці русло розгалужується на "сто ходів", кожен зі яких по своєму цікавий для туристів. Невипадково, що частина течії цієї річки разом з навколишньою територією являють собою Національний природний парк "Прип'ять-Стохід".

Ще однією цікавою дестинацією Волинської області є Оконські

джерела. Їх особливість – струмені води, що б'ють із землі. Джерела завжди зберігають постійну температуру (8–9°С) і ніколи не замерзають. Вода є дуже чистою, тож вона використовується не лише людьми, а й подається у форелеве господарство, яке туристи можуть відвідати.

Багатством Волинської області є її ліси, за площею яких вона перебуває на четвертому місці в Україні. Лісами тут вкрита майже третина території, зокрема на півночі – майже половина. Ці ліси дуже багаті на гриби, ягоди й лікарські рослини. Ліси на Волині переважно мішані, проте в різних частинах області вони різні: на півночі домінує сосна, береза та ялина, на півдні – дуб. Важливо додати, що ці ліси не зазнали радіоактивного забруднення.

Значну увагу екотуристів здатні привернути й представники тваринного царства. На Волині реально побачити великих і цікавих тварин: зубра, козулю, лося і рись. Багатим є й пташине царство. У місцевих лісах мешкають тетерук, глушець, пугач – види, що занесені до Червоної книги України.

Відтак можна стверджувати, що Волинь – це скарб для туристів.

СМАРТ-ТУРИЗМ В ЯПОНІЇ

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Все більшу популярність набуває такий різновид туризму, як смарт-туризм, оскільки сьогодні важко представити сучасний світ без інноваційних технологій, інтернету, комп'ютерів та інших пристроїв для полегшення нашого життя. Нейронний маркетинг є невід'ємним елементом смарт-туризму.

Напрямок смарт-туризму об'єднує в собі планування туризму на території, застосування принципів стійкості до ланцюжка нарахування вартості, впровадження технологій, туристичні враження і надання послуг, ефективне управління ресурсами і здатність реагувати на потреби та особливості поведінки туристів.

Смарт-туризм розглядають як каталізатор змін, які відбуваються коли учасники поїздок здійснюють сталі, відчутні дії, які роблять поїздки сучасними.

Смарт-туризм – це туризм, в якому постійне і систематичне використання смарт-елементів призводить до створення додаткової цінності подорожі для туриста. У визначенні смарт-туризму зроблений

акцент на придбанні додаткової цінності туристської послуги для споживача за рахунок використання смарт-технологій [3].

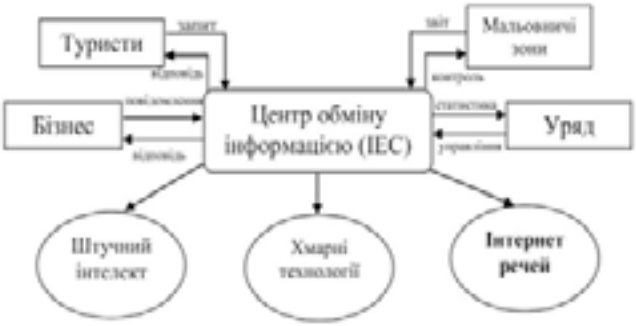

Рис. 1. Структура смарт-туризму

Поняття смарт-туризм є новим як теоретично, так і практично, і виникає внаслідок розвитку смарт-міст[1].

Смарт-місто – це ефективна інтеграція фізичних, цифрових і людських систем в штучному середовищі заради сталого, благополучного і всебічного майбутнього для громадян[4].

Смарт - це абревіатура, котра включає в себе стабільність (sustainability), мобільність (mobility), доступність (affordability), стійкість (resilience) та технології (technology).

Б. Коен (2011) дав концепцію наступних 6 вимірів розумного міста: розумне управління, розумне середовище, розумна мобільність, розумна економіка, розумні люди, розумне життя[2].

Концепцію смарт-місто впроваджують мегаполіси по всьому світу, наприклад, смарт-місто Токіо.

Токіо сприяє близько 40% національного ВВП. ВВП Токіо у 2014 році склав 1,5 трлн. Євро, а ВВП на душу населення (за ПКС) до 40 528 євро.

Місто Токіо є мегаполісом хмарочосів з чистим повітрям, розвиненою інфраструктурою. Особливо розвиненою є транспортна інфраструктура, завдяки її можна відстежувати та прогнозувати трафік. Залізнична інфраструктура об'єднує понад 100 ліній, по якій їздять близько 15 млрд. пасажирів. Також гарно розвинена мобільність та охорона здоров'я. Основний сектор охорони здоров'я моніторинг пов'язаний з доглядом за літніми людьми та використання інформаційно-комунікаційних технологій для полегшення дистанційного нагляду за здоров'ям японського населення. В Токіо запроваджена стратегія Smart Energy City.

На даний момент ми можемо спостерігати, що Україна рухається в правильному напрямку. Концепція розвитку смарт-туризму в місті Київ прийняли в 2017 році. З того часу столиця України значно продвинулася

на шляху до інноваційного управління. До розвитку Kyiv Smart City були залучені інвестори, в тому числі і іноземні. Україна знаходиться на початку становлення смарт-туризму і тому досвід інших країн може відіграти важливу роль в розвитку смарт-туризму в Україні.

За результатами даного дослідження можна пришвидшити та успішно імплементувати запровадження та поширення смарт-туризму в Україні, базуючись на досвіді Японії та інших провідних країн світу. Результати дослідження дають змогу запозичити досвід цих країн для України, що є актуальним в наш час.

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АНАЛІЗ КОН'ЮНКТУРИ ТУРСТИЧНОГО РИНКУ УКРАЇНИ ЗА ОСТАННЄ ДЕСЯТИЛІТТЯ

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На сьогоднішній день за даними World Economic Forum [1] Україну можна визначити як державу із рівнем конкурентоспроможності нижче середнього – 88 позиція (2019 рік). До того ж, згідно із даними рейтингів економічного розвитку World Travel and Tourism Council [2] туристичний прямий внесок сфери туризму у ВВП, зайнятість населення у цій сфері та капітальні інвестиції нашої країни майже вдвічі менші від середніх світових показників.

При аналізі кон'юнктури туристичного ринку України основну увагу було приділено зовнішньому ринку. Використання невартісних показників стану туристичного ринку України є проблематичним через

некоректність статистичного обліку туристичних потоків. Тому при дослідженні співвідношення попиту та пропозиції на туристичному ринку України було використано вартісні показники, а саме доходи від іноземного туризму.

За період з 2010-2020 рр. найбільший дохід від іноземного туризму було зафіксовано у 2012 р. – 4.5 млрд.дол.США, найменший – 1,8 млрд.дол.США у 2015 р., що спричинено політико-економічною кризою в Україні (фіксовані дані за 2020 рік відсутні) [2]. Доходи від іноземного туризму України, виражені в абсолютних показниках, не відображають точної динаміки на ринку за зазначений період. Таким чином, для детального аналізу доходів від іноземного туризму в Україні за останнє десятиліття за даними World Travel and Tourism Council [2] було побудовано діаграму приросту доходів у відсотках за останнє десятиліття (див.рис.).

Відповідно до діаграми, за період із 2010 по 2012 рр. має місце зростаюча кон'юнктура, пов'язана зі стабілізацією ситуації після Світової кризи (відносно успішні після кризи 2010 та 2011 рр.), як наслідок - відбувається зростання показників торгівлі, ВВП (+16%), валових інвестицій, зайнятості населення, підготовка та проведення ЄВРО-2012 (зростання туристичних прибуттів на 14%, доходи становили 3,1%) [3].

Однак після 2012 року відбувається уповільнення української економіки, впродовж 2012-2013рр. її темпи зростання фактично були нульовими - так званий передкризовий стан. 2013 -2014 рр. – поглиблення кризових процесів/початок економічної кризи в умовах воєнно-політичної (бурхливі політичні події, анексія Криму, воєнні дії на Сході в 2014р. лише акцентували кризовий стан). Як наслідок, у 2014 р. темпи приросту доходів були найгіршими після 2010 р. і становили -55,4%. Після різкого занепаду в 2014 р., відносна стабілізація ситуації, ріст з -55,4% до 5,4% (2016р.).

Внаслідок політичної кризи в Україні, туристичний ринок України після 2016 р. характеризується стагнуючою кон'юнктурою, що переростає в низьку. Натомість у 2017 р. в Україні відбулось безліч подій, що сприятливо вплинули на туристичну галузь України: проведення Євро-2017, підписання угоди про безвізовий режим України з ЄС, тому й доходи від іноземного туризму в 2018 р. в Україні зріс до 6,6%. У 2019 році можемо простежити за зниженням темпів приросту туристичних доходів до 6,1%. Низька кон'юнктура туристичного ринку України у 2020 році, спричинена наслідками пандемії COVID-19. За даними ЮНВТО дохід від іноземного туризму із лютого по серпень 2020 року скоротився на 75%, що є найнижчим показником за останнє десятиліття [4].

Отже, динаміка доходів від іноземного туризму в Україні за

період із 2010 по 2020 рік є негативною. В цілому можна виділити щонайменше три економічних цикли розвитку туристичного ринку України: 2010-2014 рр., 2015-2017 рр., 2018-2020 рр., які належить до так званих коротких циклів – тривалістю до 3-4 років включно. Зміна вказаних циклів, що супроводжується багаторазовим чергуванням низької, зростаючої, високої та спадаючої кон'юнктури, безпосередньо пов'язана із суспільними процесами.

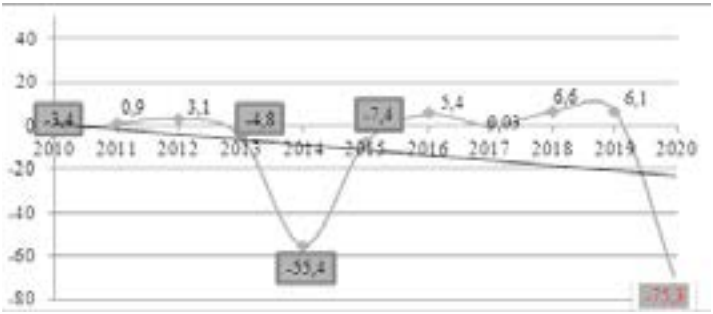

Рис.1 Динаміка доходів від іноземного туризму в Україні,%

Джерело: складено автором [2;4]

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РЕКРЕАЦІЙНІ УМОВИ ТА РЕСУРСИ ПОДІЛЛЯ: СУЧАСНИЙ СТАН ТА ПЕРСПЕКТИВИ ВИКОРИСТАННЯ

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Поділля – це унікальний край площею 61 тис. км², який надихає, заворожує красою, манить атракціями туристів і місцевих жителів.

Рекреаційні умови сприяють розвитку туризму, туристичний

регіон має багато як природних, так і культурних ресурсів.

Серед природних сприятливих умов ведення рекреаційної діяльності в регіоні:

Різноманітний рельєф та наявність унікальних природних обєктів (Медобори, НПП «Подільські Товтри»). Пологі рівнини чергуються з горбогір'ями, глибокими річковими долинами з крутими схилами, ярами та балками [1];

- Наявність спелеоресурсів (найдовша гіпсова печера Європи - Оптимістична та Озерна);

- Густа мережа річок, що сприятиме розвитку водних видів туризму (Дністер, Південний Буг, Збруч, Случ, Горинь);

Наявність мінеральних вод. У межах регіону знаходиться 19 родовищ мінеральних вод, загальні експлуатаційні запаси яких становлять 5,09 тис. куб. м на добу, з них використовується всього 0,67 тис. куб. м. Великі перспективи має розвиток Збручанського родовища мінеральних вод типу "Нафтуся", що за своїми запасами є найбільшим у світі [2].

Серед історико-культурних:

- Значна історико-культурна та архітектурна спадщина (унікальні замки та фортеці- Кам'янець-Подільська фортеця- 7 чудо України).

Серед перспективних історико-культурних об'єктів для пізнавальної рекреації є:

- У Вінницькій області: палац Потоцьких в Тульчині, скельний монастир Лядова, історико-культурний заповідник Буша, Печерний храм VI-VII ст. з унікальними рельєфними композиціями і написами, де збереглася Вежа, що входила в комплекс укріплень XVII ст., і Покровська церква з келіями).

- Серед інших обєктів: ставка Гітлера "Вервольф" смт Стрижака, палацово-паркові ансамблі XVIII-XIX ст. збереглися у селах Антопіль, Верхівка, Вороновиця. та ін.;

- Хмельницькій: (с. Сатанів- Свято-Троїцький монастир, Меджибізький замок, Хасидська Мекка, м. Староконстянтинів, мистецький куточок України Самчики з палацово-парковим ансамблем 18-19 століття, та ін.

- Тернопільській: Почаївська лавра, Успенський собор, Троїцький собор, Церква Успіння Богородиці, Бернардинський монастир, старий замок та ратуша.

Популярні тури Поділлям: «Подільська казка» (від 1,495 грн.), «Кам'янець-Подільський круїз», релакс-тур "Джуринський водоспад & Бакота": Відпочинок на Дністрі, мальовничий Червоногород, Дністровський каньйон, вечірній Кам'янець-Подільський), від 1044 грн., «Подільський кайф: 5 замків, вино + SPA» : Микулинці, Скалаті,

Сидорів, СПА в Оришківцях, долина крокусів в Яблунові, Плебанівка, Підгора, Теребовля) від 945 гривень та інші.

Зараз в регіоні функціонує 71 рекреаційний заклад загальною місткістю 10,5 тис. місць. Серед закладів переважають санаторії (42 на 8,2 тис. місць) та санаторії-профілакторії (відповідно 22 і 1,3), один пансіонат з лікуванням, шість баз відпочинку, проблемою є застаріла матеріально-технічна база.

Проблемою є те, що багато людей навіть не знають про певні туристичнорекреаційні ресурси і об'єкти, тому їх потрібно просувати, окрім того необхідно більше розвивати інфраструктуру рекреаційних комплексів, будувати нові, переймати іноземний досвід ведення рекреаційної справи та організації усіх умов для успішної рекреації.

В регіоні виділено 13 рекреаційних районів та 9 спеціалізованих зон (пізнавально-оздоровчі, лікувально-оздоровчі, лікувальні, оздоровчотуристичні). Найбільші перспективи щодо розвитку рекреації мають Кременецький, Тернопільський, Заліщицький, Придністровсько-Збручанський, Хмільницький, Вінницький та Могилів-Подільський райони [3].

Регіон має такі перспективи розвитку:

- Створення та розбудова нових туристично-рекреаційних комплексів;
- Освоєння існуючих та пошук нових рекреаційних ресурсів;
- Залучення іноземних інвестицій у розвиток регіону;
- Оновлення матеріально-технічної бази;
- Популяризація і просування рекреаційних ресурсів Поділля на міжнародному туристичному та внутрішньому ринку;
- Планування та розробка ефективної регіональної рекреаційної політики;
- Розробка нового, вдосконаленого туристичного бренду регіону;
- Популяризація та розвиток сільського, подієвого та екотуризму у регіоні;
- Розробка нових туристичних маршрутів та стежок.

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ТРАНСПОРТНА СИСТЕМА – ЧИННИК РОЗВИТКУ ТУРИЗМУ ЗАКАРПАТСЬКОЇ ОБЛАСТІ

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На сьогоднішній день транспортна система грає велику роль у туризмі. Вона складає велику частину туристичної інфраструктури. У сучасних умовах карантину люди подорожують менше, але вони більше звертають увагу на стан доріг та розвиток транспорту загалом. Карантин створює значні труднощі у сучасній роботі транспорту, адже він забороняє перенавантаження міського транспорту і тому існують певні обмеження, а в умовах жорсткого карантину взагалі скасовується міжміські подорожі та у деяких країнах навіть і міський транспорт.

Закарпатська область є з'єднуючою ланкою між чотирма країнами і тому значимість її транспортної системи виростає не тільки в туристичній сфері, але і загалом. Проблемою є те, що ніхто не звертає увагу на розвиток транспортної системи Закарпаття, як фактора потенційного збільшення прибутку від туризму

Метою публікації є привернення уваги до транспортної системи Закарпатської області, задля її покращення і набуття великої значимості її як чинника розвитку в'їзного та виїзного туризму.

Завданнями є:

• Звернути увагу на транспорту систему регіону як одного з головних чинників розвитку туризму

• Довести конкретними прикладами важливість транспортної системи у рамках туризму

• Запропонувати ідеї розвитку транспортної системи під час карантину

Транспортна мережа Закарпатської області включає усі види сухопутного транспорту. Довжина автомобільних доріг загального користування Закарпатської області становить 3329 км. Максимальний вплив на розподіл даного показника мають природні умови, зокрема, крутизна схилів і відносні висоти. Так, найвищим показником щільності автомобільних доріг характеризується територія Берегівського (0,44 км/км2), Мукачівського (0,41 км/км2) районів, що розміщені у межах Закарпатської рівнини, а найнижчим - Рахівський (0,12 км/км2) район, який знаходиться в центрі Українських Карпат. У гірських районах дороги в основному прокладені вздовж русел по терасах і високих заплавах річок. У зв'язку з цим, існує небезпека руйнування та пошкодження

транспортних мереж під час проходження паводків і повеней.

Перевезення пасажирів на маршрутах загального користування здійснюють 146 перевізників. Маршрутна мережа внутрішньообласного автобусного сполучення загального користування складається із 387 маршрутів, з яких 76 – міжміські та 311 – приміські. Для забезпечення перевезення пасажирів щодня на маршрутах області використовується понад 700 транспортних засобів.

Значне зменшення перевезень пасажирів транспортом загального користування зумовлено припиненням відповідно до вимог постанови Кабінету Міністрів України від 11 березня 2020 року № 211 „Про запобігання поширенню на території України гострої респіраторної хвороби COVID-19, спричиненої коронавірусом SARS-CoV-2

Нижче розглянемо причини негативного впливу та потенціальні плюси від покращення транспортної системи

По-перше необхідно розглянути потенціальний розвиток транспортної системи умовах карантину та закритих кордонів у деяких країнах. Завдяки цьому можна покращити транспортну систему в деяких областях, насамперед в Закарпатській області, та інших, які існують з'єднуючими ланками між різними країнами.

По-друге, якщо турист бачить незадовільний стан доріг, по яких дуже незручно їхати із-за того, що в асфальті є великі ями і машина наприклад підстрибує, або якщо сам транспорт не відповідає сучасним міжнародним стандартам користування, то відразу може сформуватись погане враження від країни і це навіть може слугувати одним з чинників стресової ситуації, адже туристу потрібно користуватись транспортом протягом свого культурного, або будь-якого відпочинку.

По-третє покращення транспортної системи загалом може призвести до суттєвого збільшення прибутку не тільки від туристичної галузі, а і загалом. Покращення транспорту, стану доріг і збільшення транспортних одиниць може слугувати до збільшення обсягу роботи різних галузей і разом з тим збільшити обсяг прибутків.

Отже, звертання уваги уряду та громадян України на проблему розвитку транспортної системи може призвести до збільшення прибутків від туристичної галузі та дозволить самим українцям та іноземцям зручно пересуватись у межах країни. Рекомендаціями є проведення заходів з заміни старого транспорту на новий, відновлення та нанесення покращеної розмітки на дороги, покращення загального стану доріг та збільшення обсягів роботи транспортних засобів.

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ТУРИСТИЧНІ РЕСУРСИ ОДЕСИ ЯК ОСНОВА ДЛЯ РОЗВИТКУ ТУРИЗМУ

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Одним із найбільш перспективних туристичних регіонів України є Одеський туристичний регіон. Одеська область знаходиться серед регіонів-лідерів України за забезпеченістю туристичними ресурсами. Головною особливістю території Одеської області є її приморське розташування, широкий «вихід» до моря і положення на європейських і світових водних шляхах, що є вагомим чинником міжнародного туризму. Одещина має високий рівень забезпеченості рекреаційними ресурсами, зокрема сприятливий для рекреації і туризму клімат, морські пляжі, лікувальні грязі, джерела мінеральних вод, ропу лиманів та озер, унікальні природні комплекси, мальовничі краєвиди, мисливські та рибальські угіддя, акваторії лиманів, озер, моря, придатні для водного спорту та оздоровлення. Поєднання всіх цих факторів створює сприятливі умови для організації рекреаційно-туристичної діяльності. Також слід зазначити високі рекреаційні можливості регіону, які можуть бути ресурсами для курортного господарства, що задовольнятимуть рекреаційні потреби українців і іноземних туристів. Сприятливе співвідношення клімату, бальнеологічних ресурсів, різноманітна культурно-історична спадщина, а також їх зручне географічне положення та транспортна доступність сприяє розвитку різних видів туризму. Найбільш поширеними видами туризму на Одещині є пляжний, лікувально-оздоровчий, культурно-пізнавальний, винно-гастрономічний, та дещо меншою мірою екологічний, етнографічний.

Одеса володіє багатими рекреаційно-туристичними ресурсами, які

при ефективному використанні здатні забезпечити не тільки позитивні зрушення в туристичній галузі, а й в цілому в регіональній економіці. Тому виявлення особливостей рекреаційно-туристичних ресурсів конкретного регіону України, яким є Одеса, шляхів інтенсифікації щодо їх використання є актуальним для дослідження. Проблемі використання рекреаційно-туристських ресурсів для розвитку туризму приділяється значна увага в працях вчених Ю.В. Михайлової , А.І. Волкова В.В. Горуна та ін.

Одеський регіон в лідерах по протяжності пляжів майже вдвічі він переважає Донецьку та Запорізьку області і поступається лише АРК. Загальна протяжність морських узбереж, з урахуванням лиманів, в Одеській області становить 394 км, з них 175 км – це морські пляжі, придатні для використання з рекреаційною метою.

Найкращими серед них є природні пляжі пересипів, піщаних кіс. Це ділянки узбережжя в районі Лузанівки, Кароліно-Бугазу, Затока, Будацький пересип, пересип Тилігульського лиману, Жебріянська коса. В межах міської зони Одеси створені штучні пляжі «Аркадія», «Дельфін», «Отрада», «Золотий Берег», «Великий Фонтан» [1].

Слід зазначити, що у 2020 році Міжнародна програма "Блакитний прапор" відібрала 15 кращих пляжів в Україні, які відповідають світовим екологічним стандартам. Серед них і пляжі в Одеській області. Екологічні сертифікати отримали 5 пляжів: пляжі Yacht Beach та Morye Beach (Zanzibar) на Фонтанці, комплекс Caletón на Малому Фонтані, Центральний міський пляж міста Чорноморська та пляж готеля Ruta Family у селищі Затока [2].

Важливою складовою природних рекреаційних ресурсів області є море. Влітку вода біля берегів моря прогрівається до +20 °С...+24 °С. Купальний сезон у середньому триває 114 днів. Відпочинок на морських узбережжях сприяє розвитку різних видів рекреаційних занять, де кожний відпочиваючий зможе обрати водно-рекреаційну діяльність в залежності від своїх інтересів і туристичної кваліфікації. У водній рекреації поєднуються елементи активного відпочинку, пізнання, оздоровлення, фізичної культури та спорту. Вона доступна кожній людині незалежно від віку. Ось чому, туризм на воді поділяє перше місце з пішохідним за кількістю осіб зайнятих в ньому.

В межах території Одеської області розташовано кілька джерел з мінеральними водами: азотні різного іонного складу (термальні), хлоридні, натрієві, сульфатні, гідрокарбонатно-сульфатнохлоридні натрієві. Основними родовищами лікувальних питних вод є «Одеське-2», «Куяльницьке», «Сергіївське», «Одеське-1», «Кароліно-Бугазьке». Важливою складовою бальнеологічних ресурсів є лікувальні

грязі (полоїди). Найбагатшими на лікувальні грязі є численні лимани – Тилігульський, Куяльницький, Хаджибейський, Будацький та озера Бурнас, Алібей, Шагани. В місцях розташування лікувальних джерел функціонують санаторії для лікування і оздоровлення.

Санаторно-курортний комплекс регіону складається з трьох курортно-рекреаційних районів, а саме Одеського, Білгород-Дністровського та Татарбунарського. Головними природно-рекреаційними ресурсами цих районів є пляжні у комплексі з комфортними кліматичними умовами у період літньої рекреації, а також розміщення на узбережжі Чорного моря.

Мережа закладів санаторно-курортної сфери Одеського регіону має загальну тенденцію до скорочення їх кількості. Так, порівняно з 1990 роком кількість санаторіїв та пансіонатів з лікуванням скоротилась майже на 40% (43 заклади у 1990 році, 27 закладів у 2017 році), санаторіїв-профілакторіїв – майже на 85% (19 закладів у 1990 році, 3 заклади у 2017 році), будинків та пансіонатів відпочинку – на 60% (15 закладів у 1990 році, 6 – у 2017 році) [3].

Головними чинниками розвитку екологічного туризму в регіоні є 123 території та об'єкти природно-заповідного фонду, у тому числі державного значення – Дунайський біосферний заповідник, Дунайські і Дністровські плавні, ландшафтний парк «Тилігульський», ботанічний сад Одеського національного університету ім. І.І. Мечникова, 22 парки-пам'ятки садово-паркового мистецтва тощо [4].

Культурно-пізнавальний туризм зазвичай пов'язаний з відвідуванням великих міст. Культурно-пізнавальний туризм Одеси та області являє собою відвідування історичних, культурних або географічних визначних пам'яток. Практично вся територія становить інтерес для розвитку пізнавального туризму. У Одесі туристи завжди оглядають відомий у світі Одеський національний академічний театр опери та балету. Привабливими для відвідування є і знамениті Потьомкінські сходи, Морський вокзал, пам'ятник Дюку, прогулянка вулицею Дерибасівська. Окремою перлиною Одеської області є Білгород-Дністровська або Аккерманська фортеця, що споруджена на руїнах античного міста Тіра. Фортеця є однією з найбільших оборонних споруд України.

Туристично-екскурсійні ресурси Одеси та області також визначені численними пам'ятками різних часів з відомими історико-культурними заповідниками, пам'ятниками та музеями. Серед яких місто Вилкове, фортеця XII - XV сторіч в місті Білгород-Дністровському, розкопки античних міст Тіри і Ніконії, пам'ятники культової архітектури в містах Одесі, Ізмаїлі, Рені, Кілії та ін. Біля 4500 пам'яток культурної

спадщини та 12 міст області занесені до Списку історичних населених місць України. Понад 100 об'єктів культурної спадщини мають статус пам'яток національного значення, що створили Одещині імідж одного із найбільш відомих і популярних, через свою самобутність, місць для відвідування туристами і відпочиваючими [3].

Також, слід зазначити, що багато одеських архітектурно-історичних пам'яток мають велике значення для історії України. Це підтверджується тим, що Аккерманська фортеця, історичний центр та порт Одеси, Астрономічна обсерваторія Одеського національного університету занесені до списку кандидатів, що пропонують включити до Списку світової спадщини ЮНЕСКО.

Окремим видом туризму, що набуває значного поширення в Одеському регіоні, є гастрономічний туризм, а саме винно-гастрономічний. В регіоні розташовані винзавод «Шабо», винарні «Колоніст», Grande Vallee, Одеський завод шампанських вин, VINARIA, що приймають багато туристів. Екскурсії включають в себе відвідування плантацій виноградників, дегустаційних залів та підвалів, ресторанів, що пропонують послуги дегустації вина, відвідування винних фестивалів. Напрямок винного туризму набуває значного поширення серед туристів, тому в регіоні розробляються нові винні маршрути та тури. Розвиток винного туризму дозволяє значною мірою збільшити тривалість туристичного сезону в регіоні, підвищити туристичний імідж місцевості, збільшити кількість туристичних прибутків, збагатити та диференціювати місцевий туристичний продукт за рахунок розробки винних екскурсій, дегустацій та презентацій, фестивалів тощо. Нині проходять 6 основних і найпопулярніших винних фестивалів в Україні в т.ч. WINE FEST Frumushika-Nova (Одеса).

Якщо аналізувати туристичну інфраструктуру Одещини, можна говорити про те, що регіон достатньо забезпечений закладами розміщення. В Одеській області представлена найбільша кількість колективних засобів розміщення, адже в курортних сезонах останніх років столицею туризму в Україні стало м. Одеса та область. Наприклад, туристичний сезон у 2016 р. тривав майже шість місяців, понад 2 млн. туристів відвідало м. Одесу та Одеський регіон, що може свідчити про досить підготовлену інфраструктуру розміщення до туристичного сезону. Крім того, за даними Державної служби статистики України [4], було визначено, що в Одеській області станом на кінець 2017 р. функціонує 208 готелів та аналогічних засобів розміщення (11 021 ліжкомісце) і 321 спеціалізований заклад розміщення (42 167 ліжко-місць).

Аналізуючи статистичні дані, слід зазначити, що в останні роки готелі, санаторії, пансіонати, інші засоби розміщення переповнені.

Незважаючи на те що кількість відпочиваючих в м. Одесі та Одеській області зростає, число закладів розміщення та, відповідно, кількість місць у них скорочуються. Держава, повинна звернути увагу та вжити заходів щодо її поліпшення. Адже Одеський туристичний регіон приваблює туристів не тільки влітку, а й у зимовий період: у цей сезон Одещина позиціонує себе як центр ділового туризму, оскільки готелі намагаються відповідати сучасним вимогам до обладнання для проведення бізнес-зустрічей, конференцій і семінарів.

Одеський регіон має високий рівень забезпеченості рекреаційно-туристичними ресурсами, що є перспективою для подальшого розвитку туризму, незважаючи на низку проблем та недоліків. Для залучення туристів в Одеський регіон доцільно об'єднати зусилля фахівців не тільки туристичної сфери, а й маркетологів, дизайнерів, провідних IT-фахівців, журналістів, копірайтерів та ін. Створення єдиного туристичного порталу про Одесу на різних мовах, який буде позиціонувати Одеський регіон як важливий туристичний і культурний об'єкт; створення позитивного віртуального образу Чорноморського регіону, привабливого для туристів усього світу; розвиток ділового морського туризму; гідне представлення регіону в світовому інформаційному просторі, його популяризація; залучення масового потоку туристів не тільки в Одесу, а й в Одеську область; інформаційна і партнерська взаємодія з відомими міжнародними туристичними порталами. [5].

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ГАСТРОНОМІЧНИЙ ТУРИЗМ У СВІТІ. ДОСВІД ДЛЯ УКРАЇНИ

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Одним із перспективних видів розвитку ринку туристичних послуг є гастрономічний туризм – вид туризму, пов'язаний з ознайомленням з виробництвом, технологією приготування та дегустацією національних страв та напоїв, а також кулінарними традиціями народів світу.

Серед усіх видів туризму саме, гастрономічний – сьогодні найбільш трендовий. Щорічні надходження у світі до пандемії COVID-19 сягали 150 млрд $.

У ЄС середній чек звичайного туриста дорівнює €50, а середній чек туриста саме гастрономічного маршруту – €200. У гастрономічних подорожах можна дізнатися про повсякденне життя, історію та культуру країни часом більше, ніж в класичних екскурсійних поїздках.

В світі існують відомі гастрономічні напрямки, серед яких можна назвати Іспанію, Францію, Італію, Грецію, Бельгію, Португалію, США (особливо Каліфорнія в долинах Напи та Сономи), Бразилію, Перу, Мексику, Нову Зеландію, Південну Африку, Австралію, Чилі, Малайзію, Японію, Індонезію, Балі, Китай або Сінгапур. Важливим є те, що в листопаді 2010 р. середземноморська дієта Іспанії, Греції, Італії та Марокко була включена до списку нематеріальної культурної спадщини ЮНЕСКО.

Широкий розвиток гастрономічного туризму привів до створення турфірм, що спеціалізуються на міжнародному гастрономічному туризмі, наприклад «Gourmeton Tour» (США), «The International kitchen» (Великобританія), «Gourmet Getaways» (Італія), незважаючи на те, що Міжнародна асоціація кулінарного туризму з'явилася в США, законодавцями в генеруванні ідеї гастрономічних турів все таки вважаються італійці, які вдало поєднали торговельні і технологічні виробництва із залученням туристів під знаком смачної і здорової їжі. Наприклад липнева програма кулінарних заходів у найменшому регіоні країни – мальовничій області Валле Д'Аоста виглядає як свято підсмаженого на вертелі молочного поросяти в Іссонь (11–12 липня), свято дичини у Сен-Нікола (18–20 липня), ярмарок Exposition du Jambonde Bosses (11–13 липня в Бос), присвячений сиров'яленій шинці; свято чорного хліба в Перлоце (20 липня).

На яких регіональних кухнях, локальних гастрономічних традиціях, оригінальних стравах української (і не тільки) кухні слід зосередитися, щоб успішно представити Україну в світі як виключно цікавий напрям для гастрономічного туризму? На це питання немає простої відповіді. Очевидно, що треба, так чиінакше, використовувати винну тематику. Варто приділити увагу тим багатьом стравам, які асоціюються у світі з Україною. Це насамперед борщ український з пампушками, сало, капусняк запорізький, домашні ковбаси, холодець, варя гуцульська, крученики м'ясні, полядвиця, деруни житомирські, білі гриби по гуцульськи, батон, полтавські галушки, вареники, голубці, котлети по київськи, мазурики, пляцки львівські та безліч інших національних страв. Багато зарубіжних експертів, в один голос говорять: «Продавайте своє неповторне розмаїття».

Україна по праву може пишатися тим, що задовольнить смак навіть найбільш претензійного гурмана. Туристи, які приїздять до України, безумовно, також бажають скуштувати традиційні місцеві страви. Тому одним із найважливіших аспектів розвитку туристичного сервісу є ознайомлення туристів з особливостями традиційного харчування та розвиток сфери обслуговування в цьому напрямку.

В останні роки в Україні було започатковано чимало гастрономічних фестивалів: фестиваль молодого вина «Закарпатське Божоле» (Ужгород), «Галицька дефіляда» (м. Тернопіль), «Конкурс різників свиней – гентешів» (с. Геча, Закарпатська обл.), «Біле вино» (м. Берегово, Закарпатська обл.), гастрономічний фестиваль вина та меду «Сонячний напій» (м. Ужгород, Закарпатська обл.), «Фестиваль ріплянки» (с. Колочава, Закарпатська обл.), «Гуцульська бринза» (м. Рахів, Закарпатська обл.), «Борщ'їв» (м. Борщів, Тернопільська обл.), фестиваль хліба (хутір Обирок, Чернігівська обл.), «Український кавун – солодке диво» (м. Гола Пристань, Херсонська обл.), свято Полтавської галушки (м. Полтава), свято сала (м. Полтава), фестиваль полуниці (м. Ізюм, Харківська обл.), свято шоколаду (м. Львів), фестиваль дерунів (м. Коростень, Житомирська обл.) тощо.

В нашій країні починає активно розвиватися напрям туристично-гастрономічної діяльності. Набувають популярності винні тури Закарпаттям, Одеською, Херсонською та Миколаївською областями. Слід зазначити, що Україна входить до п'ятірки країн Європи, де винний туризм має величезні перспективи розвитку і є всесезонним. На думку дослідників, найбільш вдалою формою є поєднання винного та сільського туризму. Відзначають попит на гурман-тури в секторі етнотуризму та сільського зеленого туризму.

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СУЧАСНИЙ СТАН ВИННОГО ТУРИЗМУ УКРАЇНИ - ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ

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В українській туризмології немає єдиного термінологічного визначення винного туризму. Вживаються терміни «винний туризм», «виноробний туризм», «дегустаційний туризм», «винно-гастрономічний туризм», «еногастрономічний туризм» та «енотуризм». Винний туризм – це відвідування виноградників, винних заводів, винних фестивалів для дегустації та придбання вина.

В Україні є регіони для такого туризму. Закарпатська область має у своєму розпорядженні великі туристичні можливості та ресурси для організації тематичних турів, пов'язаних з культурою вирощування винограду, виробництвом вина та його вживанням. Провідними районами Закарпаття є Берегівський, Мукачівський, Ужгородський та Виноградівський. Від більшості розвинених виноробних регіонів Закарпаття відрізняється тим, що тут майже немає потужних заводів, виноробство регіону представлено маленькими приватними виноробнями зі стародавніми технологіями [4]. Попитом користуються екскурсії – «Леанка» та «Чизай», Ужгородський коньячний завод з дегустацією їх фірмової продукції – вин «Трамінер», «Троянда Закарпаття», «Леанка», «Мюллер Тургау» та ін.

Одним з найбільших виробників вина у регіоні є агропромислова фірма «Леанка», яка працює з 1992 року і має повний цикл виробництва вин. Для популяризації винної продукції ДП АПФ «Леанка» пропонує

відвідати історичні винні підвали в смт. Середнє, які є пам'яткою архітектури XVI століття і яким у 2015 році виповнюється 454 роки. Гостям пропонують цікаву екскурсію, дегустацію високоякісних витриманих вин та страви національної кухні [2].

Також українці можуть насолодитись винним туром подорожуючи Одещиною, Херсонщиною та Миколаївщиною. Одеса – південний винний центр України. Доволі активно туроператори пропонують дегустаційні винні тури на завод шампанських вин, завод ТМ «Французький бульвар», до музею коньячної справи Н.Л. Шустова, центру культури вина Шабо, УННД інституту виноградарства і виноробства ім. В.Є. Таїрова.

Нині проходять 6 основних і найпопулярніших винних фестивалів в Україні:

1.Гастрономічний фестиваль «Червоне вино» (Мукачево);

2.Гастрономічний фестиваль «Біле вино» (Берегово);

3.Гастрономічний фестиваль вина і меду «Сонячний напій» (Закарпаття);

4.WINE FEST Frumushika-Nova (Одеса);

5.Kyiv Food&Wine Festival (Київ);

Основними проблемами є:

1.Якість продукту (нині існує багато замінників (домішки, концентрати, порошки, використовують цей метод, бо він є дешевим і простим у технології виробництва вина).

2.Практика виробництва знеособлених вин високої якості великими компаніями-монополістами ринку, що значно стримує процес переорієнтації зовнішнього ринку збуту з північного на західний та південний.

3.Зрегульовані системи отримання ліцензії на право виробництва алкогольних виробів.

4.Припинення фінансової державної підтримки галузі, як наслідок припинення закладення молодих виноградних насаджень та нерівні умови конкуренції з іноземними виробниками вина.

5.Відсутність пільгових довгострокових кредитів на закладання виноградних насаджень, будівництва об'єктів для зберігання та переробки винограду, модернізації обладнання.

6.Заборона реклами вина і, як наслідок, низький рівень культури споживання винопродукції у населення.

7.Відсутність преференції для вітчизняної продукції у торгівельних мережах та закладах харчування в частині скорочення термінів розрахунків з виробником.

8.Не імплементовані до регламентів ЄС законодавчі акти що

регулюють використання [3].

Нещодавно було подано у розробку проект «Винний Гід України» – націлений на розвиток винної індустрії України, де кожен бажаючий може допомогти проекту і зробити свій внесок. Ще можна згадати про новий виноробний комплекс України – «Вина Приазов`я».

Таким чином, винний туризм ще не є типовим явищем для України. Відсутність значної кількості підприємств, які готові відкрити свої двері та секрети для туристів, відсутність належної інфраструктури, низький рівень державної підтримки та недосконале законодавство – основні, але не єдині причини, що заважають розвитку не лише кулінарних туризм, але туризм загалом.

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ГЕОГРАФІЧНІ ОСОБЛИВОСТІ АВІАЦІЙНИХ ПЕРЕВЕЗЕНЬ В ТУРИЗМІ

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Вступ

На сьогоднішній день авіаційний транспорт є генератором і носієм багатьох передових тенденцій як у виробничій, так і в інших сферах-організації менеджменту, системі сервісних послуг, підготовці кадрів, науково-дослідних і дослідно-конструкторських роботах, а сама галузь еволюціонує в набагато ширшу категорію – авіаційного бізнесу.

Повітряний транспорт є однією з галузей світового господарства, що найбільш швидко і динамічно розвиваються і з кожним роком займає все більш міцні позиції в загальносвітовій транспортній системі.

Метою публікації є розширення світогляду про авіаційний транспорт за для розвитку географічних даних для туризму.

Власні думки автора на тему

Повітряний транспорт щодня перевозить понад 8 млн. пасажирів по всьому світу . Розвиненість та доступність мережі маршрутів пасажирських перевезень є ключовим фактором ефективної комунікації [1]. Зараз все більше відпочиваючих віддають перевагу авіаційному транспотру. Цей вид транспорту дає змогу , як найшвидше дістатися будь-якої країни за короткий термін часу. Згідно зі статистикою темпи зростання популярності авіатранспорту вище, ніж автотранспорту, що обумовлюється дедалі більшим розширенням географії подорожей . Все це викликає пильну увагу туристичного бізнесу до авіаційних перевезень. Літаки - найпопулярніший вид транспорту в світі. Це ж можна сказати і про авіаперевезення в туризмі.

Висування гіпотези

Гіпотеза розвиток авіаційного транспорту, як один чинник туристичної інфраструктури полягає в значних прибутках від держави за для покращення, авіаційного транспорту для комфортності туристів. Пригадаючи те що, цей вид транспорту дає змогу , дістатися будь-якої країни за короткий термін часу. То можна сказати , що авіаційний транспорт займає перше місце в туризмі.

Огляд існуючих поглядів на проблему

Розвинена авіаційна галузь сприяє підвищенню інвестиційної привабливості країни і розширенню можливостей для діяльності на її території міжнародних компаній. Безсумнівно, надзвичайно важливою є роль повітряного транспорту в туристичній індустрії. Сьогодні більше 52% міжнародних туристичних подорожей здійснюються саме повітряним транспортом. Найяскравішим прикладом є туристичні країни, що розвиваються (такі як Таїланд, Єгипет, Куба). На Африканському континенті, наприклад, близько 2.5 млн. робочих місць забезпечує туристична галузь [2].За час вивчення проблеми авіаційного транспорту в туризмі, була виявлена праця такого науковця , як Ткачук Л.М., але вона наголошувала на такій проблемі ,як актуальні тенденції функціонування ринку пасажирських авіаційних перевезень і визначенню механізмів та масштабів їхнього впливу на розвиток туризму, яка теж відіграє велику роль в розвитку авіаційного трансторту в туризмі [3].

Нині лідерство авіаперевезень є беззаперечним. Середня завантаженість літаків (81%) значно вища, ніж у інших видах транспорту. Кожного дня здійснюється 120 тис. авіарейсів, завдяки чому перевозиться 12 млн. пасажирів. Близько 1300 авіакомпаній із загальним парком більш ніж 31тис. літаків обслуговуються майже у 4

тис. аеропортів світу .За даними ICAO, в 2017 р. за допомогою авіації було перевезено загалом 4,1 млрд. пасажирів. За прогнозами, на кінець 2018 р. ця цифра складатиме 4,4 млрд., а до 2036 р. обсяг річних авіаперевезень зросте майже вдвічі і становитиме 7,8 млрд. [4, с. 5-7].

Висновки

Отже, послуги авіакомпаній з кожним днем користуються все більше пасажирів, сприяючи таким чином створенню нових робочих місць як у власне авіаційної, так і в суміжних галузях. Не дивлячись на значні позитивні економічні та соціальні ефекти авіаційної галузі, які мультиплікативно збільшуються із збільшенням пасажиропотоку і розширенням мережі й частоти польотів, розвиток світової галузі авіаперевезень ще й досі сповільнюється величезною сукупністю двосторонніх угод про повітряне сполучення. Для України значення авіаційного транспорту відіграє важливу роль. Звернення уряду на таку проблему, як авіаційний транспорт може призвести до збільшення прибутків від туристичної галузі та дати можливість українцям зручно пересуватися та відкривати для себе нові географічні місця в різних країнах. Ця стаття присвячена для поштовху уряду для розвитку авіаційного транспоту по всій Україні. Щоб у майбутньому люди більше могли відкривати для себе чогось нового та не звичайного літаючи по різних місця та країнах.

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ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИЗМУ ЧЕРНІГІВСЬКОЇ ОБЛАСТІ

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Вивчаючи питання туризму в Чернігівській області виявлено, що цей напрям є дуже важливим та перспективним у розвитку економіки і культури Чернігівщини загалом. Проаналізувавши розвиток туристичної сфери та діяльності в цій області можна сказати, що він динамічно зростає.

У 2014-2015 роках на розвиток туризму в області мав негативний вплив загальний політичний та соціально-економічний стан країни в цілому.

Проте починаючи з 2016 року і до сьогодення показники у статистиці зросли у кілька разів, це свідчить про зростання туристів у цій області. Цьому посприяла Програма розвитку туризму та промоції міста Чернігова та області на 2019-2021 роки [4]. Основними завданнями та пріоритетними напрямками Програми є створення туристичної інфраструктури, що відповідає статусу міста Чернігів і області та міжнародним стандартам, а саме:

• формування комплексного туристичного продукту міста та утвердження позитивного іміджу міста Чернігів на туристичному ринку;

• формування позитивного іміджу міста Чернігова шляхом постійного розповсюдження інформації про туристичний потенціал міста на регіональному, державному та міжнародному рівнях;

• розвиток та вдосконалення туристичної інфраструктури;

• ефективне використання об’єктів історико-культурної спадщини та інших туристичних ресурсів;

• створення умов для збільшення кількості платоспроможних туристів: проведення унікальних фестивалів та подій, розважальних заходів, упровадження на постійній основі анімаційних екскурсій;

• вироблення сучасних екскурсійних пропозицій (аудіо-гіди, віртуальні екскурсії);

• підвищення професійного рівня працівників туристичної галузі та обмін досвідом;

• створення сприятливих умов для залучення вітчизняних та іноземних інвестицій в туристичну галузь;

• активізація міжнародної співпраці у сфері туризму;

• залучення не заборонених законодавством додаткових джерел фінансування для реалізації проектів у галузі туризму [2].

У Чернігівській області в туристичній сфері задіяні 4 туроператори, 3 інформаційно-туристичних центри та 65 турагентів. Наданням екскурсійних послуг для громадян займаються 7 агенцій. На території області прокладено 17 туристичних маршрутів, серед яких п'ять обласного значення, чотири краєзнавчого, три паломницького, три екологічного та два зеленого сільського туризму. Також створено п'ять об'єктів для заняття пригодницьким туризмом. Послугами розміщення займаються 49 закладів готельного типу різних форм власності та 59 баз відпочинку. Щорічно проводиться понад 40 туристичних заходів, фестивалів та виставок [3].

Щодо перспектив можна стверджувати, що Чернігівщина є одним з регіонів України, де активно формується розуміння сільського зеленого туризму як специфічної форми відпочинку в селі з широкими можливостями використання природного, матеріального і культурного потенціалу. На її території створено 20 сільських садиб. На думку фахівців туристичної галузі, зелений туризм може стати найперспективнішим видом туризму на Чернігівщині. Такі прогнози пов'язані, по-перше, з величезними природними можливостями Сіверського краю (багатими рибою, річками, ставками, водоймищами, лісами). По-друге, зелений туризм на відміну від інших напрямків туристичної галузі, не потребує особливих витрат. Сільський зелений туризм може активно розвиватися і приносити прибутки для туристичної сфери краю. Основні сільські садиби розміщено головним чином у 3-ох районах області: Ічнянському, Коропському та Ніжинському. "Родзинкою" зеленого туризму Чернігівщини, безперечно, є "Соколиний хутір", що розташований у с. Петрушівка Ічнянського району. До складу "Соколиного хутора" входять п'ять садиб, оздоблених за українськими традиціями кін. XVIII – поч. XX ст. Кожна садиба має свій неповторний колорит. Нині хутір може прийняти до 24 відвідувачів [1].

Узимку туристам пропонується катання на лижах і ковзанах. Також розроблені й туристичні маршрути. Так на автотранспорті можна відвідати НЗ "Качанівка", що розташований неподалік Петрушівки, Густинський монастир, побувати у Тростянецькому дендропарку та у Сокиринцях. Позитивний вплив сільського зеленого туризму на поліпшення умов та якості життя селян полягає передусім у тому, що він розширює сферу зайнятості сільського населення, особливо жінок, і дає селянам додатковий заробіток.

Отже, туристична сфера Чернігівщини орієнтована на розширення, переважно, сільського, зеленого, краєзнавчого та пізнавального туризму у весінній та літній періоди. Чернігівська область має достатню кількість та забезпеченість природними та культурними

ресурсами, аби розвивати перспективні напрямки туризму тут. Розвиток зеленого туризму стає новим цікавим напрямком діяльності, попит на ці тури, які можуть здійснюватись у рідні місця для туристів або з метою ознайомлення з культурою певного краю, постійно зростає. У сучасному світі люди можуть надавати перевагу саме таким турам, завдяки зростаючій популярності захисту екології.

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AIRSHOW SAFETY

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Safety is a priority worldwide. No event is complete without security measures. Whether it be preventive measures or the actions of the participants during an emergency incident. Safety at air shows is extremely important, because history knows many cases when aircraft crashed during the execution of heavy aerobatic figures and often fell directly onto a crowd of people. For Ukraine, this is a particularly painful topic, because everyone remembers the SU-27 disaster in Sknyliv. We will consider with you security measures for visitors to the airshow: both preventive and during emergencies.

To begin with, let's consider what the consequences of an air show for viewers are: the consequences of excessive noise (broken windows, hearing loss, loss of consciousness), the consequences of toxic emissions (allergic reaction, etc.), injuries and deaths as a result of a plane crash and an explosion , ornithological hazard, act of terrorism.

Preventive security measures are designed to ensure order during the event and prevent emergencies or minimize the danger to health and life of people. These include: control over the access of persons and vehicles

and controlled areas of airports (aerodromes) and restricted areas that are guarded; attendance of ambulance crews; security of the event; regulated altitude of aircraft; instructions with safety rules on tickets; areas for "falling" (designated place where the pilot should direct the plane in case of a fall); bird scaring noises; etc.

If an emergency does occur, the actions of the organizers will be as follows: immediate arrival of urgent services; the dialogue police will take upon themselves the withdrawal of people to a safe place, breaking them into groups and so on.

Also, the safety of visitors is largely dependent on the pilots who take part in the show. They are the ones who must provide security for visitors in the first place. Dudley Henriques, former fighter pilot, even developed instructions for pilots who are involved in air shows. Below is a part of this tutorial:

Without getting too pedantic, let's just say that your aircra f's corner velocity can be found in the upper left hand corner of your steady-state gross-weight fight envelope. It can be considered as well as your V a (maneuvering speed). What makes this speed so special for me and my dive recovery is that (1) I am too low, (2) I have lost way too much energy, and (3) because of that energy loss, I am behind my corner velocity. Now why is this important for me at this moment? Let's stop for a second and explore corner speed, and exactly why it is very important to me at this moment on the downline. Corner speed is simply the speed that when maximum available G is applied, will give you your maximum turn rate and minimum turn radius. Simple yes, but insidious for the newbie in trouble on a downline. Remember, you will only get

that minimum turn radius at one speed and with G applied to your limit load factor. At any other speed, you are either aerodynamically limited (you'll stall—you'll reach CLmax) before you have enough G to produce a minimum turn radius, and hopefully avoid ground contact. Or, you could in any other situation besides energy loss be G-limited (you'll tear the wings of the airplane trying to reach your minimum turn radius). Bad juju either way.

So what does this mean to me—being behind my corner speed and out of energy? It means that unless I have the room under me to accelerate to my corner speed, I am limited as to how much G I can apply to the airplane for my dive recovery. Oh, I can pull G all right—right up to the point where I go into an accelerated stall, because if you remember, I'm aerodynamically limited to the amount of G I have available to me because I'm below corner velocity, so I'll stall the airplane before I reach the G I need to give me that all important minimum turn radius. A fer all, a turn is a turn right? So corner speed works the same for my dive recovery as it does in producing a minimum radius turn in level fight.

So you see, your life on the downline boils down to two ways of thinking: (1) You want to have a working knowledge of corner speed and how that a fects your aircra f.

(2) You never, ever want to fnd yourself on a downline in a position where you need to remember what we've discussed here about corner velocity

Dudley Henriques hails from the UK and is a former fighter pilot, a

former airshow display pilot, a retired CFI and aerobatics instructor, and is now a safety consultant to the airshow and aerobatic community.

Airshows are events with increased danger for both participants and ordinary visitors. The organization of security at such events requires the appropriate training and experience of the development team. Also, it is always necessary to think ahead and come up with and then implement new preventive security measures. The safety of the visitors depends mainly on the actions of the pilots during the execution of aerial stunts. But this does not mean that you need to forget about other factors. Many accidents, for example, are due to the fact that birds get into the turbines of an aircraft. And there are quite a few moments and details that need to be thought out how to avoid or minimize them.

Therefore, we conclude that safety at the airshow lies with the organizers, or rather, their knowledge and experience. In order for security specialists at events of this kind to have a lot, it is necessary to create new directions in the training of students, for example, “Safety at an air show”.

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UKRAINIAN THERMAL WATERS DEPOSITS AS A PLACES OF RECREATION AND TOURISM

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Thermal waters are groundwaters, the temperature of which is more than 20°C. They are heated by igneous rocks in areas of active volcanism.

Thermal springs have been used by mankind since ancient times. It is believed that travel to thermal waters is one of the oldest. The Romans began the first to master them. Later, useful procedures became popular in medieval Europe and Turkish baths as well.

Thermal waters are known primarily for their healing properties, which depend on their temperature, chemical composition, mineralization, and the presence of various micro components. With regular sanatorium treatment, patients lose joint pain and stiffness. There is a favourable course of hypertension, reducing the frequency and severity of asthma attacks,

improves health in other diseases. That is why the thermal springs are so popular among tourists.

Ukrainian thermal water deposits have been used relatively recently. The first well for thermal waters was drilled within the Vyshkivsky ore deposit during 1961–1962. Temperature measurements in wells for various purposes were performed in the process of their exploration at depths of 2000 m.

In fact, only in Ukraine in the Transcarpathian region there are about 50 thermal springs, but not all of them are operated for tourism purposes. Currently, in Ukraine only Berehivske, Kosynske deposits (Berehiv district) and Velyatynsk (Khust district) are used for tourism. The exploitation of the Berehove deposit has been going on since 1973. Subsequently, reserves were discovered at three deposits (Nizhny Solotvinsky, Veliatynsky and Kosinsky). In all cases, water is actively used for treatment

Interestingly, the waters of the thermal resort of Berehove are unique in their healing properties. Such waters exist in only four parts of the world: New Zealand, Iceland and Russia.

The most popular deposits of thermal waters in Ukraine are thermal waters Velyatino (tourist complex "Warm waters"), Berehove (Thermal complex "Zhaivoronok-Pachirta"), Kosino (complex "Thermal waters Kosino"), thermal pools of the village of Vinogradove (sanatorium "Teplitsa"), sanatorium "Thermal Star" in the village of Nizhne Solotvine, a geothermal spring in Shchaslyvtsevo, a geyser near Zaliznyi Port town.

PROBLEMS OF TOURISM DEVELOPMENT IN TODAY`S CONDITIONS

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The coronavirus (COVID-19) pandemic has triggered an unprecedented crisis in the tourism economy, given the immediate and immense shock to the sector. Revised OECD estimates on the COVID-19 impact point to 60% decline in international tourism in 2020.

International tourism within specific geographic-regions (e.g. in the European Union) is expected to rebound first.

Domestic tourism, which accounts for around 75% of the tourism economy in OECD countries, is expected to recover more quickly [1].

The impact of the crisis is being felt throughout the entire tourism

ecosystem, and reopening and rebuilding destinations will require a joined up approach.

The tourism sector is a highly fragmented and diverse, covering a wide range of industries. The sector faces particular challenges due to this cross-cutting, multi-level, and fragmented nature. Tourism services are often interdependent and a crisis in one sub-sector, such as aviation, can have disastrous follow-on effects on the tourism value chain. A key challenge as the sector looks to re-open is how to get all these interlinked parts of the tourism supply chain working together again, to provide a seamless tourism experiences for visitors.

The effects of the virus outbreak on tourism are likely to be asymmetrical and highly localised within countries, with some destinations more exposed than others. Even under normal circumstances, some destinations tend to be disproportionately vulnerable to the effects of such crises due to their high reliance on the tourism sector. This disparity is likely to be significantly exacerbated following the pandemic. In addition, previous experiences suggests that the most affected local economies will not be able to bounce back quickly, and local labour markets could suffer for years to come, exacerbating regional disparities in unemployment, economic inactivity and job quality [2]

So, in the near term, the expectation is that domestic tourism offers the main chance for driving recovery and supporting the tourism sector. The domestic tourism economy is significant and accounts for around 75% of the total tourism economy in OECD countries.

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INNOVATIONS IN THE HOTEL INDUSTRY IN UKRAINE

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Today the hotel industry sector – the most popular and dynamic sector of the Ukrainian economy, able to bring real profits. In recent years, forms of hotel organization business is changing significantly as tourists have the

opportunity to compare service in Ukraine and abroad and require a certain level of comfort.

Hotels and other accommodation in Ukraine over the past 3-5 years to some extent changed the position of its development, which is reflected in a decrease of 7-12% number of sanatoriums and boarding houses with treatment [4].

The number of hotels since 2017 is gradually growing, mainly due to apartments, mini-hotels and guest houses [4]. The number is gradually increasing budget accommodation (hostels and hotels without categories). In order for this industry to develop further, we want to propose such changes.

The first big section to develop for hotel industry is a VR commerce. From a hotel perspective, it's a completely new sales channel, which in itself is unique in this day and age.

For example, the company has just launched its Virtual Reality Booking Platform, allowing travelers to choose their destinations and purchase their vacations within the virtual reality space. The company allow the customer to explore the hotel almost as if a hotel manager is walking with you, giving you a tour and telling you a story. That is an important part here; storytelling in VR is the key to creating these immersive experiences that people are looking for and enjoying the most[1].

It's easy and simple: the user downloads the app onto his or her VR device and will then have the ability to browse for hotels by location and date and view live deals.

We can create the hub which presents a virtual forum for the hotel industry to exchange ideas, hold discussions and network with leading technology partners, industry consultants and fellow hoteliers. Hotel technology providers and advisors can come together in a united front to support the industry's recovery efforts and drive a better future.

Hotel marketing has a key role to play in helping you to attract bookings and optimise revenue. One of the hotel trends to be aware of is an increased focus on local guests, as opposed to international ones. Many hotels have responded by switching their marketing efforts to target local customers, or at least customers from neighbouring countries. Ukraine should take an example and reconsider the conditions and prices for local tourists.

It's so important, hotels can improve the customer experience in a number of ways, such as through delivering excellent customer service, offering unique features in hotel rooms and providing a superior range of facilities for guests. By focusing on marketing efforts on the experience, hotels can really tap into the reasons people stay in hotels in the first place. A chatbot can be set up to answer common questions, push your key marketing messages, increase direct bookings and even guide customers through

bookings. The most popular hotels in Ukraine must to improve chatbots because it's reduce the burden on employees.

Some of the main benefits associated with chatbots include the ability to respond to customers even when staff are unavailable, as well as automatic language detection and communication in multiple languages. Chatbots can continue to communicate with guests throughout the customer journey too, including in the follow-up phase [4] .

Influencer marketing refers to the practice of reaching out to individuals who have a significant online presence, and using their influence to get marketing messages out to a particular audience. Influencers tend to have established audiences, which may consist of a specific demographic, and their audience will usually respect their views. Importantly, Ukrainian bloggers will help create a positive impression of the hotel industry. This in turn will increase the income of hotels and they will be able to increase the level of comfort and satisfaction of their customers

In some ways, influencer marketing is similar to the way celebrity endorsements work, with the audience trusting a business or brand, because of its association with someone else they trust or admire. Hotels might partner with influences to create video content, social media posts, written content, or other forms of online marketing [3].

Ukraine has all chance to increase the level of development of the hotel industry and increase the attractiveness of country for foreign and local tourists. Therefore, it is important to innovate, starting with large hotel chain and continue to work with other hotels.

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GAMIFICATION AS A MARKETING DIRECTION OF TOURISM DEVELOPMENT

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Gamification is a new trend that has been spreading rapidly over the last 7 years and is still progressing in tourism, especially in marketing.

Gamification is the use of game elements in non-game practices. According to Zimmerman, a game is a system in which players are involved in solving an artificial conflict, determined by the rules and finding expression in a quantitative result. Gamification differs in that its participants are focused on the purpose of their real-world activities rather than on the game. Game elements are adapted to real situations to motivate consumer behavior [1].

There are two main types of Gamification, which work differently, but both provide the same benefits for attracting consumers to tourism enterprises: structural and content Gamification. Structural Gamification involves the use of game elements to move the consumer through the content without changing the content itself. In the case of the second type, Content Gamification, the content itself is changed to make it more game-like. The main focus is to increase interaction with the user by adding interactive elements [2].

Many travel brands are slowly discovering that Gamification can be a great ally when it comes to digital marketing. Marketers can now quickly achieve their marketing goals and engage their target audience. The most common marketing uses of Gamification are: increasing brand awareness - users are more likely to interact with games than with any other online content; capturing users' attention through engaging content with gamified travel products; increasing engagement and therefore traffic to the travel company website, increasing customer loyalty through this; attracting potential customers. aame mechanics can encourage users to participate and increase their influence on your brand, as well as encourage their friends to do the same and more.

Thus, gamification is a new marketing trend in the tourism industry, ensures the competitiveness of tourism businesses and destinations. Online and offline Gamification provides the necessary information about the needs of tourists and promotes the development of regions. Given the growing demand for games in the world, the use of game format in tourism services will gradually become an integral part of most tourist travel.

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VIRTUAL TOURISM IN UKRAINE - FEATURES AND PROSPECTS

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Virtual tourism is a type of tourism through which people, using high technology, travel to different countries, attractions or newly created worlds, but not in real space, but in virtual.

Virtual experience helps to get closer to reality and allows you to go through such places and see things that are not available otherwise. The task of the tourism industry is to solve the question: does virtual tourism replace real tourism, does it compete with it, can it be integrated in order to deepen the tourism experience.

Virtual tourism is one of the types of tourism that has emerged thanks to modern information and computer technologies, electronic means of communication and the capabilities of the Internet. Virtual tourism involves virtual tours, and virtual tours, virtual dating, where ordinary reality is replaced by virtual. This type of tourism was preceded by popular TV and radio programs that introduced interesting tourist places.

Information technology can quite effectively replace human direct communication with natural, historical, architectural and other spiritual and real objects of reality. Thanks to virtual tourism, interesting regions and objects become available to all Internet users without any significant additional costs. New opportunities for travelers to realize their travel dreams have opened up, but they are becoming passive spectators.

Virtual tourism creates a feeling of liberation from the physical body, while reproducing a new form – corporality in cyberspace. Virtual tours in the field of marketing.

A virtual tour is a sequence of several combined panoramic photos, between which, while viewing, you can visually move using special transitions, and interact with objects that are part of the image, for additional

information.

Virtual tour in marketing - an effective visualization tool that allows you to show a potential consumer his product or service, creating the illusion of a presence in the viewing place, thus causing vivid visual images.

Virtual museums are museums that exist in the global information and communication network of the Internet by combining information and creative resources to create fundamentally new virtual products: virtual exhibitions, collections, virtual versions of non-existent objects, etc. Today, there are several types of virtual museums on the Internet.

The technology of virtual tours, galleries, exhibitions creates a certain illusion of presence - you can view the exhibits in more detail, zooming in, as well as move freely from hall to hall, using the selection menu and controls.

The current level of development of web-technologies has significantly expanded the capabilities of panoramas, allowing them to be placed on the Internet, while adding the ability to implement interactive effects.

A virtual 3D tour is a set of such panoramas, the movement between which takes place with the help of special areas on the panorama

The virtual presentation of the object allows acquainting the potential client with the offered tour, or its separate components, evokes positive emotions and influences his choice.

To stimulate the purchase of tours, arouse the desire of potential customers to visit certain places, a travel agency, museum or hotel and restaurant complex must use virtual tourism in their activities, form virtual tours, place panoramic images of attractions and cultural attractions to attract more number of customers.

The creation of virtual museums and excursions allows expanding the opportunities to get acquainted with historical and archeological objects without leaving home, and to fulfill the main mission of archeological tourism - to promote historical and archeological monuments, raise the general level of culture and education, and preserve cultural heritage sites. Thanks to the development of virtual tourism, the world is still open, at least in cyberspace.

Virtual tours of historic buildings, views of the interiors of castles – a good advertisement that attracts visitors, as well as a demonstration of exhibits and rooms that for some reason cannot be shown to real visitors. It is proved that the Internet user is practically unable to resist the temptation to watch a spectacular, attractive virtual tour.

With the help of virtual tours you can clearly show the viewer the appearance of a hotel or restaurant, acquaint him with the interior design of a restaurant, hotel or fitness club, present the main attractions of a tourist trip, allow “walk” in the halls of museums and exhibitions.

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CURRENT PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF MEDICAL TOURISM IN THE WORLD: EXPERIENCE FOR UKRAINE

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Medical tourism is a fairly popular area of tourism, the main goal of which is to organize the treatment of a patient abroad. It differs from the usual tourism in that the rest abroad is combined with medical services that the world's leading centers and clinics are ready to provide.

International medical tourism has many advantages: modern diagnostic and therapeutic techniques; innovative therapy based on painlessness and non-traumatisation; equipped institutions; unique medical services and procedures; professionalism and high quality service.

With all the attractiveness and advantages, it is quite difficult to organize an independent trip. The first difficulties faced by those who wish to undergo treatment in leading foreign institutions are the language barrier, admission to the necessary specialists, the collection of documents, the issues of accommodation and stay in the country.

Medical tours are organized by special companies that take into account all aspects of the trip - they prepare a full package of documents, select a medical institution, open a visa, provide patient support if necessary, and also provide many other services. The main stage in organizing treatment abroad is not even the treatment itself, but the choice of a medical institution in which it will take place. The final result depends on this decision.

The first step in the process of choosing a clinic is collecting information. The more information you collect about the clinic, the easier

it will be to make a decision. An important criterion for this choice is the compliance of the medical institution with international standards. The presence of appropriate certificates will be a guarantee of quality treatment.

The main advantages of medical institutions providing services to patients from abroad, along with an affordable price, are individual service, the use of modern technologies and equipment, which allows for the most accurate diagnostics to determine the treatment program, as well as first-class highly qualified personnel for whom health and comfort the patient comes first. In addition, some patients are interested in ultra-confidentiality.

An indicator of the importance of hospitals, the quality of service and treatment is the presence of links of a medical institution with large prestigious universities, as well as with companies providing services in the healthcare sector.

Caring for the patient after surgery or a major procedure is also an important component of any treatment. Some agencies provide post-operative home care services.

The risk is present in any, even the simplest medical procedure. When choosing a hospital, you should review its documents and policies regarding physician negligence and liability. At the same time, attention is paid to the following aspects:

- Does the hospital conclude a service contract?
- Have there been any medical error claims against the hospital, what are the results of these claims?
- What are the laws of the country where the hospital is located regarding medical errors?
- Will a patient, as a foreign citizen, be able to receive legal advice and assistance in state or non-state structures in case of medical incompetence or error?

In Ukraine, the main organization for medical travel is Ukrainian Medical Tourism Association. UAMT is an organization that is designed to help patients from Ukraine organize a medical tour to any of the world-class clinics.

The Ukrainian Medical Tourism Association directly interacts with international institutions and is capable of solving a number of tasks: 1) prepare the necessary documents and translate them; 2) choose the best option of the institution and arrange admission to relevant specialists; 3) form a travel budget, which will include the cost of treatment, diagnosis and accommodation; 4) support the patient while undergoing therapy abroad.

So, medical tourism opens up a lot of opportunities and only has a positive effect on improving the quality of life and health of people using this opportunity.

Therefore, in order to avoid any negative aspects, you need to: approach responsibly the choice of a surgeon and clinic. be persistent, do not hesitate to ask questions and demand answers. be wary of big discounts and ask yourself if a high quality service can be provided for the money.

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TOP-10 PLACES FOR VISIT AT ZHYTOMYR REGION (UKRAINE)

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Zhytomyr region is quite rich in tourist resources: both natural and human-made. The most famous natural objects which attract attention are Kamyane Selo, Korostyshiv Canyon, Golova Chatsky rock and Vchelka waterfall.

Kamyane Selo is a reserve, which is a cluster of large boulders, randomly scattered over a small area among the forest. It is located near Rudnya-Zamyslovytska village in the north-west of Zhytomyr region. The forms of boulders in architectural terms are very diverse, they have the appearance of rural houses, hence the name of the object.

Another incredibly beautiful natural object is the canyon near Korostyshiv, which is 35 km on east of the regional center. Korostyshiv Canyon is a flooded granite quarry in the shape of a horseshoe with a lake inside. High cliffs, ancient forest around and a basin of clear water create an incredibly breathtaking composition. There is a recreation area with a descent to the water, as well as a training ground for climbers.

The next object is one of the symbols of Zhytomyr city – the rock Golova Chatsky. It is a granite rock with a topstone that has the shape of a human head. It was formed due to the weathering of granite rocks for several millennia. It is named after the Russian-Polish public figure and scientist Tadeusz Chatski, who had similar facial features in profile: a high steep forehead and an “eagle” nose.

Another amazing place in Zhytomyr region is Vchelka waterfall. It is located near Zhytomyr city on the Gnilopyat River. It is a cascade of three rocky ledges 60–80 m long, 10 m high and 40 m wide. It is interesting that the granite, which was mined here, was later used in Moscow, during the construction of Moscow State University.

Ostrovsky Park in Korosten town seems to be a real oasis in the middle of an industrial city. It is located on the Uzh River, and it's suspension bridge is one of the largest in Europe. There are many monuments to famous people, but special attention is paid to the monument to the derun. Korosten town is place of annual festival in honor of this potato dish is held. The park is also famous for it's romantic paths with incredible scenery and the legendary baths of Princess Olga.

As for human-made objects, there are slightly more of them in Zhytomyr region and they are much more interesting than natural ones.

One such object is the Ganskih estate in Verkhovnya village. The beautiful exterior architectural execution of the building is complemented by an interesting filling. The estate belonged to Evelina Ganska, who became the wife of Honore de Balzac, after whom the museum is named. Valuable manuscripts of the famous French writer and other fascinating architectural monuments are kept here.

The only neo-Gothic church in Ukraine is located in the Zhytomyr region, namely in Gorodkivka village. It is called the Church of St.Clare. The bizarre combination of stone and brick during construction adds to the amazingness and breathtaking beauty of the building.

Another religious and tourist attraction is the Spaso-Preobrazhenskyi Cathedral directly in Zhytomyr city. Its architecture is made in the Russian-Byzantine style in compliance with all canons of religious buildings. Inside the cathedral is decorated with a large number of incredibly beautiful icons and mosaics. The interior features elements made of gold. Locals recommend visiting this architectural monument on Sundays, during the morning worships, which will touch the soul of everyone who joins them.

The next pearl of Zhytomyr region is Radomysl Castle. It is a private museum complex. The castle combines a hotel, a museum, a landscape park, a ceremony hall and a concert hall. The expositions of the complex present some objects of sacred art, traditional items of utensils of Ukrainian homes, as well as ancient photographs of historical significance. The peculiarity of this object is the presence of the only Museum of Ukrainian domestic icons in Europe, based on a personal collection of icons, which Olga Bogomolets (owner of Radomysl Castle) has been collecting since 1995.

The decoration of the list of tourist sites of Zhytomyr region is the monastery-fortress of the Barefoot Carmelites in Berdychiv. It is located

on the banks of the Gnilopyat River and is the fortification, combined with the Baroque architecture of the monastery. Monastery-fortress is one of the most important places of Catholic pilgrimage in the world. From the outside, the building is decorated with a bas-relief image of the Mother of God of Berdychiv. There are rumors that underground caves stretch for tens of kilometers under the monastery. The most valuable item here is the world-revered icon of the Mother of God of Berdychiv.

TOURISM DEVELOPMENT DURING THE COVID-19 PANDEMIC

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The tourism industry is one of those sectors of the Ukrainian economy that was among the first had hit by a new infection. This is not only a viral, medical blow - because the first outbreak in Ukraine was the result of the returning of citizens from travel abroad, but also a financial blow - due to the spread of COVID-19 around the world current tours had to be interrupted, and planned for later, canceled or to transfered. In such conditions, tour operators, travel agents, carriers and other market participants in travel services have suffered serious losses.

The latest research report of the world travel and tourism council (WTTC) lists up to 75 million workers at immediate job risk as a result of COVID-19. Research reveals a potential Travel Tourism GDP loss in 2020 of up to US$ 2.1 trillion. WTTC also estimates the daily loss of a shocking one million jobs in the travel tourism sector for the widespread impact of the coronavirus pandemic [1].

The COVID-19 pandemic is devastating impact on the economy and employment in the world. Industry tourism suffers greatly from the measures required to containment of the pandemic, and it is unlikely that it will return to normal in the near future time. Even after gradual withdrawal restraining measures, surviving enterprises, likely to continue to face challenges slow recovery. According to the ILO [2], the pandemic could lead to the loss of 305 million workers places, many of which are in the tourism sector.

Pandemic and global containment efforts can lead to a reduction in the international tourism economy by 45-70%. The impact of the pandemic domestic

tourism industries are also exposed, as the estimated deterrent restrict freedom of movement approximately half of the world's population [3].

Nevertheless domestic tourism is expected to recover faster than international tourist industry. Hotels, restaurants, tour operators, airlines and cruise lines have suspended their activities for an indefinite period. In sub-sectors hotels and restaurants 51 million enterprises were in extremely difficult conditions for conducting business, which seriously affects the opportunities employment [4]. Due to the sharp drop labor-intensive economic activity workers the tourism industry is facing disastrous reduced working hours, potential job loss and escalating problems in paths to decent work

The tourism industry will not emerge from the COVID-19 crisis, without having experienced repeated shocks. However, it is known its ability to resist economic recessions and crises, as it was during the epidemic atypical pneumonia (SARS) in 2003 and in the period the global financial crisis of 2008-2009. Therefore, the industry can play a key role in the recovery of the global economy after completion crisis. The task "to restore better than it was" after the pandemic, could more closely link tourism to The Sustainable Development Goals and will enable create greener, more inclusive and a sustainable industry.

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MODERN TRENDS IN THE FRANCHISE FORM OF TOURISM BUSINESS

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The tourism industry acts as a complex system that characterizes the level of development of the national economy. Having great economic significance, the tourism industry and development determine the solution

of common women's problems associated with increasing incomes and employment, ensuring the dynamic development of related sectors of the economy.

The relevance of the topic of maturity is due to the dynamic development of franchising, in particular in the field of tourism. which can help increase the competitiveness of the enterprise and attract new customers. The system of franchising relations in tourism plays an important role in ensuring cooperation between large and small enterprises. This is an integrated form of large small business, which takes into account the necessary balance of economic interests of both parties.

The franchisee in the service offer, as one of the most promising forms of business today, has contributed to the development of the tourism business and at the same time creates thousands of jobs in this industry. According to Mozhnorodno! franchisees 70% of all tours, 50% avlakvitov, 80% cruises, 30% hotels 25% car rental in the world is carried out through travel agents belonging to franchise networks [1].

In Europe, in the most developed cranes travel franchising has become quite common For example, in Germany, 98% of agencies are networked, and the main market players are:

1) TUI. Today it is one of the largest site travel companies: more than 30 million customers.

2) Thamas Cook AG. The oldest tourist company in the world (in 1841 the first mass rail journey took place, organized by Thomas Cook). Today the company is one of the world's largest travel corporations.

Franchising in the countries of the European Union to this day continues to develop with the most famous form of doing business. Thus, as a result of the study "Franchising Market: Results and Prospects for Development" of the 100 companies taken, 92 operate under the franchise system. In comparison with the independent business, this figure is quite high.

For Ukraine, franchising is a relatively new topical issue, because for a country where market relations are just emerging, franchising as a type of business. where the franchisor passes on to the franchisee his experience of running a business, with an ideal solution, the attractiveness of franchising lies in the presence of significant benefits for both participants in the franchise relationship. For new travel agencies, it provides a stable rain business, for well-known companies, the opportunity to expand to strengthen their position in the market. The organization of the tourist enterprise on the terms of the franchise significantly reduces the entrepreneurial risks, as in this case there will be the use of already spent effective banes in tourism [2].

The catastrophic COVID-19 pandemic could lead to catastrophic consequences for the global tourism industry and the loss of tens of millions

of jobs. He warns that up to 120 million jobs in the field of tourism are at risk, and the economic loss could exceed 1 triple dollars in 2020 alone [3]. Such a forecast will return the industry to the indicators of seven years ago, and requires a holistic approach to the restoration of tourism. in this situation, corporate support for franchisors will be one of the ways to stabilize the work of the franchisee in the market in the recovery of demand.

In today's economical realities, the growth of competition in the tourism industry against the background of reduced effective demand from customers, franchising is an effective tool for business development. The spread of franchising as an organizational and cosmic form of entrepreneurial activity in the tourism industry is hampered by the lack of catch-up laws and regulations governing franchising relations (including taking into account the specifics of tourism), lack of qualified staff and lack of state support. Further research should be devoted to the study of the experience of franchised tourist networks in Ukraine and the development of practical recommendations for improving the effectiveness of their activities.

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ENOTOURISM - REGIONAL ASPECT

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One of the promising areas of development of the market of tourist services is enotourism - a specialized type of tourism associated with learning about the history, technology and culture of alcohol consumption in a particular region and tasting alcoholic beverages directly from the manufacturer [3]. The concept of "enotourism" appeared in the early 90's of last century, and strange as it may sound today, the creators of the new tourist destination are not the traditional wine countries of Europe, but the countries of the so-called New World.

Winemakers from Australia and California were the first who tried to combine winemaking with tourism. Approximately 18 million tourists a year visit wineries in the Napa area (California), and most of them are Americans. Also in Europe, the inclusion of famous wine cellars in tourist routes is a fairly old practice, but it did not develop as a separate business, but was part of a more general understanding of tourism as a journey of people to meet their own needs. The most popular destinations in the enotourism market are the terroirs of France, Italy, Switzerland, Spain, Bulgaria, Hungary, Portugal, Australia and the United Kingdom. According to experts, terroir is a combination of natural conditions of the region in which grapes grow. Terroir can be the scale of one vineyard, or it can be one slope, one locality or one region [4].

Enotourism can be interpreted as visiting vineyards, wineries, wine festivals for tasting and purchasing wine. Foreign researchers believe that the model of enotourism is based on interest in wine, which is motivated by attractive terrain and the possibility of tasting. The cultural landscape of the vineyard, architectural monuments, picturesque villages, castles, chateaux, wineries, a special atmosphere of communication with people who are in love with wine, enchanting holidays and a rich palette of tastes during tasting are important for tourists and producers of wines who make business decisions about organizing a wine tour.

Traveling along national “wine routes” with visits to vineyards, wine centers, wine castles, cellars, restaurants attract a huge number of tourists from around the world. In almost all countries, which are the leading wine producers, there are “wine routes” leading from castle to castle, from winery to winery. For example, in Italy there are special routes called Strada di Chianti, Strada del Vino, so pleasing to the ear of a wine lover, in South Africa it is Wine Route, which leads from Johannesburg to Cape Town, from Cape Town to Port Elizabeth through vineyards and vineries of the South African coastline.

Taking into account the macro- and micro-zoning of the grape and wine complex, the geospatial organization of tourist resources, the main areas of enotourism in Ukraine are clearly outlined. Among them are:

– Transcarpathian (Berehovo, Vynohradiv, Irshava, Mukachevo, Uzhhorod districts of Transcarpathian region);

– Odessa Black Sea;

Formed tourist destinations are - Shabo Wine Culture Center (Shabo village, Belgorod - Dniester district, Odessa region), winery tasting room “House of vintage cognacs “Tavria”” (Nova Kahovka, Kherson region), Koblevo village. Shabo Company has passed an outstanding path of development from a regional brand to a national company that offers

consumers a wide range of high quality products.

In April 2019, within the framework of the EU project "Support to the system of geographical indications in Ukraine", the first pilot project in Ukraine enogastronomic tourism "Wine and Taste Roads" was launched. To implement the project, international experts chose Odessa region precisely because the region has built a modern highway Odessa-Reni, and in the south of the region, there is a high concentration of national winemakers and hospitality infrastructure. The tourist product "Road of Wine and Taste" is aimed at introducing the best experience of the European Union in the field of diversification of agricultural tourism services and rural development.

For example, tour operators, winemakers and local governments of Transcarpathia have developed a regional tourist product and tourist map "Transcarpathian Tourist Wine Route", which combines 12 wine cellars and winery tasting rooms of the best winemakers, which welcome visitors to promote Transcarpathian wines [1].

Conclusions. Thus, enotourism is one of the forms of specialized regional tourism, which is based on visiting different wine regions, wineries, as well as tasting winemakers' products. To date, in all wine regions there are trends to strengthen and intensify the further development of enotourism through the spread of promotional products of local winemakers, involving all available resources in this process: visiting historical monuments and wineries, expanding tourist infrastructure and introduction of a simplified system for issuing tourist visas and organizing fairs and exhibitions for the sale of wine.

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VIRTUAL TOURISM AS RELEVANT SOLUTION FOR TRAVELLING DURING PANDEMIC PERIOD

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To begin with, we must emphasize that virtual tourism doesn't belong to tourism in its traditional meaning. According to the Law of Ukraine tourism involves temporary departure of person from the residence [1]. The specificity of virtual reality as a dynamic, incomplete environment lies in the interdependence and interaction of human and the model of the virtual world created by information and telecommunications technologies. That's why these tours can be considered just like alternative way of travelling.

Although nowadays our world became quite different because of pandemic period. And the tourism sector suffered significant losses. People are scared for their lives and most prefer to stay at home. This lifestyle has become habitual. The continuous spread of the pandemic is causing people to feel anxiety and stress. Therefore, the need for new experiences and the need to be distracted have even increased.

Let us know what virtual tourism actually is. It's necessary to remind the theme of virtual tourism is still insufficiently covered in the scientific literature. Under existing concepts virtual tour is seen as a way to realistically display a three-dimensional multi-element space. The elements of a virtual tour are usually spherical panoramas connected by interactive links-transitions. In this definition, a virtual tour participant is only a passive spectator. However, the primary advantage of the tour is its affordable price for any user of network technologies and the absence of the need for any significant additional costs. The target audience is extremely wide, including the low-income groups. Other advantages of this technology except cost-effectiveness are health safety, time saving, it's accessibility and environmental protection. From the psychology side virtual vacation can reduce people's psychological stress through psychology types of presence (the sense of presence and telepresence) and affective-motivational states (enjoyment and involvement) in this extraordinary period [2].

According to Juho Pesonen, Director of Science at the University of Business School in Eastern Finland: «Virtual tour is a new way of exploring cultures, places and people» [3]. Steve Perillo is boss of Travel World VR, a US-based VR and 360-degree video marketing and production company that works with tour operators, destinations, cruise lines and hotels says: «Now

VR can whet a potential audience's appetite».

The COVID-19 has changed how people travel. But will virtual reality be a substitute for the real thing? Virtual travel experiences are seeing a surge in popularity. Countries all around the world have used virtual tourism to help offset this downward trend. The CEO of VR travel company Ascape, Valeriy Kondruk, has seen app downloads grow 60 percent from December (traditionally the busiest month) and double since January. However, there is an enormous gap between using virtual reality as advertisement before you buy tour and treating virtual product as the destination itself. There are several disadvantages.

First of all, the technology isn't ready yet. 360 VR videos are usually viewed through a headset (such as the Oculus Rift) or an app (such as Google Cardboard). Headsets are expensive, heavy, can cause nausea, and its wearing for over 30 minutes is uncomfortable. Apps don't have any of these issues, Hollister said, but they're not nearly as impressive.

Second one hindrance is limited sensation. The videos focus on sounds and sights, but there is little that can be done with smell, touch, or taste, and the VR experience usually only lasts a few minutes – hardly the equivalent of a two-week vacation in Italy, for instance. Samuel Gringard, author of Virtual Reality says: «Of course, some researchers are working on even more immersive virtual reality features, including tactile costumes». But while creating a sensory enhanced full-body suit might make videos about the Amazon or Antarctica more realistic, it still doesn't fulfill all the needs that drive us to travel.

Another obstacle, virtual tour extends only as far as it's engineered. So, in a virtual experience, tourist can't choose what he actually wants to do at that moment –unless those options have already been programmed. It's essential to have complete control over what tourist can hear and see – and the possibility of choosing something else.

Finally, we must focus on the income from this type of travel. More precisely, cutting income from the tourism sector. Insofar as any business implies making a profit. However, virtual concept has some drawbacks. For instance, tourists don't need to book rooms to stay at hotels and order food and drinks. This reduces tourism spending, while also reducing tourists' experiences of and feeling for the places they visited.

In conclusion, we must say that the virtual tourism technology can help mediate some of the COVID-19 pandemic's impact on the tourism industry and offer other advantages. And are likely to be transferred to a qualitatively higher level. Ultimately, the impact of virtual reality on travel will be determined by the development and application of new technologies. Virtual reality certainly offers a solution to overcoming several challenges

the industry is facing at the moment. However, our perception of this world and travelling is unlikely to prefer virtual reality. Digital applications cannot, and are not intended to, replace the experience of real-world travel. Virtual tourism is created not to replace conventional tourism, but to keep tourists' attention during the pandemic.

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COVID-19 AND TOURISM

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The COVID-19 pandemic has caused significant disruptions in the global economy. By the end of the first quarter of 2020, the COVID-19 pandemic had brought international travel to an abrupt halt and significantly impacted the tourism industry. For many developed and developing countries, the tourism sector is a major source of employment, government revenue and foreign exchange earnings. [1].

As the world is facing an unprecedented global health, social and economic emergency with the COVID-19 pandemic, travel and tourism is among the most affected sectors with airplanes on the ground, hotels closed and travel restrictions put in place in virtually all countries around the world [2].

The world is facing an unprecedented global health, social and economic emergency as a result of the COVID-19 pandemic. Travel and tourism is among the most affected sectors with a massive fall of international demand amid global travel restrictions including many borders fully closed, to contain the virus.

Asia and the Pacific saw an 82% decrease in arrivals in January-October 2020. The Middle East recorded a 73% decline, while Africa saw a 69% drop this ten-month period. International arrivals in both Europe and the

Americas declined by 68%.

Based on current trends, UNWTO expects international arrivals to decline by 70% to 75% for the whole of 2020. This would mean that international tourism could have returned to levels of 30 years ago. The estimated decline in internationals tourism in 2020 is equivalent to a loss of about 1 billion arrivals and US$ 1.1 trillion in international tourism receipts. This plunge in international tourism could result in an estimated economic loss of over US$ 2 trillion in global GDP, more than 2% of the world's GDP in 2019.

Looking ahead, the announcement and the roll-out of a vaccine are expected to gradually increase consumer confidence and contribute to ease travel restrictions. UNWTO's extended scenarios for 2021-2024 point to a rebound in international tourism by the second half of 2021. Nonetheless, a return to 2019 levels in terms of international arrivals could take 2½ to 4 years [3].

Using the general equilibrium model, the potential effects of the tourism shock can be quantified. The analysis demonstrates the strong backward and forward linkages of tourism and the other sectors of the economy. A decline in tourist arrivals affects employment and income along the supply chain. Therefore, the GDP and employment effects are much greater than the inbound tourist expenditure data would suggest. Many countries depend heavily on tourism and will experience dramatic effects in the labour market and national income. Loss of employment in the unskilled sector is above 10 per cent in many countries even in the most optimistic (moderate) scenario and can rise above 40 per cent in the most pessimistic (dramatic) scenario. Women are likely to be disproportionately affected due to a high share of female employment in the tourism sector. However, almost all sectors of the economies reliant on tourism are negatively affected due to the intersectoral linkages. Some labour and capital may be employed in other sectors though most capital is not easily transferrable, and it will be difficult for many workers to find employment in other sectors in declining economies. Wha GTAP does not capture is the adjustment cost of moving out of one industry and back again when it recovers. Tourism is likely to recover more slowly than other industries, perhaps as long as 19 months, based on previous pandemics, according to the WTTC (2020). What can countries do to mitigate the devastating effects of lack of international tourism during and after the COVID-19 pandemic? In the short term, protecting people and maintaining a healthy tourism industry are important. Appropriate social protection can often prevent the worst effects of any type of shock, including the COVID-19 pandemic. Casual and self-employed workers are common in tourism related sectors and should be helped where possible. Governments should protect workers. Where some enterprises are unlikely to recover,

wage subsidies should be designed to help workers move to new industries. Governments can further assist tourism enterprises that may otherwise go bankrupt, such as hotels and airlines. One approach for financial relief is low interest loans or grants. Although support is needed urgently, this requires a thorough analysis of the costs and benefits of support to specific sectors. The data have shown, the economic effects are not only directly in the tourism sector but spread across many sectors. Most governments have limited means to support or underwrite a major industry. Some programmes such as the Catastrophe Containment and Relief Trust by the International Monetary Fund (IMF) can offer short term debt reliefs to some of its members. The key issue is whether the industry will bounce back once restrictions are removed. This is an unprecedented shock and requires urgent action to prevent [3].

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POSITION OF TOUR OPERATOR “JOIN UP” IN THE TOUR OPERATING MARKET OF UKRAINE

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Tour operating is a type of tourism business for the design and configuration of tours for services provided by other subjects of tourist activity (transportation, temporary accommodation, excursion, entertainment, health and other services).

The subject of tour operating is a tour operator. Tour operators are legal persons for which the exclusive activity is the organization and provision of the creation of a tourist product, the sale and provision of tourist services, as well as mediation activities for the provision of characteristic and related services and which, in accordance with the established procedure, received a license for tour operator activities in accordance with Ukrainian legislation [1].

In Ukraine services are provided by a huge number of tour operators, most of them are experienced players in the tourist market of the country and abroad. Join UP! is a leading Ukrainian tour operator. The company was founded in 2002. The Head Office is located in Kyiv, international representative offices — in Belarus and Moldova. Join UP! representative offices are opened in Kharkov, Dnipro, Odessa, Lviv, Chisinau, Gomel, Minsk and Brest. Join UP!'s mission is to make travelling affordable for the major part of Ukrainians and open Ukraine to the world. The company offers tours to 50 countries and develops incoming tourism in Ukraine. The tour operator has a network of 149 franchise agencies and cooperates with more than 8 000 travel agencies [3].

The tour operator is multi-profile, can organize any type of rest on an individual or corporate request. There are three vectors in focus: Welcome to Europe (the Mediterranean and classical Europe), Exotic Mood (exotic countries from Mexico to Bali), the Arabian world (countries of the Arab world). The company is the number 1 tour operator in the destinations of Egypt, the United Arab Emirates, Montenegro, Bulgaria and Sri Lanka. The tour operator has about 20 own charter destinations. The main strategic partner in the air carriage of Join UP! is the company SkyUp Airlines. At the beginning of summer 2020, the company's fleet includes 6 medium-haul vessels of the Boeing 737-800 type (189 seats), 2 Boeing 737-700 vessels (149 seats) and 3 Boeing vessels 737-900ER. Over the next few years, the fleet will replenish five high-tech Boeing 737 MAX series aircraft worth $624 million [3].

Join UP! is the leader in the Ukrainian market by the number of outbound tourists. 1 million 15 thousand tourists used the services of the tour operator in 2019, which is 11% more than in 2018. In 2018, 902.6 thousand people used the company's services, of which 878.4 thousand were Ukrainians traveling abroad, which is the highest among Ukrainian tour operators. The five most popular destinations in 2019 included Egypt, Turkey, Spain, the UAE and Cyprus [2]. The 2020 year ended in a significant fall: the services of the tour operator Join UP! 449.35 thousand travelers took advantage (of which 427.9 thousand tourists from Ukraine), which is almost half as much as a year earlier. The number of proposals also decreased: if in 2019 Ukrainians could choose among 50 destinations, then in 2020 only among 13. The most active were the first two months of the year - before the introduction of quarantine restrictions. So, in January 82.8 thousand Ukrainians went to travel, and in February - 73.9 thousand. It was possible to get closer to these indicators only in August - then 71.3 thousand tourists went on vacation. Strict restrictions on travel to many countries have affected the popularity of destinations. So, in 2020, the list of TOP-5 countries where Ukrainians went to rest looks like this:

- Egypt - 272.9 thousand tourists

- Turkey - 93 thousand tourists
- UAE - 11.2 thousand tourists
- Montenegro - 8.03 thousand tourists
- Ukraine - 6.9 thousand tourists [4].

In conclusion, Join UP! has been on the Ukrainian market for almost 20 years, during which the company has become a multidisciplinary representative of tourism services in leading areas. It is one of the strongest tour operators in the tourism market of Ukraine, which has more than 50 of its destinations and is dynamically developing the franchise network.

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ANALYSIS OF MARKETING AND COMMUNICATION POLICY OF TOURIST ZHYTOMYR

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In recent years, along with the growing role of marketing, the role of marketing communications has increased. Currently, these two concepts have become inseparable from each other, as modern marketing requires much more than just creating a product that meets customer needs, set a reasonable price for it and ensure its availability to target consumers. Firms need to communicate with their customers, inform about their products, make their purchases profitable. Special characteristics of services require additional knowledge of their marketing and marketing communications.

The territory of Zhytomyr region in its origin and historical development is unique for the organization of tourism. This is confirmed by

a significant number of existing parameters that allow the formation of new types of tourist resources. However, despite the positive trends in the tourism sector, the development of tourism in the region is not in full, in particular due to insufficient information representation of tourism and recreation business in both domestic and international markets.

Today, the issue of implementing a marketing and communication model of public administration is relevant. Public marketing aims to change the nature of public administration. With the introduction of the marketing complex in the activities of local governments, the principles of their activities change, as the main purpose of such activities is to take into account the interests of consumers (ie population), and the result - the development and provision of services.

In the Zhytomyr region, the issue of implementing a marketing model in the activities of local governments was fully interested. For this purpose, a separate subdivision, the Zhytomyr Center for Local Self-Government Development (hereinafter referred to as the Regional Center for Local Self-Government), was established. Starting from 2018, trainings, seminars, fairs and other events on tourism are actively held at the VPTSRMS with the participation of the Department of Culture and Tourism of the Zhytomyr Regional State Administration, NGO "Zhytomyr Tourist Association", Zhytomyr Regional Tourist Information Center and Tourist Information Center. Korosten, representatives of territorial communities of the region and representatives of the departments of culture and tourism of city councils.

At one of the events called "Fair of tourist offers" specialists of nine OTGs of the region presented new tourist routes and calculation of tours for tour operators and representatives of tourist companies of the region and Kyiv. All this suggests that communities have begun to look at tourism as an opportunity to earn money and are ready not only to say that they have tourist facilities, but also to take concrete steps to develop tourist infrastructure and attract tour operators and tourists. The Zhytomyr Regional State Administration will continue to work with communities in the field of tourism development through joint training and practical activities, trips and workshops.

Another step towards the introduction of a marketing and communication model in the activities of local governments was the involvement of citizens in the participation budget (in other words - the public budget). The public budget allows the resident to take part in how and where budget funds can be used to improve life in the city, village, settlement. [1].

An example of an important public project in the field of tourism in the Zhytomyr region is the project "School of Guides" in Korosten together with representatives of the Department of Culture and Tourism of Korosten City Council and Korosten Tourist Information Center. The city of Korosten

has all the prerequisites to become part of the famous tourist cities of Ukraine and Europe, and the number of tourists who have visited the city every year reaches the mark of 100 thousand people. At the same time, there is a shortage of qualified guides in the tourism sector of the city (especially with knowledge of foreign languages). The project aims to attract the proactive part of the population to promote Korosten on a volunteer basis and create a register of guides. For training, local historians, professional guides, history and English teachers are invited to the school [2].

Forms of implementation of marketing model and electronic transformation in Zhytomyr region are:

• public hearings are a form of cooperation between local self-government bodies and residents of a certain territorial community of the region, where the issue of hearings can be any issues of territorial significance that belong to the functions of local self-government;

• e-petitions are a special form of collective appeal to a local government;

• local initiatives are an opportunity for residents of a certain territorial area of the community to independently prepare a draft decision, which must be considered at a session of the regional, city, village, settlement council;

• public discussions - a procedure aimed at taking into account the opinion of the public, its representatives when making decisions.

The most effective type of marketing communications in the field of tourism, on our view, there are measures to shape public opinion. Sometimes, the money invested in advertising does not justify itself, unlike PR. Measures to shape public opinion are not only a more accessible tool, but also form a reliable image of the region in the eyes of the consumer, which is more important in this market situation. Most managers of small travel companies believe that they can not afford PR, and therefore they remain small, while other entrepreneurs use communication tools in an integrated way and continue to increase their market share.

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SOCIAL MEDIA HAS CHANGED TOURISM MARKETING FOREVER

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Social media has changed every single aspect of our lives, including the way we consume. These developments have significantly affected businesses mainly through enabling new marketing strategies. Tourism, being one of the most vibrant sectors of the global economy, is undoubtedly a part of all these.

The tourism industry is highly competitive. Once tourism companies are aware of the possible benefits of social media for their business, they use ways through which they can increase their brand awareness [1].

There are 5 ways social media has changed tourism marketing forever:

1.Travel Research

The way travelers conduct their trip research has changed. Not only do they do almost all of their planning online, they often turn to social media to ask questions. You may not think of sites like TripAdvisor as the optimal social media platform, but it is absolutely a social network. Its 390 million unique users/visitors can attest to that.

That said, more and more people are turning to traditional social networks to ask for support when planning their upcoming adventure. Documenting travel with smartphones and high-quality DSLR cameras has never been easier. Travel photos and videos are among the most popular types of content shared online, and the most popular places to share these are on the top social networks [2].

Even those who aren't posting media content are posting comments on Facebook or sending tweets out on Twitter about their experiences. Recently, social media platforms have also become an excellent resource for gathering information about destinations, accommodations, activities, dining, and more.

2.Destination Discovery Via Social Sharing

Countless travelers are deliberately turning to social media for help planning their trips, but social media is also a massive source of inspiration for would-be travelers without a destination.

How many people daydream of leaving behind their routine for a week in paradise, but don't yet know exactly where they'll go, where they'll stay, what they'll do? Talk about the perfect opportunity to plant a seed in their eager minds that may eventually grow into a full-blown vacation!

3.The Perfect Customer Service Platform

One of the least talked about—but most important—ways in which social media has changed tourism marketing is in the ability to provide superior customer service. Social media allows brands to field questions, comments, and concerns in a single place, for as many hours of the day as they see fit, and showcase their professionalism at the same time [2].

Directing customers or potential customers toward a Facebook page, for example, gives the opportunity to provide instant support via Comments or Messenger when issues arise. One of the additional benefits is that manager can field these issues out in the open and develop a reputation of quality service and professionalism with both current and potential customers.

4.The Travel Agency Reboot

According to an article from Entrepreneur, travel agencies are still responsible for 55% of all airline bookings, and even more cruise and travel package bookings. However, with the ease of online bookings, they've had to move to an online model, one that can benefit greatly from the patterning of social media and tourism marketing.

In order to stay relevant, online travel agencies should be using social media to showcase their abilities to provide their customers with unique experiences that one may have trouble securing without professional help.

As millennials take on more and more of the travel population, working to meet their unique needs should be a top priority. Millennials continue to demonstrate an appreciation for experiences over material things, so taking a page out of the AirBnB playbook is a great start [1].

Travel agencies are the original experience brokers, so reinventing the types of activities they're able to arrange for their customers will help to keep the business relevant in a largely self-service travel industry.

5.Sharing Programs

Last, but not least, we have social sharing programs. Most travelers understand that their words are worth a pretty penny for the brand they mention.

In fact, many of today's travelers already expect to receive some form of compensation or benefit in exchange for their review or share on social media. As such, people are familiar with the steps of posting, hash tagging, and verifying their share with a hotel or attraction staff in order to redeem their reward [1].

In conclusion, Social media has transformed the ways to build a reliable brand. For the tourism industry, the age of brochures and billboards are over. The key to business success is to collect social shares, positive user reviews and customer satisfaction on social media.

Social media impact on tourism is seen in the ways people research before going on a trip. Now people are encouraged to share their travel

experiences. Thus, social media has transformed the way people make decisions. People build their trust in a tourism agency based on the reviews of the others.

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ПЕРСПЕКТИВИ РОЗВИТКУ СПОРТИВНОЇ ЖУРНАЛІСТИКИ: НОВІ ТЕХНОЛОГІЇ

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Спортивна індустрія і ЗМІ, які її оточують, розвиваються неймовірними темпами. Доступно більше робочих місць і можливостей, ніж будь-коли раніше.

Медіа-ландшафт змінився майже до невпізнання за останні роки після цифрової революції, яка проклала шлях для цілодобової, безперервної роботи програм. За цей час спортивна журналістика також стала самим швидкозростаючим сектором ЗМІ.

Традиційна друкована та мовна спортивна журналістика, як і раніше будучи потужною комунікаційною платформою, змушена пристосовуватися і змінюватися, щоб вижити в новій і швидорозвиваючому медіа-середовищі. В результаті від спортивних журналістів тепер очікується розвиток ряду навичок роботи з цифровими і соціальними мережами, які дозволять їм розповідати історію на декількох платформах, щоб охопити ширшу, часто глобальну, аудиторію.

Ми живемо в країні, де люди неможуть жити без спорту. Нові розробки дедалі активніше застосовують під час висвітлення спортивних подій. Тепер аудиторія може не просто переглядати зображення на моніторі – у глядачів є змога відчути себе поруч з футболістом, який б'є по м'ячу або сісти на велосипед разом з атлетом, який здійснює велопробіг у триатлоні або іншій дисципліні. Хто знає, можливо скоро ми побачимо зовсім інший рівень відображення спортивних подій за допомогою спеціальних гаджетів, про які зараз навіть не здогадуємося.

Отже, які технології зараз використовуються для покращення перегляду?

Камера-павук. Цей пристрій з незвичною назвою був вперше застосований на чемпіонаті світу з футболу у Південно-Африканській Республіці у 2010 році.

Фрагмент з відео з офіційного каналу FIFA. Ця камера рухалась за допомогою тросів, розтягнутих вздовж всього стадіону. Фіксуючи гру під різними кутами, режисери використовували фрагменти запису для того, щоб урізноманітнити трансляцію. На своєму каналі в YouTube FIFA у окремому відео дає детальне пояснення стосовно того, як працює ця камера та які ракурси можна фіксувати з її допомогою.Технологія камери-павука здобула успіх на турнірі у ПАР, тому тепер її активно застосовують у більшості матчів як у чемпіонатах всередині країн, так і на міжнародній арені (Ліга Чемпіонів, Ліга Європи тощо).

Технологія Intel або кінематографічні повтори у Ла Лізі. Будь який футбольний вболівальник скаже, що ніщо не замінить перегляд поєдинку двох команд, перебуваючи на стадіоні. Емоції, враження та атмосфера завжди будуть на найвищому рівні, особливо коли поруч знаходяться такі ж віддані фанати, що підтримують улюблений колектив. Але прогрес технологій наблизився до того моменту, коли перегляд футболу з екранів телевізорів виглядає не менш видовищно, ніж у реальному житті. Особливо це помітно у чемпіонаті Іспанії, де віднедавна почали застосовувати особливу технологію повторів від Intel.

Суть цієї технології полягає в тому, що режисер обирає яскравий момент з гри та показує його у динаміці з усіх можливих ракурсів. У цей момент глядач може роздивитися буквально все у кадрі – від положення гравців щодо м'яча і до міміки глядачів у перших рядах на трибуні. Все це стає можливим завдяки спеціальним камерам Intel. Вони закріплені за усім периметром стадіону та мають кут огляду 360 градусів. У потрібний момент сигнал від камер спрямовується до режисера, який обирає найкращі ракурси. Компанія Intel випустила окреме відео на YouTube, де швидко та лаконічно розкривається принцип роботи системи.

Нашоломні камери, об'єктиви та зйомки з висоти у перегонах. Іноді важко буває зрозуміти людей, які отримують задоволення від перегляду Тур Де Франс, перегонів Ралі Дакар або інших дисциплін за участі гонщиків. Монотонний та довготривалий процес, метою якого є виявлення найбільш умілого та підготовленого спортсмена може не сподобатися пересічному глядачеві, який не є фанатом цих дисциплін. Але технології занурення у видовище впроваджуються і тут.

Завдяки невеличким, але потужним об'єктивам у салонах спортивних автомобілів можна не тільки відчути, з якою швидкістю долається дистанція, але й як розмовляють пілот і штурман, як водій

керує своїм транспортним засобом та слідкує за дорогою, чи що робить команда під час аварії та як повертається на потрібний маршрут у разі помилки.

Зрозуміло, що ніхто не обмежується лише одним ракурсом з кабіни авто або фрагментів фільмування операторів на трасі. Глядач прагне побачити щось особливе, щось таке, що змусить його і далі слідкувати за перебігом подій. Саме тому всі транспортні засоби, які беруть участь у заїздах, облаштовані відеокамерами.

Вид із кабіни водія. Фрагмент з відео. Популярними у цьому виді спорту став також формат знімання з гелікоптерів та дронів. Об'єктиви камер можуть охоплювати як увесь потік учасників, так і сфокусуватися на окремому спортсмені, коли коментатори трансляції акцентують на ньому увагу.

Нові розробки дедалі активніше застосовують під час висвітлення спортивних подій. Тепер аудиторія може не просто переглядати зображення на моніторі – у глядачів є змога відчути себе поруч з футболістом, який б'є по м'ячу або сісти на велосипед разом з атлетом, який здійснює велопробіг у триатлоні або іншій дисципліні. Хто знає, можливо скоро ми побачимо зовсім інший рівень відображення спортивних подій за допомогою спеціальних гаджетів, про які зараз навіть не здогадуємося.

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ТЕМАТИЧНА СВОЄРІДНІСТЬ ПОВІДОМЛЕНЬ ПРО КОРОНАВІРСНУ ІНФЕКЦІЮ В ТЕЛЕГРАМ-КАНАЛІ ВИДАННЯ «НОВОЕ ВРЕМЯ»

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Повідомляючи новини про коронавірус, онлайнмедіа Дніпропетровщини найчастіше використовують офіційні джерела, а саме: загальноукраїнські ЗМІ – 19%; повідомлення прес-служби теж 19%; офіційних осіб – 17%. При цьому у 12% новин медіа покликалися на соцмережі; у 3% було посилання на телеграм-канали МОЗ.//imi.org.ua [1;2].

Інформаційні повідомлення у Telegram-каналі видання «Новое время» можна умовно поділити на такі групи:

Оперативні зведення: «За минулу добу коронавірус в Україні виявили…», «У Бельгії виявили новий штам коронавірсу», «ВООЗ повідомляє про зростання числа заражень коронавірусом і смертей по всьому світу».

Новини, пов'язані з епідемією: «Олімпійські та Паралімпійські ігри в Токіо пройдуть без іноземних глядачів через пандемію коронавірусу», «Першу партію вакцини від коронавірусу компанії Pfizer Україна отримає вже у квітні», «В Україні через коронавірус скасували ДПА для учнів 4 та 9 класів. В атестаті учнів, звільнених від ДПА, буде запис "звільнений (а)"».

Цитати посадовців: «Кличко закликав розширити обмеження помаранчевої зони карантину. Він наголосив, що ситуація з коронавірусом у столиці загострилася», «Головний санлікар України Віктор Ляшко заразився коронавірусом. Каже, "не встиг сформуватися імунітет від щеплення"».

Наукові факти, пов'язані з епідемією: «Після щеплення від COVID-19 у мешканки США народилася дитина з антитілами до коронавірусу», «Вакцина Novavax показала остаточну ефективність у 96% проти звичайного штаму коронавірусу та у 86% – проти "британського" штаму. Україна вже чекає на 15 млн доз у липні», «У Національній академії наук заявили, що весняна хвиля коронавірусу в Україні буде значно вища та стрімкіша, ніж осіння і може стати національною катастрофою», «У США чотирьох орангутанів і п'ять бонобо вакцинували від коронавірусу. Вони почуваються добре, однак ще не ясно, чи сформувався у них імунітет».

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СПОРТИВНА ПРЕСА ЯК СТРУКТУРНИЙ ЕЛЕМЕНТ ЖУРНАЛІСТИКИ

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Здоровий спосіб життя та спорт наразі стали справжньою частиною культури суспільства. Він є в кожній сфері життя, йому присвячують фільми, книги, створюють школи, секції, зали, масштабні змагання та навіть відводять під спорт окремі галузі в соціальних інститутах. Серед молоді спорт став своєрідним трендом, до якого прагнуть та розвиваються в ньому. Спорт як вид діяльності привертає увагу величезної кількості людей, робить його одним з найбільш популярних видовищ [1, 57 с].

Періодичні друковані видання – це один з допоміжних факторів популяризації спорту серед населення. Спортивна журналістика створює додаткові умови для розвитку та пропаганди спортивної літератури, об'єднує спортсмені та фанатів, інформує, навчає та розважає. Чим стрімкіше зростає роль спорту в житті суспільства, тим більша потреба в організованій і спрямованій інформації про цей соціокультурний феномен [2, 28 с].

Спортивна журналістика відносно нова галузь інформаційної діяльності. Перша програма, яка має відношення до спорту, вийшла у світ 2 січня 1929 в Росії. Поступово, з розвитком інфографіки та конкретно спорту, цей тематичний вид журналістики стрімко набирає обертів. Проте в Україні спортивна журналістика й досі залишається явищем в занедбаному стані.

У сучасних умовах спортивна журналістика одночасно є підсистемою і журналістики загалом, і системи спортивної діяльності. З урахуванням цього, мету спортивної журналістики можна сформулювати наступним чином - узгоджена з іншими соціальними інститутами

підтримка розвитку і функціонування спортивного руху через забезпечення комунікації між суб'єктами спортивної діяльності [3, 62 с].

Окрім низки відомих завдань спортивної періодики, вона також виконує чимало функцій. Враховуючи непередбачуваність та досить велику кількість видів спортивної діяльності, функції журналістики, присвяченій спортивній тематиці, також багатогранні. Однак треба визнати, що в цілому функції, виконувані спортивною журналістикою (якщо розглядати їх у відриві від практики реалізації), не є унікальними і притаманними тільки їй одній, вони досить універсальні і можуть зустрічатися в інших галузях журналістики [2, 74 с]. Виокремити можна такий ряд функцій:

- інформаційна,
- пропагандистська,
- агітаційна,
- організаційна
- тощо.

Спортивна журналістика, як ніякий інший вид публіцистики характеризується різноманітністю своїх жанрів. Їх усі можна умовно поділити на три групи:

- інформаційні,
- аналітичні,
- художньо-публіцистичні [4, 121 с].

Не можна сказати, що спортивна журналістика створила та використовує свої індивідуальні жанри. Їй також притаманні замітки, статті, репортажі, коментарі, інтерв'ю та інші. Проте головна відмінність від таких же жанрів в інших видах журналістики – це одна спільна тема, що стоється лише спорту.

Спортивна журналістика в Україні досі перебуває в стадії розвитку. Її не виділяють як окрему повноцінну галузь ЗМІ. Її скоріше вважають частиною, структурним елементом, розділом загальної журналістики.

У країні лише 3 спортивні канали («Футбол», «Футбол+», «XSport»), невелика кількість газет та ще менше число журналів. Серед них відомими є газета «Спорт-арена», журнал «Футбол», «Футбольний тиждень», «Гол». На такий стан спортивної журналістики впливають різні причини, основні з яких такі: відсутність навчальних закладів, які б готували професійних спортивних журналістів чи коментаторів, постійна проблема фінансування та велика конкуренція з іноземними ЗМІ.

На сьогоднішній день не може бути сумнівів у тому, що сучасний спорт здатний грати досить значну роль у формуванні образу держави як для внутрішньої аудиторії, так і за кордоном, у проведенні державою

її зовнішньої і внутрішньої політики. Спорт практично при будь-якій суспільно-політичній системі, панівній ідеології і культурно-світоглядній парадигмі відображає загальні досягнення того чи іншого суспільства [2, 32 с].

Читання друкованої періодики поступово відходить в минуле. Щороку в Україні зменшується кількість осіб, які купують та читають газети та журнали. І це не залежить від тематики, адже попит падає на усі ЗМІ. В умовах глобалізації та діджиталізації люди надають перевагу інтерактивним варіантам отримання інформації, аніж простого читання друкованих видань. Проте можна відродити ресурси, яких не вистачає для поширення газет та журналів. По-перше, необхідне достатнє фінансування з боку держави, щоб була можливість робити періодику цікавішою, креативною, якіснішою. По-друге, вивчення цільової аудиторії та реалізації її бажань. По-третє, залучення читачів через творчі індивідуальні підходи. Один з таких варіантів, а саме впровадження QR-кодів, буде використовуватися в розробці власного журналу.

Отже, спортивна періодика працює на репутацію, організацію та виховання населення держави. Створення ЗМІ, яке повністю присвячено спортивній тематиці, - це вклад в розвиток та популяризацію відповідної галузі журналістики.

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МЕТОДИ ПРОСУВАННЯ НОВИХ БРЕНДІВ ОДЯГУ В СОЦІАЛЬНИХ МЕРЕЖАХ

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Соціальні мережі в 21 столітті виступають як повноцінна

платформа для будування комунікації компанії (особистості) з аудиторією. Останні 10 років можна спостерігати стрімккі зміни в прийнятті їх оточуючими. Крім особистих сторінок все частіше можна зустріти різноманітні корпоративні пабліки, які всебічно розвиваються з кожним днем.

Під брендом прийнято вважати торгову марку, яка за часи свого існувння побудувала свій імідж та репутацію. Часто можна зустріти коли брендом вважають таку сукупність як логотип та назва, але ні, потрібно ще враховувати те, як приймається компанія та її товар/послуги клієнтами.

Брендинг — це так звана сукупність дій, які направлені на формування затребуваного іміджу компанії, який потребує клієнт/ аудиторія. Якщо простіше, це управління репутацією та торговою маркою. Методи використання брендингу бувають абсолютно різні: від простої обробки фірмового стилю до проведення цілісного піар просування компанії в інтернеті.

Бренд дозволяє ідентифікувати та виділити конкретний бренд/ товар серед багатьох інших конкурентів. Вплив бренду дозволяє вплинути на підсвідомість клієнта, та обрати правильний вибір, який буде вигідний для компанії.

Головними перевагами просування бренду в соціальних мережах є в першу чергу доступність. Вона полягає в тому, що в порівнянні з інструментами для просування в офлайні, онлайн-інструменти є більш дешевими. Далі ми можемо додати в список гнучкість та високий рівень актуальності. Це і є одні із пунктів які говорять про те, що соціальні мережі є досить затребуваними, і навіть необхідними для розвитку та просування бізнесу.

Особливості та переваги інтернет-просування бренду в соціальних мережах:

• Охоплення величезної аудиторії

• Висока швидкість розповсюдження інформації (створити та розповсюдити інтернет-магазин є набагато швидше та легше, ніж магазин з товаром такої ж категорії, але офлайн)

• Можливість оперативного управління та контролю в будь який час, з будь-якої точки.

• Взаємодія з аудиторією (елементарний коментар під постом вже впливає на комунікацію з аудиторією. Соціальні мережі дозволяють багатьма методами комунікувати з аудиторією, що в свою чергу також сприяє на розвиток бренду)

• Низька вартість проведення маркетингових заходів

• Ведення статистики, проведення дослідження, будова прогнозів

— все це в якійсь мірі впливає на розвиток бренду в соціальних мережах.

Просування в соціальних мережах не так легко, як здається на перший погляд. Просування — це насправді процес довжиною в ціле життя бренду. Під час розробки цілі повинні бути конкретні та вимірні. Тільки з таким планом бренд можна вивести на високий рівень доходу.

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ФАХОВІ УКРАЇНСЬКІ ВИДАННЯ ДЛЯ ЖУРНАЛІСТІВ: ІСТОРІЯ ВИНИКНЕННЯ, ОСОБЛИВОСТІ ТА ПРОБЛЕМАТИКА

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У широкому спектрі потреб, які необхідні для якісної роботи працівників ЗМІ, дуже важливе місце займає потреба в інформації. Це обмовлено тим, що різносторонньо обізнаним особистостям, якими мають бути журналісти, потрібен постійний професійний розвиток. Книги можуть дати фундаментальні знання, але не здатні оперативно відобразити зміни, що відбуваються в професійній сфері. Саме для цього було створено періодичні фахові журнали - необхідні для орієнтації в професійній діяльності, вирішення проблемних ситуацій та формування нового знання в обраній галузі.

Варто зазначити, що важливим етапом становлення журналістики в Україні, як соціального явища та професії, стала поява перших періодичних видань для журналістів. На сьогоднішній день професійна преса користується наростаючою популярністю серед фахівців різних галузей ЗМІ. Це пояснюється бажанням робітників підвищити кваліфікацію та самоосвіту, ознайомитися з останніми тенденціями в журналістській сфері, знайти простір для якісної публічної

комунікації з колегами. Вивчення професійних видань дозволяє наглядно відстежити зародження нових напрямків в журналістиці, глибше пізнати особливості розвитку професії.

Формування професійних часописів простежується починаючи з XX століття. Для того, щоб зрозуміти, як відбувався розвиток фахової преси в Україні, необхідно розглянути соціально - історичні причини появи друкованих видань в цілому.

Особливості розвитку ЗМІ XVIII — початку XX ст. обумовлені, насамперед, входженням українських земель до складу різних держав (Росії, Австро-Угорщини, Польщі та Румунії). Роком зародження української преси прийнято вважати 1776, коли у Львові вийшло друком перше французькомовне періодичне видання – «Gazette de Leopol».

На перших етапах розвитку української друкованої журналістики темпи появи нових видань були невеликі, це обумовлено недостатньо добре розвиненими технологіями. Але незабаром відбувся помітний прогрес: українська преса буквально за два десятки років пройшла шлях від передруку новин з європейських газет до серйозної публіцистики в роки боротьби за незалежність [1, с. 80].

У XIX ст. сформувалося гумористичне й сатиричне спрямування преси. Відбулося кількісне зростання української періодики. Цей період характеризується появою такого явища як «товсті журнали» — щомісячні видання із загальнолітературним змістом.

У XX ст. виникла численна партійна преса, журнали «Праця», «Боротьба», «Вільна Україна». Відбулися кардинальні історичні події, які значно вплинули на розвиток української преси, стали передумовами появи фахових і наукових видань, головним призначенням яких було покращення професійних навичок журналістів.

В українському журналістикознавстві фахової періодики для працівників ЗМІ зовсім небагато. Це пов’язано з економічною кризою, зниженням доходів населення, зростанням тарифів на підписку та цін на папір через безконтрольну діяльність перекупників і оптовиків, змінами у законодавстві щодо галузі засобів масової інформації. Насамперед фахові видання закриваються з економічних причин та через байдуже ставлення державних органів усіх рівнів до ринку преси. Та все ж таки, необхідність такої преси є беззаперечною, бо вона допомагає зрозуміти, що таке журналістика, з якими труднощами можна зіткнутися, як орієнтувати в потоці інформації та навчитися її використовувати у своїх матеріалах [2, с.28-29].

До популярних та авторитетних фахових видань України, які найбільше вплинули на розвиток журналістської професії, належать «Журналіст України» та «Телерадіокур’єр». Пропоную розглянути їх

детальніше.

«Журналіст України» — щомісячне видання, яке вийшло у друк в 1975 р. за ініціативи Національної спілки журналістів України та Інституту журналістики КНУ ім. Т. Шевченка. Шеф – редактор журналу - голова НСЖУ Ігор Лубченко. Також над створенням матеріалів працюють багато відомих та досвідчених журналістів: Лариса Івшина, Віктор Шлінчак, Юлія Мостова та інші. Посада головного редактора належить Вірі Черемних.

Обсяг видання — 45 сторінок, там розповідається про події в галузі журналістики, які відбулися протягом місяця, ключові проблеми ЗМІ, та проводиться аналіз провідних медіа. Редакція «Журналіст України» так визначає місію своєї діяльності: висвітлення економічного становища журналістів сьогодення, тим самим сприяння зміцненню у них почуття самосвідомості і згуртуванню в міцну професійну організацію [3, с. 35].

«Телерадіокур'єр» - повнокольоровий фаховий часопис для працівників радіо й телебачення. Видавався з 1996 по 2012 рр. п'ять разів на рік. Гасло журналу: «ЗМІ для ЗМІ. Професіоналам є про що поговорити». Шеф-редактор — Василь Яцура.

Журнал знайомив читачів із відомими працівниками телерадіоіндустрії, порушував важливі проблеми тогочасних ЗМІ, пов'язані із роздержавленням, переходом на цифровий формат мовлення та мовлення в мережі Інтернет, а також процесами холдингізації засобів масової інформації.

Окрім того, значну увагу приділяв проблемі мовної безграмотності українського телерадіоефіру, його зросійщення; порушенням журналістами професійних етичних норм; заангажованості мас-медіа. У 2012 році, у зв'язку з тогочасною складною кадровою ситуацією та через нестачу необхідних для друку коштів, видання припинило своє існування [4, с. 338].

В Україні дуже мало фахових журналів для працівників ЗМІ, їхня кількість постійно скорочується, колись популярні видання закриваються. Але на рівень попиту на професійну пресу це не впливає - вона й досі є необхідною для підвищення професійних навичок та знань. Особливо гостра потреба фахової періодики у молодих спеціалістів: студентів, які ще вчаться або випускників. Журнали, що тематично орієнтовані на таку аудиторію, повинні містити поради та алгоритми дій щодо працевлаштування; пошуку місць стажування; особливості та правила комунікації стажера в редакції, його професійні обов'язки та функції.

Висновок: регулярне ознайомлення працівників ЗМІ зі

спеціалізованими виданнями з журналістики є важливою складовою розвитку їхніх професійних навичок. Подібні видання необхідні не лише для підвищення кваліфікації, а й для того, щоб бути в курсі всіх змін і нововведень у сфері ЗМІ, аналізувати роботу колег, помічати для себе важливі деталі, бути в курсі того, що відбувається у сфері.

Українські фахові видання для журналістів головними призначеннями своєї діяльності визначають змогу читачів знаходити нові теми для своїх матеріалів, вивчати нові форми їхньої подачі, досліджувати та пробувати цікаві, складніші жанри.

Авторитетні журналістські часописи сприяли удосконаленню редакторських навичок підготовки різних видів журналістських матеріалів, розвитку і збагаченню мови, зменшенню стилістичні помилок у друкованих текстах. Однак стрімка світова модернізація, що зачіпає абсолютно всі галузі, обумовлює необхідність створення та розповсюдження нових форм професійної періодики: друкованих щомісячних журнали з актуальною інформацією щодо подій у медіа-індустрії, онлайн версії вже існуючих видань, платформи з інформацією про ресурси для пошуку експертів, героїв, тем для телевізійних сюжетів та журнальних або газетних статтей.

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РЕКЛАМА В СФЕРІ ІНДУСТРІЇ КРАСИ: ОСОБЛИВОСТІ ПРОСУВАННЯ

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Індустрія краси або beauty-сфера, як її називають фахівці, останнім часом дуже популярна в суспільстві. Вона працює на

стиках різних сфер: послуг салонів краси, медицини, освіти, екології тощо. Високий рівень конкуренції в індустрії краси призводить до боротьби за кожного потенційного відвідувача. Потужною зброєю в цій боротьбі виступає реклама, оскільки для салону краси важливим є не просто створення креативного простору та пошуку фахівців, але і розповсюдження інформації та залучення клієнтів.

Актуальність: Індустрія краси в даний час є однією з найбільш перспективних. Послугами індустрії краси в тій чи іншій мірі користується велика частина населення. У наш час привабливий зовнішній вигляд — необхідний атрибут кожної успішної людини.

Наукова новизна: Виявлення нових можливостей розповсюдження реклами для індустрії краси.

Основні завдання дослідження: Дослідити особливості просування beauty-послуг, виявити значення реклами для індустрії краси.

Виклад основного матеріалу: Beauty-послуга (послуга індустрії краси) — ринковий продукт, що представляє собою діяльність по задоволенню потреб у підвищенні фізичних і естетичних характеристик людського тіла шляхом різних процедур, здійснюваних спеціалізованими підприємствами або індивідуально, а також результат цієї діяльності [1: 8].

Просування будь-яких beauty-послуг (косметологія, масаж, нігтьовий сервіс тощо), складається з двох етапів:

• Початковий етап. У цей період необхідно визначити і зайняти свою нішу на ринку. Основна рекламна діяльність спрямована саме на залучення нових клієнтів.

• Другий етап. На цьому етапі рекламна кампанія переслідує кілька цілей: підтримує лояльність клієнтів за допомогою акцій і спеціальних пропозицій; розширює клієнтську базу за рахунок впливу на споживачів методом привернення уваги (сезонні пропозиції, новинки, квести тощо) [1: 25].

Для кожного етапу необхідно розробляти спеціальні пропозиції, спрямовані на виконання конкретних функцій. Це дозволить не тільки збільшити кількість клієнтів, але і підвищити можливість їх повторного звернення.

Реклама в індустрії краси стає ефективною за умови використання різних каналів комунікації: реклама в ЗМІ (радіо, преса, телебачення); реклама в Інтернеті; друкована реклама; пряма реклама, залучення тактик SMM.

До зовнішньої реклами для салону краси відносяться: зовнішнє оформлення приміщення (вивіска, вітрина та дизайн); банери та рекламні щити.

В оформленні необхідно враховувати бюджет рекламної кампанії, загальну стилістику салону та його спрямованість.

Якщо поширювати рекламу через ЗМІ, то краще зупинитися на рекламі в пресі і на радіо. Реклама на телебаченні, незважаючи на велике охоплення аудиторії, має високу вартість, тому може бути збитковою, особливо для невеликих салонів краси. Реклама в пресі є більш бюджетним способом розповсюдження рекламної інформації. Можна розмістити повідомлення в популярних місцевих виданнях (газетах і журналах). В якості нативної реклами добре спрацює стаття, написана майстром салону. Це можуть бути поради чи рекомендації по догляду за собою. Головне — вказати в підписі, що написав майстер салону, який рекламується.

Реклама на радіо актуальна тільки в період проведення акцій. На постійній основі вона швидко набридне і не принесе бажаного результату.

Просування послуг краси в Інтернеті, може здійснюватися декількома способами: сайт; соціальні мережі; банерна реклама.

При створенні сайту, необхідно наповнити його не тільки корисною інформацією про перелік і вартість послуг. Важливо публікувати цікавий тематичний матеріал, щоб залучати відвідувачів. Наприклад, авторські статті майстрів салону. Текст в статті має бути змістовним та легким, також креативні слогани з ілюстраціями добре вплинуть на візуальні асоціації споживачів.

Одним з найбільш популярних способів просування є соціальні мережі (Instagram, Facebook, Twitter, Pinterest тощо). Можна створити сторінку, де будуть розміщуватися фотографії результатів послуг, відгуки реальних клієнтів, корисна інформація. Доцільно також ведення блогу, в якому майстри салону діляться своїм досвідом, професійно розповідають про нові технології beauty-індустрії, сучасні косметичніі засоби, дають поради споживачам. Також можна проводити різні конкурси та акції.

Банерну рекламу можна розташувати на популярних ресурсах міста, в якому знаходиться салон краси.

Для просування салонів краси також використовуються друкована реклама (брошури, каталоги, рекламні проспекти і візитки). Зазвичай вони поширюються серед відвідувачів, в офісах чи магазинах фірм-партнерів. Друкована продукція цінується не тільки за інформацію (перелік послуг, графік роботи, контакти, переваги), вона служить відмінним нагадуванням.

В якості прямої реклами використовуються СМС-повідомлення та розсилки на електронну пошту. Достатньо періодично сповіщати про

акції та знижки, що проходять.

Висновки: При створенні рекламної кампанії для індустрії краси потрібно використовувати декілька каналів розповсюдження рекламної інформації задля більшого охоплення цільової аудиторії. Серед усіх інших видів реклами, які також є ефективними у просуванні beauty-послуг, найефективнішим способом розповсюдження реклами для індустрії краси є Інтернет-реклама. Це зумовлено тим, що вона охоплює широку аудиторію за досить короткий проміжок часу. Рекламу, яка здійснюється через соціальні мережі, можна аналізувати, спостерігати за реакцією споживачів, проводити опитування тощо.

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ГЕНДЕРНІ СТЕРЕОТИПИ В РЕКЛАМІ: ВПЛИВ І НАСЛІДКИ

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Історично у людей склалися стереотипи, що жінка — це берегиня вогнища, яка зобов'язана готувати їжу, дивитися за дітьми, прибирати і прати. Чоловік – це здобувач, який заробляє гроші і захищає свою сім'ю. Але, якщо ми уявимо, що жінка займає керівну посаду, а чоловік виховує дитину, взявши декретну відпустку? [2] На жаль, не дивлячись на те, що зараз вже 21 століття, уявити це вкрай важко.

Розвиток рекламних технологій дуже тісно пов`язаний із бажанням вплинути на споживача та змусити його купити товар. Сьогодні реклама не тільки надає інформацію про товар чи послугу, а

й моделює систему громадських відносин у суспільстві, зокрема між чоловіком і жінкою. Такі відносини часто подаються через призму гендерних стереотипів, щостворює певні соціальні настрої та визначає диференціацію соціальних ролей у суспільстві [1].

На початку 2020 року компанія «Kantar» провела дослідження на тему гендерних стереотипів в рекламі. Вважається, що саме жінки приймають рішення про покупки і витрати в сім'ї. Відповідно, промо орієнтується на них, виходячи зі стереотипів про жінок[4].Типові якості жінок в рекламі: хазяйновитість, краса, сексуальність, відсутність компетенції в деяких питаннях, схильність прислуховуватися до думок чоловіка, подруги, сусідки тощо. Ролі чоловіків: успішний бізнесмен, який має високий прибуток, дорогий автомобіль; спортсмен з вишуканим тілом, спокусник серед жінок та вірний друг [3].

Сьогодні існує чимало прикладів гендерно-нерівної реклами, одними із таких є:

• реклама прального порошку Savexза участю жінки-домогосподарки [5].

• реклама парфумів, де чоловік виступає спокусником [6].

Дані стереотипи настільки сильно засвоїлися в нашій свідомості, що ми вже не звертаємо увагу і спокійно приймаємо те, що рекламують. Перебуваючи під впливом власних застарілих поглядів, ми здійснюємо потрібну рекламістам цільову дію - купуємо те, що вони нам «пропонують».Інакше кажучи, ми не хочемо вириватися з рук складених споконвічних стереотипів, і не рухаємося далі разом з сучасним світом. Така бездіяльність викликає ряд проблем, пов'язаних із взаєминами між жінками і чоловіками. Через те, що багато століть тому жінкам було недозволено займати місце, наприклад, в управлінні державою , а іноді навіть вечеряти за одним столом з чоловіком, то з часом жінки стали боротися за свої права і рівні можливості. У зв'язку з чим, між жінкою і чоловіком закрався дух суперництва, замість взаєморозуміння і поваги.

Насправді, подібні гендерні стереотипи дуже легко зруйнувати, поступово змінюючи уявлення про роль жінок та чоловіків у житті. Приклад гендерно-нейтральної реклами одягу брендуH&M, яка руйнує стереотипи [7].Застосовуючи іншу подачу інформації в рекламі, можна з легкістю закласти інші стереотипи в свідомості людей. Наприклад, частіше використовувати жінку в ролі бізнесвумен, а чоловіка в ролі люблячого батька, хранителями домашнього вогнища, які вміють готувати краще жінок. Рекламуючи пральний порошок, можна використовувати не тільки жінок, а й чоловіків в якості господарів. Більше того, і жінка, і чоловік повинні виглядати доглянутими, привабливими, спокусливими, наприклад, в рекламі парфумів. Реклама може донести до глядачів

головну думку – неможливо постійно бути ідеальним, мати підтягнуте тіло, прокидатися з макіяжем і бути в гарному настрої. І успішність в бізнесі залежить не від гендеру, а від того, які зусилля ти прикладаєш.

Підсумовуючи, гендерні стереотипи поступово застарівають, оскільки зараз стає більше прихильників рівності в правах між жінками і чоловіками. Це означає, що реклама з подібними технологіями стає менш ефективна. Якщо змінити подачу і застосувати сучасні способи рекламування продукту , можна не тільки підвищити впізнаваність бренду, а й повністю перевернути уявлення цілі життя у чоловіків і жінок.

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ЖУРНАЛІСТСЬКА ЕТИКА: ОСОБЛИВОСТІ РЕГУЛЮВАННЯ ПРОФЕСІЙНОЇ ДІЯЛЬНОСТІ ТА КЛЮЧОВІ ПРОБЛЕМИ

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Базові засади журналістської етики можна простежити ще до створення сучасної журналістики. Наприклад, першим, хто систематизував етику, був Аристотель. Він позначив предмет і відмінні риси етики як науки, обґрунтував її основні принципи в межах концепції доказового знання.

Оцінюючи в цілому етичну концепцію Аристотеля в розвитку етичної думки, слід зазначити, що він уперше зробив етику спеціальною теоретичною дисципліною, надавши їй образу досить суворої науки[4].

Попри збільшення досліджень та наукових робіт щодо журналістської етики, навколо неї досі відбуваються суперечки: цілі, методи та призначення журналістики не можуть підпорядковуватися усім етичним нормам одночасно за своєю природою. Професійна журналістська етика була побудована на правді та об'єктивності. Наприкінці XIX століття навіть комерційні газети були дзеркалом цих засад – кожна новина подавалася лише як констатація факту [1, 299].

Аби надалі не потрапити до помилки полісемантичності, пропоную одразу надати визначення ключових для нашого дослідження понять.

Насамперед етика – галузь філософських знань, наука про мораль, що осмислює, узагальнює, систематизує історію становлення і розвитку етичних теорій, концепцій, які обґрунтовували природу, суть, специфіку, функції моралі, закономірності її розвитку і функціонування, взаємозв'язок з іншими формами духовного та матеріального життя людей. Етика як моральна філософія – відрефлексоване теоретичне моральне знання про суть і призначення людини, що відображає моральну свідомість в усій її складності та суперечливості, конкретно-історичну практику у її розмаїтті та колізіях [5].

Питання журналістської етики гостро постало в сучасному світі. Наразі часто можна почути вислови про «прогресивне» суспільство. Справді, в науці, літературі, мистецтві постає все більше питань, що потребують вирішення. У наш час до них увійшли такі питання: жорстоке поводження з тваринами, домашнє насилля, екологія, права LGBT+ меншин та багато іншого.

Етика не лише ставить питання «як жити правильно та добре?», а й шукає шляхи побудови доброго та справедливого суспільства. Інколи це може означати відмову від особистої вигоди та блага.

Етика – це проект введення нових та критики застарілих засад, що сформувалися у суспільстві, який ніколи не закінчується. Саме тому журналістська етика особливо концентрується на тому, щоб знаходити відповіді на те, як себе поводити і як професіонал загалом, і як особистість зокрема.

Існує ряд етичних питань, що є особливо значущими в журналістській царині. Чи етично для журналістів використовувати незаконні методи для отримання інформації? Чи етично для журналістів розкривати свої джерела? Чи етично вдертися у приватне життя політиків/знаменитостей/бізнесменів, аби знайти зачіпки, докази та

розслідувати можливі правопорушення? В Україні існує Кодекс етики українського журналіста. Це документ, що визначає основні морально-етичні орієнтири, яких журналіст має дотримуватися при виконанні своїх професійних обов'язків. Сучасна редакція затверджена на пленумі Національної спілки журналістів України (НСЖУ). Здійснення журналістської діяльності в демократичному суспільстві вимагає від журналістів дотримання етичних норм і високого ступеня усвідомлення суспільної відповідальності за певність та якість поширюваної інформації [3]. У Європі надають особливого значення дбайливому поводженню з інформацією, яка може бути трактована як дискримінуюча за національними, конфесійними чи медичними параметрами. Створено десять міжнародних принципів професійної етики журналіста:

1.Право людей на отримання правдивої інформації.

2.Вірність журналіста об'єктивній реальності.

3.Соціальна відповідальність журналіста.

4.Професійна чесність журналіста.

5.Загальнодоступність засобів масової інформації й участь громадськості в їх роботі.

6.Повага до приватного життя.

7.Повага до громадських інтересів.

8.Повага до загальнолюдських цінностей і різноманіття культур.

9.Усунення війн та іншого зла, що протистоїть людству.

10.Сприяння новому міжнародному порядку в галузі інформації [6].

Навіть при установлених етичних нормах залишатися на місці не можна: кожного дня з'являються нові етичні дискусії та питання, тож і журналістиці необхідно постійно видозмінюватися та пристосовуватися.

Журналістська етика – це один із різновидів прикладної етики медіа, яка досліджує питання того, як слід себе вести окремим журналістам в конкретних ситуаціях, та питання, що стосуються засобів масової інформації в цілому та їх діяльності, а також те, як вони впливають на суспільство.

Журналісти мають свої права та обов'язки, але найголовніше те, що вони повинні дотримуватись етичних норм, бо це є свідченням їхнього професіоналізму. Найголовніше для них є донесення правди та мінімізація шкоди, бо їх слова впливають на політичний стан у суспільстві й на думку громадськості.

Основним завданням журналістської етики є визначення того, як наявні норми застосовуються в сучасному суспільстві. Таким чином, можна виділити області, в яких найбільше розкриваються проблеми журналістської етики:

- незалежність журналістів: як журналісти можуть бути

незалежними та діяти за етичними нормами, до того ж підтримувати добрі відносини зі своїми роботодавцями та редакторами?

- достовірність та правдивість: яку частину тексту можна відредагувати, скільки посилань та джерел необхідно для публікації? Чи потрібно озвучувати контекст?

- конфіденційність: чи повинен журналіст приховувати свої джерела?

- хитрість чи омана: чи можуть журналісти приховано використовувати диктофони і камери, аби створити сюжет?

- фотомонтаж: коли журналіст може публікувати недійсні знімки?

- тощо.

Можна зробити висновок, що журналістика – це, перш за все, етична поведінка. Вона вище, ніж звичаї, закони, переконання самого журналіста чи редакції. Так, сенсаційна інформація про особисте життя певної особи може бути законно випущена і отримана досить легально, проте може бути неетичною, передавати події в неточності та бути несправедливою чи некоректною. Однак, не завжди хороший сюжет чи новина порушують етичні норми. Добре написана, легальна та шокуюча історія може бути цілком етичною. Завжди існує можливість розбіжностей теоретичних переконань та практичних результатів [2, 130].

Визначення змісту глобальної журналістської етики ще незавершене. Попри складні питання та проблеми, майбутнє журналістської етики вимагає побудови нових, більш переконливих та всеосяжних етичних рамок для журналістики загалом.

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ЗАСТОСУВАННЯ PR-ТЕХНОЛОГІЙ В УПРАВЛІННІ СУЧАСНОЮ ОРГАНІЗАЦІЄЮ

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Піар (PR, Public Relations) – це технологія або комплекс заходів, спрямований на формування або підтримку певної репутації та громадської думки щодо конкретної компанії, організації або приватної особи. В перекладі з англійської, термін «Public Relations» або скорочено «PR», означає: «Публічні Відносини» або, більш звичний для нас термін «Зв'язок з громадськістю».

В умовах постійних соціальноекономічних змін, які відбуваються на фоні глобальних світових процесів, при появі великих корпорацій, в інформаційному суспільстві та гнучкому соціумі, спостерігається значні перетворення в економіці, політиці та соціокультурних відносинах.

Ці зміни змушують компанії адаптуватися до сучасного ритму життя. До цього держава виступала посередником між суспільством та організаціями, але сьогодні компаніям необхідно перш за все орієнтуватися на лояльних споживачів.

На сучасному етапі статус компанії визначається місцем, яке вона займає в потоках масової інформації. В 21 столітті як ніколи раніше проявляється феномен нової ролі громадської думки. Успіх в політиці, економіці або духовній сфері життя прямо пов'язаний з підтримкою їх широкою громадськістю. Урахування впливу громадської думки зростає із розвитком ринкових відносин, зміцнення демократичних інститутів і становлення громадянського суспільства.

Сьогодні, у вік інформації, демократії та розвинутої громадської думки як найважливішого інструменту громадянського суспільства, кожній організації необхідно звернути увагу на велике значення громадської думки. PR - це багатоаспектна діяльність з реалізації цілей, незалежно від сфери, хоч у бізнесі, в органах державної чи місцевої влади, у соціальній сфері або в міжнародних відносинах, це низка власних концептуальних функцій, які можна розглядати як функції управління. Необхідним є відзначення цінності PR крізь призму громадської думки, що становить предмет вивчення та аналізу паблік рілейшнз.

Громадська думка заявила про себе як могутня самостійна сила в кінці XX століття. Саме вона дає змогу перейти до діалогу у відносинах населення і різних структур суспільства. Адже в демократичному

суспільстві неможливі будь-які суттєві зміни без вивчення громадської думки й погодження з громадянським суспільством.

Сьогодні PR-діяльність включає в себе сукупність різних практик. Це – управляння іміджем компанії, прес-посередництво, організація різноманітних заходів, корпоративні комунікації та багато іншого, що спрямовано на взаємовигідні відносини як з персоналом, так і з клієнтами, партнерами та іншої аудиторією.

Постійно вивчати явища і процеси суспільного життя, моніторити соціальне оточення – це перший і, можливо, один із найважчих кроків у процесі регулювання зв'язків із громадськістю. Аналіз ситуації, на відміну від формулювання проблеми (що являється коротким описом, зазвичай у вигляді одного речення або невеликого параграфа), є повним переліком всієї інформації про стан компанії, історію розвитку, внутрішні та зовнішні фактори, які впливають на ситуацію. У повному аналізі має міститися вся вихідна інформація, необхідна для розуміння змісту проблеми. При аналізі ситуації, необхідно визначити складові проблеми. Цей процес повинен починатися з попереднього формулювання, після чого проводитися детальне вивчення ситуації, зібрані дані формуються у досьє, яке включає дві окремі секції: внутрішні та зовнішні фактори

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СПІВПРАЦЯ ЗМІ ТА ОРГАНІВ ДЕРЖАВНОЇ ВЛАДИ. ОПЕРАТИВНЕ ОПРАЦЮВАННЯ ІНФОРМАЦІЇ

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У статті розглядаються особливості використання оперативної інтернет-інформації при створенні інформаційно-аналітичної продукції під час співпраці ЗМІ та органів державної влади.

Удосконалення інфраструктури формування й аналітико-синтетичне опрацювання державних потоків інформації для забезпечення суспільства стало однією із причин розвитку інформаційно-аналітичної діяльності.

При цьому під оперативною інтернет-інформацією розуміється «отримана з Інтернету інформація про поточний стан об'єктів, явищ і процесів, яка використовується для прийняття рішень в управлінні суспільними процесами» [2, с. 3].

Особливості роботи аналітика з оперативною інформацією зумовлені якісними характеристиками цієї інформації і вимогами користувачів до матеріалів, створених на базі оперативної інтернет-інформації. Отриманий інфопривід може швидко замінитись іншим, що уточнює, розширює або й кардинально змінює зміст попередньої. Може взагалі бути видалена із сайту державних органів, на якому розміщена.

Нормативно-правова база для журналістів під час висвітлення певних подій складається з ряду певних наступних законів.

Потрібно розуміти, що різні ланки механізму держави відіграють неоднакову роль у виконанні функцій держави. Правові форми діяльності державного апарату мають юридичний характер: правотворчу, правозастосовну, правоохоронну, контрольно-наглядову, установчу.

Серед державних органів влади, які можуть надати безпосередню інформацію журналісту можна виокремити наступні важливі джерела:

- Сайт Верховного Суду (ВС);
- Судова влада;
- Конституційний Суд;
- НАБУ;
- ДБР;
- НАЗК;
- Офіс Президента;
- Вища рада правосуддя (ВРП);
- Окружний адмінсуд Києва (ОАСК);
- Державна судова адміністрація (ДСА);
- Верховна Рада (законопроекти, трансляції);
- Профільні комітети Верховної Ради;
- Анонси на сайтах комітетів і Facebook глав комітетів (Монастирський, Костін, Гетьманцев, Бабій тощо);
- Кабмін (засідання відбуваються в середу);
- Мінюст;
- Мінфін.

У зв'язку з цим до якості та характеристик інформації висуваються високі вимоги. Втратою актуальності вважається втрата оперативності.

Використання оперативної інформації з держджерел характеризуються коротким життєвим циклом.

З власного досвіду роботи можна стверджувати, що зростання важливості оперативної інформації для органів державного управління в сучасних умовах зумовило потребу в інформаційній аналітиці кількох рівнів.

Перший – оперативна аналітика, яка створюється за короткий часовий проміжок (на зараз) на базі оперативних інтернет-ресурсів з використанням методу ситуаційного аналізу.

Другий рівень – підготовлена за результатами моніторингу оперативної інформації.

Третій рівень – застосовується весь комплекс аналітичних методів, з акцентом на методи й інструменти стратегічного аналізу.

Працюючи з інформацією, аналітик постійно стикається з потребою її уточнити, перевірити, розширити свої уявлення з певної теми, подати додаткові відомості замовнику чи обґрунтувати свої висновки.

Соціальні медіа, особливо блогосфера, стали джерелом часто якісної аналітики. Зазвичай вони подають свою матеріали в редакцію, де її публікують під категоріює «Публікації», «Блоги», «Думки» тощо. Її автори – журналісти, політики, фахівці з різних питань. Це значно розширює коло споживачів інформаційно-аналітичного продукту.

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МЕДІЙНА СКЛАДОВА УСПІХУ МАЙБУТНЬОГО ПОЛІТИЧНОГО ЛІДЕРА

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Світовий досвід свідчить, що перш ніж стати політичним актором, майбутній політичний діяч стає відомим у своїй країні та навіть всьому світі як актор, телеведучий або музикант. Впізнаваність медійної особи забезпечує підсвідому довіру або щонайменше інтерес в аудиторії, яка в період виборів перетворюється на електорат.

Колишній президент США Дональд Трамп за свою телевізійну кар'єру з'явився щонайменше у 20 художніх фільмах та серіалах та багатьох документальних стрічках. Найвідомішою з них є «Один удома-2», в якій майбутній політик зіграв самого себе в епізоді з головним героєм, показуючи тому, як пройти до вестибюлю готелю, який належить Дональду Трампу.

Однак Дональд Трамп не єдиний американський політик, який з'являвся в телевізійних фільмах. Наприклад, сенатор Джон Маккейн брав участь щонайменше у чотирьох стрічках.

У 1954 році Рональд Рейган, на той час відомий актор, почав вести телепрограму «Театр Дженерал електрик», яку фінансувала однойменна корпорація, одночасно пропагуючи її діяльність та рекламуючи продукцію. За вісім років в якості ведучого програми він зустрівся із чвертю мільйона робітників заводів компанії. Вже на третій рік існування в програмі почали з'являтися політичні оцінки в підтримку консервативної лінії в зовнішній політиці країни. Глядачі програми – особливо ті, які належали до заможної частини населення – розділяли багато з того, що критикував чи підтримував Рейган. Найконсервативніші з них і запропонували ведучому спробувати балотуватися на політичний піст на рівні штату чи навіть до конгресу США.

У листопаді 2009 року музикант і гуморист Йон Гнарр на фоні фінансової кризи в Ісландії створив «Найкращу партію», яку утворили колишні актори, музиканти та випускники університетів та яка обіцяла ісландцям зробити їхнє життя яскравим та веселим. "Найкраща партія" взяла участь у виборах до муніципальної ради Рейк'явіка навесні 2010 року та отримала 34% голосів і сформувала правлячу коаліцію з соціал-демократами. Таким чином, Йон Гнарр пробув на посту очільника ісландської столиці Рейк'явік з 2010 по 2014 рік.

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ПОВЕДІНКА СПОЖИВАЧІВ ЯК РУШІЙ КРЕАТИВІВ У ПРОСУВАННІ

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Відправною точкою формування та просування бренду є маркетингові дослідження споживчої поведінки. Під цим поняттям розуміють дії, пов'язані з купівлею, користуванням і розпорядженням товарами і послугами, включаючи емоційні, розумові і поведінкові реакції споживача, які передують або йдуть за цими діями. Споживач – це центральна фігура на ринку. Без розуміння купівельної поведінки неможливо правильно вирішувати основні питання в маркетинговій діяльності.

Термін дослідження поведінки споживачів використовується для опису застосування психіатричних та психологічних методів для отримання кращого розуміння того, чому люди реагують на продукти, рекламу та різні інші маркетингові ситуації. Тобто дослідження поведінки споживачів в основному стосується психології, мотивації та поведінки [3].

Відомий український маркетолог А. Федорів розглядає бренд, як певну систему взаємовідносин між власником бізнесу і кінцевим споживачем. Це вміння компанії передчувати бажання споживачів і змінювати організацію, продукт і комунікацію відповідно до них. Засновник брендингового агентства Fedoriv вважає, що бренд – це емоція і маржа, яку споживач готовий заплатити за цю емоцію. Тобто це обмін емоції на транзакцію [2].

Успішні організації будують свої маркетингові стратегії на основі розуміння поведінки споживачів. Вони не виробляють продукцію та маркетингові плани лише на основі своїх ідей; вони приносять зовнішню інформацію в склад, щоб з'ясувати, чого хочуть клієнти і як вони цього хочуть, а потім взаємодіють з ними відповідно. Це суть

створення позитивного досвіду для клієнтів, щоб сприяти розвитку лояльної клієнтської бази.

Дослідження поведінки споживачів включає:

• як споживачі думають про різні альтернативи (бренди, товари, послуги та роздрібні продавці);

• як споживачі міркують і вибирають між різними альтернативами;

• поведінка споживачів під час дослідження та покупок;

• як на поведінку споживачів впливає оточення (однолітки, культура, ЗМІ);

• як можна адаптувати та вдосконалити маркетингові кампанії, щоб ефективніше впливати на споживача;

Запити і уподобання споживачів є важливими елементами психології поведінки споживачів, характеристика яких створює певну поведінку споживачів. Елементами, які формують ці запити є стимули, відчуття, мотиви, усвідомлення і сприйняття споживачами ринкової інформації.

Стимули являють собою внутрішні спонукальні мотиви, які лежать в основі поведінки споживача на ринку. Вони обумовлені сукупністю зовнішніх і первинних внутрішніх факторів. Зовнішніми факторами можуть бути економічне середовище, соціально-демографічне, культурне, екологічне, До внутрішніх первинних факторів можна віднести найпростіші бажання людей, які формують перші рівні піраміди потреб А. Маслоу (почуття голоду, жага, бажання безпеки, тощо).

Відчуття – це форма уявлення споживачами своїх стимулів відносно поведінки на ринку, форма усвідомлення ними своїх первинних потреб. Важливо знати, що справжні відчуття людей не залежать цілком від них самих і вони не повністю їм підконтрольні. Відчуття у всіх випадках є де в чому похідним, вторинним від стимулів і визначаються тільки ними.

Запити і уподобання – це варіанти задоволення первинних потреб, які виникають у споживача під впливом відчуття. Споживач може зробити вибір, прийняти рішення що до того, що конкретно купити (якого кольору, розміру, якості, за якою ціною).

Мотиви – це свого роду розбіжність між усвідомленими запитами, уподобаннями та їх незадоволеністю, це те, що тримає споживача в напрузі і є безпосереднім чинником, який спонукає його зробити свій вибір. Головна проблема полягає в тому, що споживач досить рідко під час прийняття рішення керується одним мотивом.

Поведінка споживача на ринку – це дії та вчинки, які відбуваються з боку споживача по відношенню до певного нового продукту, це засоби

вирішення протиріч між бажанням купити і існуючими обмеженнями, які мають форму утримуючих мотивів і можливостей.

Як зазначає д-р філософії в області психології Сергій Романюха доведено, що тільки 5% своїх рішень споживач приймає на свідомому рівні, інші 95% – на підсвідомому. Іноді 100% потенційних покупців в ході дослідження відповідають, що готові придбати товар, а реально купують тільки 17-18%. Але пояснити, чому вони не купують, ці люди не можуть. Тому так важливе знання психології та її прикладне застосування в маркетингу" [1, с.86-87].

Згідно зі звітом Salesforce, 76% споживачів очікують, що компанії зрозуміють їхні потреби та очікування. Це означає, що якщо ви не знаєте, чого хоче споживач, перш ніж ви дізнаєтесь, скоріше за все, вони звернуться до іншої компанії [4].

Основні труднощі, пов'язаними з проведенням досліджень поведінки споживачів:

1. Споживач може мати кілька мотивів покупки і не може висловити свій головний мотив. Це ставить перед дослідником виклик у виявленні основного мотиву купівлі.

2. Споживач може не точно або невірно пояснити свій мотив купівлі. Це вводить дослідника в оману визначити справжній мотив покупки.

3. Споживач може не зрозуміти свого внутрішнього потягу, який спонукає його купувати чи не купувати. Дослідник не здогадується, щоб визначити мотив купівлі.

4. Особистість споживача, його поведінкові установки, переконання та цінності зазнають змін із зміною соціально-психоекономічної структури. Його мотиви купівлі також змінюються з цього приводу. Таким чином, вивчення поведінки споживачів не є одноразовою справою, але вимагає послідовного та регулярного оновлення з періоду в період.

5. Методи, що використовуються при вивченні поведінки споживачів, мають емпіричний характер і не є точними, як математика чи наука. Таким чином, зроблені висновки можуть бути недосконалими та непридатними для реалізації [3].

Незважаючи на ці труднощі, не слід думати, що дослідження поведінки споживачів є марною тратою часу. Сучасні методи, такі як проективні тести, які роблять акцент на сприйнятті та амбіціях споживачів, відіграють велику роль у цій галузі досліджень.

Висновок: При створенні та просуванні брендів однією з найважливіших складових є дослідження поведінки споживачів. А також орієнтуються здебільшого не на матеріальні фактори, які часто

залишають споживачів байдужими і не створюють довготривалих зв'язків, а на створення позитивних вражень, стимулювання почуття задоволення від покупки, пошуку основи в емоційному світі споживача.

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MEANS OF BUILDING TRUST AND PERSUASION OF CONSUMERS IN ADVERTISING

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Advertising is an integral part of everyone's life. Trust is a determining factor in the success or failure of an organization, but above all, it is a major factor in human activity. Therefore, an important point in advertising is the establishment of links between producers and consumers, building trust, as well as the ability to persuade consumers.

Modern advertising is aimed at attracting the attention of buyers, for the subsequent purchase of goods or services offered, and thus the company's profits, ensuring competitive advantages and a stable position in the market. That's why, the problems of psychological influence in advertising on consumers are relevant and intensively discussed in domestic and foreign scientific and practical literature.

Today, KPMG (an international network of independent firms), identified four anchor points of trust: quality, efficiency, honesty and sustainability, which in turn help to assess the lack of trust in the company's advertising and help improve customer confidence [1]. After all, to influence the purchase, it was effective, you need to understand the content and use the knowledge of the psychology of people who buy under influense of advertising.

Studies have shown that people remember just 10% of what they read;

20% of what they hear; 30% of what they see; 50% seen and heard at the same time; 70% of what they say [2]. The task of advertising is, first of all, to balance the distribution of cognitive References of the buyer and compatibility with ethical standards of management of his behavior. It is important to identify, take into account and use in the practice of advertising psychological factors in the manufacture of advertising media and advertising activities as well. To ensure the convenience of perception of advertising information, it is necessary to take into account the natural mental characteristics of man.

It worth mention that a person does not notice much because of such a mental process as inattention. Therefore, in order for advertising to be successful, to interest consumers and to lead to an increase in purchases of services or goods, it is necessary to know and use tools that will help build trust and techniques that will convince consumers. A. Maslow, W. Scott, S. Hopkins, E. Hoffman and other foreign and domestic researchers have also identified successful ways to persuade advertising that facilitate influence and build trust. In general, belief as a method of advertising influence is to show the consumer the benefits of this product and the need to purchase it. The process of persuading the consumer involves a critical understanding of the received advertising information, its relationship with previous personal life experience.

In order for the consumer to see the advertised product, want to buy it, advertising must contain the following methods of psychological influence:

- information,
- persuasion,
- suggestion,
- motivation [3].

Also awakening of fears is considered to be one of the effective means of advertising. An example of such a technique is the advertising of the “Orbit” eraser, which in its videos also demonstrates the consequences of what happens if after a meal, if you do not use a pair of “Orbit” chewing gum [4]. This method especially affects the sense of responsibility for children, because the task of parents is to care for and protect them.

It is important to note that advertising affects not only people but also society. Today, the success of advertising will depend on the connection with key societal values. If advertising works for society, then consumers will be sympathetic to it. There are also such ways as logical, psychological and a way called “Ad populum”.

The logical way to persuade in advertising is to turn to the rational sphere of consumer consciousness; pointing to a problem familiar to the consumer and proposing a solution to the problem. Psychological way - appeal to the emotional sphere of the consumer’s consciousness - thoughts, feelings

and interests; proof that the advertised offer will satisfy the consumer's own rather individualized interests. There is also a method of "Ad populum" (to the people) which in turn is characterized by pointing to the views, judgments and actions of a large mass of people (consumers), resulting in a mechanism of conformism - "be like everyone", "do like everyone" [5,6].

Thus, as a result of research it can be concluded that the use of methods of psychological influence in the creation of modern advertising is one of the main factors that helps not only to properly and ethically build successful advertising, which is designed to increase profits, but also helps to convince the consumer, establish contact with him for further cooperation and build trust in the company. Psychologically competent positive advertising does not destroy the psyche and even contributes to the formation of positive thinking in the consumer, taking into account the psychological characteristics of man, advertising will be successful, and the activities of advertising companies profitable. Advertising uses a large number of different tools, methods, techniques of psychological influence on customers, which allows you to re-recommend and manipulate their consciousness. Relama contributes to the creation of new needs, as well as formulates a worldview, social values, lifestyle and others. And all this, as a rule, happens imperceptibly for the person on the basis of reality of various psychological mechanisms and receptions. Therefore, it is very important to be aware not only of the benefits of advertising, but also the dangers and risks that it listens to itself.

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CROSS-MEDIA AS A NEW TYPE OF COMMUNICATION: FEATURES AND PROBLEMS

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Our modern world is updated hourly and technology constantly moving forward. This applies to journalism in general. Cross-media journalism comes to the aid of full digitalization. Because this is exactly the genre in which both analog and digital media are supposed to be used. Content can be fully streamed anywhere and on anything: from a mobile phone to a personal computer.

The task of this article is to analyze the current state of development and functions of cross-media, consider the main problem of cross-journalism. It is capabilities are overestimated, there is a lack of References and competencies for its full implementation in modern realities and find possible methods for solving it.

Cross-media projects, as a new format for submitting content in journalism, are not fully implemented. Their advantages and opportunities were overestimated, because the proper basis for its implementation was not created: the universalization of the profession of journalism, greater and better interaction of information channels with each other, in which they could develop in the right direction. Justification of this problem reveals all the essence of the concept of "cross-journalism".

The difference between cross-media and traditional journalism is that in contrast to mono-broadcasting, when there is only one channel for transmitting information, forums, blogs, web pages, and others. Information is broadcasted from everywhere and its distribution channels are constantly being upgraded. Cross-journalism, which is based on multimedia content delivery and distribution to all possible media platforms, has also responded to the challenges of our time. It is associated with the trend towards the universalization of the journalistic profession, namely, with the emergence of journalists who are able to create content for different platforms of the same profile. There are many discussions between media owners that argue about the impact and consequences of this type of journalism for the audience, how people will perceive such multi-channel projects, whether it will be difficult for them to perceive it [7, p. 15].

But at the same time, these projects open a new page of the era in the media. Such journalism has good prospects, of course, not without the fact that the new format requires certain changes: updating editorial management,

changes in the organization system and infrastructure, but creating high-quality content. Ignoring technical innovations and the new role of the audience will undoubtedly lead the media company to significant losses. According to a study by the German School of journalism, the following definition of cross-journalism is generally accepted:

"Cross media is a kind of New Journalism, and form a special phenomenon. They have a specific philosophy, a special algorithm of functioning, use certain strategies, require careful planning of content preparation and coordination of the activities of new types of editorial offices, which is why they form new requirements for specialists" [2].

Regarding the history of the formation and development of this field of journalism, it should be noted that researchers distinguish the following stages: 1. Cross-media before 1984, 2. The beginning of the 1990s and 3. The new millennium.Each of the stages has a number of its own prerequisites and specific features. Let's see them in more detail.

Stage 1. The focus was on local TV and radio channels, and printing houses were being merged. From 1984 to the 1990s, publishers began joining forces with local radio stations to become competitive in the market.

Stage 2. Early 1990s. The introduction of a legal framework (expert opinions and other References) in media regulation is beginning. Such changes were caused by a quick development of technologies and a change in the interests of the target audience. Already in addition to articles, links to statistics or expert comments are added for wider coverage of the material. For example, Burda Verlag started (1991) distributing a new newspaper, "Super Zeitung", in the new federal states in a new format and the audience was increased.

Stage 3. The new millennium is characterized by the problem of cross-media development. The main reason is the overestimation of the advantages and opportunities of correct presentation of content on the World Wide Web. There was a noticeable decrease in the number of electronic publications on the media market. But large media enterprises did not close down, did not stop issuing electronic References, on the contrary, they attracted all possible strategies and ideas to ensure that the development of cross media took place [3, p 355].

In Ukraine, the modern process of developing cross-journalism began in 2012, thanks to the participation of foreign grant-givers. The European Tempus project "cross-media and high-quality journalism" started the practice of creating a cross-media product in Ukraine [5].

Cross-media journalism, which, according to the German researcher of the direction of cross-media, K. Jakubetz, is the "quintessence of modern journalism" due to the fact that it is a generalization of the latest processes of

updating journalism in our time and makes it more innovative and original. Among the main principles of "modern journalism", we can distinguish the main ones: speeding up the flow of information to the target audience. This information applies to all age categories. In addition to the traditional passive text consumption, it is now possible to create blogs or forums for users. The material is available anywhere and anytime, using the internet, mobile devices, digital communication channels, etc [1, p. 269].

The main problem is that the advantages of cross-journalism in comparison with its real capabilities have been overestimated. Yes, it has good prospects, but not immediately in time and in the material base. First of all, we do not yet have such high-quality training of journalists who can combine different genres in which they write. After all, this is a change in the work, the rules for submitting content and a departure from traditional methods. There is a universalization of journalists: he is already a reporter, his own presenter, decides how to submit information and in what format. It should be noted that content submission formats can be combined, for example: articles can be accompanied by links to videos in social networks or podcasts. Due to the fact that the broadcast goes simultaneously to different devices, you need to think through everything to the last detail: how this or that information will look in the blog, what it will look like in the article, and what in a social network or forum [4, p. 15].

Without priority training of such specialists, cross-media will not be able to fully develop. The material must be constantly updated and added to cross-sources.unfortunately, it is still too early to talk about such an "ideal" cross-media project.

Solution methods. To begin with, as we noted earlier, it is necessary to have professional training of specialists-journalists who could easily cope with cross-media. We need significant material and personal References. The next stage is to study the features of market competition, namely media competition. Without this, it is impossible to track new challenges of the time, and they, in turn, require universalization and social qualitative orientation of the journalist. Strengthening the innovative movement of materials between information channels, for interactivity and easier perception for recipients – also require the necessary skills.

Conclusion. Summing up, we note that cross-media, as a relatively new genre of journalism that can meet the requirements of the time are really important. This has become a real phenomenon of the new information society. The user himself already has the opportunity to choose the source of information: whether it is a TV, or his own smartphone, or a newspaper, or an internet page, or a magazine, or a forum. First of all, such journalism is defined by "always up – to-date" - the ability to view news anywhere,

in a convenient time/format for a person.Solving the problem of cross-journalism is necessary and relevant, such activities are necessary for the modern Information Society of our century. Today, we are at the stage of formation and development of cross-media only as a new form of acquisition of professional skills by journalists.

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INCLUSIVENESS IN UKRAINIAN DIGITAL MEDIA

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The development of modern digital media not only contributes to the expansion of human capabilities, but also deepens social inequality. The Ukrainian media community has no positive experience in covering the problems of vulnerable social groups. As the media actively shapes public opinion and ideas, exacerbating the problem of tolerant public perception of ‘special’ people, the introduction of an inclusive approach in the media should be a priority.

Initially, the term ‘inclusion’ referred exclusively to people with disabilities. However, in certain life situations, it is not only people with disabilities who require inclusion, but any person generally. The term describes the process of inclusion of all citizens, especially those who have

problems in adapting to society. These include people with various forms of disabilities, national and gender minorities, people with non-traditional sexual orientations and the like. [1]

The issue of covering such a sensitive topic as inclusion has been repeatedly raised in the Ukrainian media. However, domestic journalism still does it somewhat clumsily, sometimes even offensively. For example, let us look at the headlines of two Ukrainian media outlets that covered the topic of people with disabilities:

1. Not "invalid", but "a person with a disability". The Rada supported the relevant bill (Ukrainska Pravda). [2]

2. A person will appear in Ukraine instead of "invalid"? (Zmina). [3]

Both materials cover the replacement of the term "invalid" with more correct alternatives. The publication "Ukrainska Pravda" informs its readers neutrally. Internet portal "Zmina" did not inform the audience about the law in the headline. The purpose of this media outlet is to draw attention to the news. This headline does not inform. It belittles the value of people with disabilities.

Unfortunately, this is not an isolated case. Therefore, we raise the problem of verbal discrimination of certain social groups in the Ukrainian media environment, due to the lack of knowledge and experience of tolerant coverage of vulnerable groups. We analysed modern Ukrainian digital media and the works of predecessors with similar themes to comprehensively outline the problem.

By the example of these headlines, we can observe one of the most common problems of Ukrainian journalism - hate speech. A large number of attributes of hate speech have been formed as a reaction to specific social phenomena and incidents, and adapted according to the national legislation. An inclusive approach to the design of journalistic materials suppresses any derogatory terms against social minorities. [4]

For example, it is legally acceptable for people with any physical or mental disability to be referred to as a "person with a disability. To use such words as "invalid", "cripple", "inferior", "down", "imbecile" and others is unacceptable, because it suppresses the dignity of such people and further alienates them from society. This also applies to people of other nationalities. Such words as "Negro", "Khach", "Yid", "Gypsy" should disappear from the vocabulary of a tolerant journalist.

However, the Ukrainian media community can give examples of publications that are competent and tolerant in covering the topic of inclusion. These are such publications as «Wonderzine» and «Zaborona». Below are examples of inclusive materials from the above-mentioned media.

«Zaborona» is an independent neo-newspaper about trends in society and culture in the post-socialist countries of Eastern Europe. The media

project focuses on uncomfortable, taboo, counter-versus-sensitive topics and tells them through personal stories.

«Wonderzine» is a relatively young women's magazine. Writes about careers, relationships, sex, health, style, culture, awareness and equality. Focuses on coverage of topics of gender equality and LGBT communities.

So, inclusiveness is an important component of modern Ukrainian journalism. Media representatives must be tolerant, educated and media literate in order to avoid conflicts and incitement of social discord. Discriminatory statements should disappear forever from the texts of Ukrainian journalists in order to build a quality, healthy and inclusive media community.

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PROMOTION OF JOURNALISM BLOGS IN SOCIAL NETWORKS

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Now the journalism – developed branch of human activity, is transformed into the digital world and is competitive in the labor market. To «survive», the media are improving not only technology, but also methods of collecting, processing and disseminating information. Blogging journalism is a universal way of disseminating information, the advantage of which is speed, convenience and mobility. Blog texts are created through observation, interviews, document analysis, etc., based on a thorough search for and verification of information by analyzing and comparing contradictions and hidden information to end with a brief report on a socially important event or

series of events around a weighty person or a certain situation.

Blogging journalism has become the subject of research by scholars A. Kuznetsova [1] I. Wise [3], M. Rudik [4] and others. However, they do not touch the issues of blog promotion in social networks.

Therefore, the purpose of our study is to identify methods of successful blogging and promotion in the media market, the implementation of journalistic materials.

Blogging is a new type of journalism and a significant effect of its mobility has a way of communication – it is a continuous flow of comments and exchange of information. A blogger cannot definitively determine an audience, because developed methods of blog promotion (advertising in social networks, additional technical possibilities of reposting and distribution) allow to cover a wide public and to be open for discussion which can be joined by ordinary people, opponents or simply people not indifferent. Views may not always coincide, because blogging is the subjective opinion of the author, the interpretation of events, which traditionally goes the reaction of the audience. Journalistic blogging should set the occasion for discussion on socially important issues, it is an opportunity for online communication and constant exchange of ideas, provides a rapid spread of information on the network, unlike traditional media [2, p. 152].

The number of blog views is the most important in the blogosphere, because the popularity of the blogger and the creation of content depend on it. The author should focus on the visitors and express their needs. The attention is focused on the reader or viewer who demands news. It is roskrittya sensations, facts about events and phenomena is the main goal of both journalist and blogger [1, p. 119].

The advantage of blogging is a communicative component, which is to conduct live broadcasts without time constraints and schedule. And also the blogger is independent of the editorial board storyteller, which gives the opportunity to express a subjective opinion and diverse coverage of a particular problem. Blogging is not affected by restrictions on media freedom, censorship and other legal factors, does not refer to offenses and does not provide for criminal liability. However, blogging is not recognized by the National Union of Journalists of Ukraine and the International Federation of Journalists, which indicates an independent activity of a blogger.

The recognizability and uniqueness of the blog is important, and it is this that ensures the arrival of the audience. At a time when traditional media describe an event objectively, the blogger can bypass the well-known facts and explore the details, thereby making a narrowly focused search, which the mass media may later resist. The theory of relatability means self-propaganda on events, gaining a lot of publicity, “making a name for themselves. Thus,

when the media is chasing a complete picture of the event, the blogger can compose them with little known trivia, nuances that can either complement or change the mass perception of the event [4, p. 268].

Of course, any mass media, including blogging, cannot do without periodicals. Constant communication with the reader or viewer significantly affects the promotion of the blog. It is worth remembering that the audience must be constantly «fed» with new facts and «sensational» answers to comments.

So, interactivity is the uniqueness of blog journalism and the most important method of promoting a blog in the media space, which is influenced by various factors. In fact, the author himself shapes his blog and his audience, sets the mood and leads to recognition, because blog journalism is the constant presence of the author and his reaction to events and comments.

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DATA JOURNALISM AS A FACTOR OF SUSTAINABLE CITY DEVELOPMENT

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The relevance of the study of the impact of journalistic investigations based on information from open data portals is due to e-government reforms in Ukraine, which oblige the authorities at the national and local levels to publish data on their activities in the open. The aim of the work is to outline the importance of the media, which collect and analyze published data and

thus become a tool for interaction between society and local authorities. Currently, data journalism is just beginning to come into the field of view of journalists: among world experts on the issue of data journalism addressed S. Rogers, J. Schwabish, D. Bowers, S. Chinyard, J. Gray. Ukrainian experts as Y. Bidzilya and D. Kravets, V. Polyuha, A. Lichenko and others mostly study the peculiarities of the interpretation of the definitions of the term «data journalism» and its role in modern media communications, in particular the systematization of views on the importance of data journalism in the information space and its impact on it. However, many aspects remain poorly understood, including the increasing impact of specialized media on society.

The rise of data journalism in Ukraine began with the introduction of the «National Open Data Portal», Data.gov.ua, the adoption of the bill № 2171 «On Amendments to Certain Laws of Ukraine on Access to Public Information in the Form of Open Data» and the acquisition validity of the Resolution of the Cabinet of Ministers of Ukraine № 835 of October 21, 2015 «On approval of the Regulation on data sets to be published in the form of open data». In addition, in 2016, Ukraine launched a major development project, including open data TAPAS, with the support of USAID and UKAID. The data made available creates an opportunity for citizens to comment on public sector decisions made or ask questions about spending behaviour, thereby improving transparency and stimulating democracy [1]. However, with the growth of publicly available numerical and textual data, the need for their analysis, interpretation and selection of socially important information increases, and therefore journalistic works based on these data are designed to satisfy the public interest and promote public involvement in the political life of their city and country. Today, we already have a large community of investigative journalists, a nationwide open-competition on investigative journalism based on open data and supported by the government «YE-rozsliduvannya», and activities aimed at promoting open data and improving the quality of investigations and in-depth.

As S. Rachynsky notes, «the data journalism is assigned the role of research and almost intelligence work, when, after processing large amounts of structured information, conclusions are drawn that seriously affect the understanding of a wide audience of economic and social processes and phenomena» [2]. The journalistic community actively influences public policy in the field of public databases, calling for the improvement of the government's regulatory framework and strategy for working with the public by publishing and updating data sets on official government websites, as well as it helps citizens observe direct changes in their living environment and emerge initiatives to control and improve a city's social, economic and environmental performance.

As an example of effective interaction between the city authorities and investigative journalists working with open data, we can cite many projects of domestic media. For example, the problem with the lack of convenient tools on Data.gov.ua for working with open data sets, as well as difficulties with their reading and machine processing, was solved by analysts of the Data Journalism Agency. In the framework of the project "Transparency and Accountability in Public Administration and Services" / TAPAS, journalists developed the first in Ukraine standard of open data collection of regulatory bodies [3]. Another interesting example of the use of open data from local portals is the work of the analytical centre "Texty.org", where journalists analyzed the data of a single database of citizens in Vinnytsia and showed where and with what problems citizens addressed, and how quickly these problems were solved [5]. The same project advised the Ternopil city authorities on data sets on the use of budget funds during the construction and repair of road infrastructure: with the help of the developed map of repairs, the city authorities were able to see the current needs of city residents and citizens to monitor repairs and use their taxes effectively [6].

Currently in the international ranking of open data The Global Open Data Index (GODI) Ukraine ranks 31st out of 94 [4] and we still have room to grow. But given how open data portals are closely intertwined with the list of sources used by journalists, how materials written on their basis can cause public resonance and encourage the state to continue open information policy, it is impossible not to deny the contribution of domestic data journalism to Ukraine's socio-political process.

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THE PROBLEM OF THE FAKE INFORMATION IN MASS-MEDIA

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There are more and more news and new information nowadays. And every one of us faces with the big flow of information. And also in this flow may be hidden the real sense and truth by the fake information. The source of communication are mass-media and the Internet. It is used by informational technologies, peoples conscious and mind, that make people confused and defenseless [1, p.22].

Fake news - are false massages, the main goal of it spreading is to mislead the members of some social groups. And there are 5 of the most common ways why do people making fakes [2].

The first way is a propaganda. It exists for manipulate people's thought. What country is an aggressor and what isn't; what the trends are popular now or even how to buy new products – it literally everywhere. It is mainly used by commercial organization, politicians, big corporations.

The second way is appealing for emotions. In this case, fake strategy using for making necessary emotion while one is reading the massage. It's a way to manipulate people's mind by emotions.

The third reason is the news with prejudice. When an author tries to convince you to one's mind or the information is shown in a one-sided way.

The fourth is click-bites. It is a sensational, shocking and unbelievable headlines often used with «caps lock», the exclamation point or emoji. The content is often misnamed.

The last one is the time limit for verification. The journalism was changed because of the Internet. Internet-journalistic make new rules of posting news. You have to be the fastest because another website may post the same news and steal your traffic. So, according to the limit of the time, carelessness and banal tiredness, journalists give up on verification of the information they produce. As a result – they make disinformation massages [3].

So, why do people making fakes [4, p.281]:

- to make a panic between people;
- to make a racial/religion disharmony;
- to mislead and confuse people;
- to manipulate our minds;
- to add someone or something;
- to make a profit for someone;
- because of political interest;

- to tarnish the image of someone or something;
- to entertainment.

In conclusion, all fake information in case it is positive, can lead to bad consequences. It is harmless thing in all mass-media. And the worst thing is fact that sometimes it`s hard to recognize truth [5, p. 104-105]. The readers have to verify all information they see and refute the fake news at all.

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THE PROBLEM OF GENDER IMBALANCE IN DIGITAL MEDIA

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In Ukraine, media coverage of sensitive topics such as gender nervousness and inclusiveness has repeatedly been disrupted. Considering that media actively shape the thoughts and ideas of society and have a significant impact, the presentation of information on such important topics must be appropriate. Unfortunately, the experience in Ukraine is not very positive. In line with new perspectives on the development of society, digital media must be progressive and incorporate sexism, ageism and intolerance into their work.

We surveyed European standards on gender issues in the media and analysed Ukraine's low legislation: the Code of Sex and Family; the

Labour Code; and the Law of Ukraine "On the Prevention and Combating of Discrimination in Ukraine". The CM/Rec (2013) Recommendation on Gender Equality and Mass Media states that the media should monitor the implementation of self-regulatory measures and internal codes of conduct that contribute to the formation of non-stereotypical images of women and men. In addition, health education with a gender equality perspective is imperative. [1]

When we talk about discrimination based on social parameters, we immediately think of the enemy language, which, unfortunately, is very widespread in mass media. Civic language is a concept that involves aggressive language, imagery or any context that seeks to denigrate certain groups of society. That is to say, a discourse that belittles the person of all humanity. The source of language is usually seen as negative stereotypes. They are mainly created to justify discriminatory actions. There is also another reason: the journalist's lack of knowledge or absolute absence of tolerance. The use of "enemy language" in such cases is often unnoticed by those who produce the material. However, this does not absolve the journalist of responsibility.

According to a 2019 study by the Institute for Mass Information, over 60% of all discriminatory materials in the Ukrainian media were sexist. This means only that the topic of sexism, women's activism and feminitives still generates the most emotion, sarcasm and jealousy at best. At worst, aggressive non-acceptance in general. [2]

In Ukraine there is now a list of publications that specialise in human rights and gender equality. These include Gender in Detail and Wonderzine. For example, the digital media "Gender in Detail" focuses on topics that help people understand gender in themselves and in the world they live in. Gender in Detail is a place of gender education, self-awareness, self-actualization, networking and exchange of experiences and thoughts. Gender is recognized in the publication in various ways, e.g. thematic reviews and research articles, statistics and life examples, blogs and practical guidelines. In addition, the publication publishes thematic events on the Feminist Evening or Women and Power website.

Wonderzine is still a young, independent women's magazine on an online media platform. Now the site has 6 columns: life, health, beauty, culture and style. The editors of the publication say they want to create a safe space without shaming or bullying, without violence or toxicity. Here every woman can share her story and receive support.

Of course, the portrayal of articles in the media requires extensive systematic research. In order for the language of speech to become more fluent in the media, independent media with strong and professional journalists as

well as quality education are essential, The media literacy, self-regulation of the journalistic community as well as the awareness of Ukrainian citizens, in particular of the media workers. It is important to please readers and engage the audience with the quality of the material and not with confrontational, scandalous and manipulative texts.

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YOUTUBE VIDEO HOSTING AS A METHOD OF CULTURAL GLOBALIZATION

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YouTube is an integral part of the digital communication space because with the help of this platform we can distribute the content of various topics and purposes. As evidence, we have absolutely different types of content targeted at different social groups, from videos for kids to global economical situation news.

The relevance of the study lies in the fact that YouTube video hosting is becoming more and more popular for users and the number of different kinds of content continues to grow.

The aim of the study is to determine how YouTube contributes to cultural globalization in the world.

YouTube video hosting as a method of cultural globalization has previously been explored in the works of scholars such as S. Cunningham, D. Craig, C.W. Chun, H.G. Warlaumont, and others.

Firstly, we need to define the term "globalization". According to "Cambridge Dictionary", globalization is "a situation in which available goods and services, or social and cultural influences, gradually become similar in all parts of the world" [1]. Which means that cultural globalization is "a phenomenon by which the experience of everyday life, as influenced by

the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world" [2].

Referring to that, we can highlight several YouTube privileges that contribute to cultural globalization, such as:

1. YouTube video hosting is available at any time and almost in every country (except China, North Korea, and Iran), which means that anyone can have access to it. Another key factor that we can relate to this point is that the platform is free to use.

2. YouTube is a great opportunity for individuals and organizations to express their position throughout video, music and even animated sketches.

3. We can use YouTube for educational purposes, which is extremely important now due to the coronavirus situation.

4. YouTube gives an opportunity to earn money through your videos. It also can be done by anyone and in any country. The user just needs to gain a certain amount of subscribers and hours of views of their content to open this function.

To sum up, YouTube is an excellent platform that is easy to use for everyone in any place of the world and comfortable in sharing information. This helps us to prove that YouTube definitely a method of cultural globalization.

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CLASIFICATION OF NEWS IN MODERN JOURNALISM

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The media have a great responsibility for providing information. All information provided by any media should be in an easily accessible form, the information should be filled with content worthy of the current attention of the day. This means that a journalist should summarize, synthesize and analyze information, and not just receive it from government officials, pass it

word for word on the front pages of newspapers or "throw it out" on the air.

Thus, the first and most "fake" (if you can call it that) kind of journalism is news journalism. Why is that? Because you do not need to think much about them, especially in the genre of notes. For the most part, people that believe in every word in the Internet, they spread these fakes, they start sharing this news and it's gone like a snowball.

First of all, we need to understand what news is and what exactly we can consider news. News - an operational information message that contains socially important and relevant information relating to a particular area of society as a whole or its individual groups. [2] The main thing in the news is relevance. What happened a week ago cannot be called news. And no less important in the news is to distinguish facts from comments. The essence of the news is to inform as many people as possible about the events that took place in a particular area. In a settlement, city or region - if it is a local media, about the events of a country or the world - if it is a national or international media. In addition to informing the media, they should provoke a reaction from people and get feedback.

There is also more than one classification of news. It may depend on the type of news, target audience, territory and more.

According to the degree of importance of the news can be divided into hardcore (from the English. Hardcore - strict) news and light entertainment. There is a so-called category of news-bows, or news-interests, which in English are called brights and odds or cherry on top of the cake, which often end TV newscasts. This is done in order to give people positive emotions after difficult and sad news, to distract and calm them down. Such news is, for example, the birth of animals in the zoo or the victory of our athletes in competitions. [1]

On a territorial basis, news is divided into international, regional, national and local. This is news that relates to events in the world or a particular country. Local news is mostly news from a specific region or locality. They have their own local media, which report on events that take place in this area.

According to the thematic criterion, general and niche or specialized news are distinguished. By type of media news is divided into text, television, radio. With the development of the Internet in the category of text news can be divided into subcategory - online news. A separate category is multimedia news, which is a hybrid and combines text, photos, videos, podcasts and infographics in various combinations.

Currently, there are many online banks of photos, videos and sounds that a journalist can use for free. From now on, it's not just news produced by traditional media.

The news is also divided into categories depending on:

News-fact - a report on the situation, such as the adoption of a new

law, a court decision or the results of negotiations. The note begins with the most important aspect of this situation.

News-event - a message about an action, such as conquering a mountain peak or a bank robbery. It is not necessary to follow the chronology of the event.

News-quote - a report on the speech of a very important person. News quotes are usually found in the sections on politics and economics and are dedicated to the fact that political leaders and businessmen promise something or call for something.

Social networks have become an alternative source of news. Each user can create their own news feed through a variety of filters, based on their interests and needs.

Social networks have also brought the news consumer closer to the immediate newsmaker. From now on, you can get news first hand by subscribing to newsmakers on social networks and thus avoiding a mediator in the form of traditional media that rebroadcasts news from social networks. Thanks to social networks and online channels like Youtube and Vimeo, everyone can become a news creator. This phenomenon is called "user-generated content". There are whole agencies that specialize exclusively in such content. They buy copyrights from content owners, and clients of the agency, TV channels or sites, get access to it and the right to use it. Such is the business model of a news agency that deals with very niche content.

Thus, with the advent of the Internet, news in modern journalism began to be classified according to new criteria. Each of us can also create and distribute news through social networks.

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UNDERSTANDING THE PLACE AND ROLE OF TELEVISION IN THE CONDITIONS OF DEVELOPMENT OF MODERN JOURNALISM

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Television as a format of mass media is very important in the system of modern journalism. The advent of television, and later the Internet, has significantly reduced the popularity of printed publications and books. This is due to the emergence of new genres, ways of transmitting information and ease of using. Television is able to reach the broadest sections of the population, even those who remain outside the influence of other media. This possibility of television announces the peculiarities of its physical nature, defining the specifics of television as a means of creating and transmitting messages.

Presentation of information in news and analytical programs on television is guided by many conventions. It belongs to them short plot duration, the presence of a video series, collage, transitions in the style of "and now - about something else", dramatization. Among the news, a separate group stood out - information and entertainment programs "Infotainment". Programs that cover events of the day or week, due to the use of a new method, bring brightness, become more interesting and spectacular. Spectator, who turned on the TV, you need to keep near the screen; he should not be bored, so "curiosity" becomes the main criterion of news and analysts. This is the definition of the main task of programs in the genre infotainment provokes discussions about the boundaries of genres on television, the purpose of news programs, professional ethics of journalists, social responsibility of television.

Television is distinguished by its organization and regularity. Due to this, the process of creating content is almost always predictable. This format of information transfer, unlike the Internet, is common and easy in using for the elderly. People do not need to look for anything, because the content of each individual TV channel is almost unchanged. That is, everything is already decided in advance, a person only has to turn on the TV and by switching channels to stop at what interests him.

Television has a number of important social functions: informational, cultural, educational, organizational, recreational (entertainment) and pedagogical. Thanks to these features, television content in general can be intended for people of different ages, genders, nationalities and social status.

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CULTURAL, EDUCATIONAL AND ENTERTAINMENT TELEVISION PROGRAMS IN THE UKRAINIAN MEDIA SPACE

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In today's world it is difficult to imagine at least a day without the media. We learn about world events directly through the media, although purely informational activities have long ceased to be the main goal of the media. The world is not shaped by the media. The world is the media and it seems that there is nothing but them [1, p. 3].

The essence of the media is not only to inform, but also to meet entertainment and, most importantly, educational needs. One of the most important executors of these needs is television. According to Encyclopedia Britanica, those who first struggled with the practical aesthetics of television tried to perceive the media, on the one hand, as a kind of visual radio, and on the other - as a form of "diluted cinema", a rather poor cousin of theatrical film [2].

Many people turn to television to relax. The easiest way is to sit in front of the TV and immerse yourself in a two-dimensional world. Television, unlike other media, is the easiest to perceive. Reading newspapers and magazines or listening to the radio requires more concentration. When watching TV programs, a person makes less mental effort, which negatively affects the development of society. Therefore, it is extremely necessary to saturate the media space with cultural, educational and artistic programs.

The aim of this research is to analyze and investigate the existence of cultural, educational and entertainment programs in the Ukrainian media space.

The Ukrainian TV space cannot be called ideal, but with each passing year the media product becomes better and better. The reason for this is the

growing of tastes and preferences of the population. TV channels are literally forced to fight for their viewers and for ratings. And in this pursuit, media workers forget that high ratings do not mean the same high intellectual content.

According to Natalia Ligacheva, a TV critic, what is good for the market is not good for society. Of course, educational projects do not bring such high ratings as scandalous TV projects. There is a great threat of transformation of the television segment of Ukrainian journalism into the entertainment and PR technology industry [3, p. 15–16].

American television programs are a great example to follow. Quite often, analogues of popular foreign shows appear on Ukrainian television, as they are exemplary, variously filled with TV products. The role of the presenter in such programs is extremely important. He must show high professional qualities and be able to show compassion and understanding for the characters.

Olga Gerasimyuk's talk show "Without Taboo" became an analogue of the "Oprah Winfrey Show" on Ukrainian television. The show raised socially important topics, invited well-known Ukrainian politicians, representatives of art, culture and cinema. However, the Ukrainian analogue still differed from its American counterpart. Even after the end of a certain topic, Olga Gerasimyuk continued to follow the fate of the heroes and tell the audience about how their future lives turned out to be.

Domestic television really knows how to surprise with new formats. The UA: Pershiy channel broadcasts the culinary-literary show "Eneïda". It combines stories about Ukrainian writers with the preparation of culinary recipes. The host of the talk show is Yevhen Klopotenko - a famous Ukrainian chef, culinary expert. The heroes of the show are literary critics, artists, art masters, theater producers and everyone involved in culture and art. "Eneïda" acquaints the domestic audience with the unknown facts about out writers' lives, and also helps to significantly expand the idea of Ukrainian cuisine [4].

The Voice of the Country, which airs on one of the most popular TV channels in Ukraine - "1 + 1", is an incredibly rated cultural show. Every season, 4 judges - famous Ukrainian stars choose a team of talented vocal performers to win. The highlight of the show is that the judges do not see the performers at the casting. They evaluate only vocal abilities. This project is a great opportunity to show yourself and show your talent to the whole of Ukraine [5].

Thus, Ukrainian television is interesting and multifaceted. Every year it becomes better. There are TV programs not only for mindless viewing, but also for intellectual development.

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BLOG AS A MEANS OF DEVELOPING PROFESSIONAL COMPETENCE

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The modern world is fulling of new technologies and inventions. People can tell about something in the different ways, for example in their own blogs.

What is a blog? A blog is a website that consists of entries called posts that are displayed in reverse chronological order [1]. Blogs can include also pictures, videos and different interactive files. In blogs people can discuss some questions, talk about different main topics and etc. It`s a comfortable space for everyone who want to be ahead of the curve. A person can analyze everything with strangers or his colleagues.

For today the blogs can help us to improve our skills, knowledges, to know something new. It could be as a special course in which other people are divided to other with their experience.

In blogs, activities can be extremely diverse: debates, vacancy announcements, information exchange, problem solving, image sharing, joke sharing, games, etc.

Z. Herring identifies three main social goals of the blog:

1) get information
2) entertain others
3) have fun [2].

But if telling about developing professional competence blogs should get information. It mustn`t entertain, it must teach something new.

Professional competence - the ability to use knowledge, skills,

experience in specific conditions, while achieving the most positive result [3].

Blogs also help to develop one's skills in writing, communication, broaden one's horizons, develop intelligence, help to learn and teach others, help to stay in the community of like-minded people and keep abreast of the latest developments and changes, norms and more. If a person is blogging then she is working with a huge quality of information and it always has a positive influence. Everyone can show their own knowledges in a blog. And this could help other people to develop their professional competence.

We can highlight the following features of blogs:

- didactic function
- general cultural function
- information and communication function
- scientific and methodical function
- psychological function
- social function [4].

Blogs are often an underestimated means of development. But only really professional blogs can teach some interesting and important. In the Internet there are many non-quality information. So every blog should be checked and filtered. In blog you can get feedback to your question or mind. So it`s so important to know what think about something other people. There are many useful life hacks which could facilitate any activity.

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DIDACTIC COMICS AS A FORMAT FOR CHILDREN'S PERIODICALS: ADVANTAGES AND SIGNIFICANCE

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Modern Ukrainian children's periodicals - one of the types of press, which performs cognitive, entertaining and educational functions. Most often, one magazine combines several trends at once. Today, the majority of popular publishers for children prefer the format of didactic comics, which have become a real media phenomenon. A comic is an information product that tells a coherent story through drawings, which are mostly accompanied by short texts.

Because of their popularity, comics have become the subject of debate to determine whether the graphic component or the textual-verbal component is more important in a comic book. Vygotsky, one of the founders of modern psychology, paid special attention to the relationship between drawing and text in the process of personal development. In his works, he investigates human cognition of reality with the help of perceptual schemes [3]. Also important is the experience of David Rapp, who conducted a study of children's perception of information, which showed: the best results were obtained by a small group that used both text and images [4]. Based on these studies, we have concluded that didactic comics are an innovative format for children's periodicals because by combining pictures and text, one establishes a focus and attention on what is important.

The aim of our research is to discover the advantages and importance of didactic comics as a format for children's periodicals.

In the world, comics have long been considered an art form and a separate media that not only reflects culture, but also influences it. From graphic novels for adults, enjoyed only by fans of the superhero genre and collectors, comics have developed into a phenomenon of mass culture. In Ukraine, many people are skeptical about comics, dismissing them as a non-serious genre. Because of the stereotypical way of thinking, it is still difficult for us to consider the pluses, because when talking about comics, most people imagine not the genre, but its so-called parodies. Because of its unfortunate form, readers are reluctant to see the benefits and specifics of the genre, so they significantly underestimate the potential of didactic comics, which have been used successfully in many countries around the world: the US, the UK, Japan and South Korea. It must be remembered that the comic strip is not only about content, but also about form [5]. The attitude to comics culture is

also complicated by the lack of a tradition of reading comics, the unformed Ukrainian market, and the problem of financing and promoting original projects. At the same time, contemporary Ukrainian comics are implemented on different media platforms and are popular in narrow circles [2].

Comics are not like book illustrations, which should continue or improve a story or poem, but not overwhelm or contradict it. They are a story in themselves, conveyed in a unique language. What comics and literature have in common is the frequent reference to difficult events in life. They cover social themes from war to gender inequality or depression. It is difficult for children to understand complex yet important topics due to their age, but through visual specificity comics convey the essence of such issues.

The main advantages of the comic strip over other formats are that it provides succinct and precise information and saves mental effort in absorbing information, unlike the classic way of providing information that overloads children with too much text. And the imaginative and dynamic presentation of information in a playful way helps better understanding and creative absorption of complex learning material. They also have the advantage of being equally intellectually accessible to children at different levels of development. The potential of didactic comics is reflected not only in the creation of learning materials but also in the possibility for children to create their own comics, which will contribute to better development of imagination [1].

In summary, it can be said that the comic strip is an art form and a new media that combines visual technology and textual augmentation. Didactic comics can be used as a format for children's periodicals because they are able to tell a complex story with a few images and the commentary on the image will provide an understanding of current issues of life in a playful way, which helps to increase the intensity and simplify the perception of information. In this way, the comic strip is a way of communicating information quickly and is an effective method of learning.

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PROBLEMS WITH THE INTERNET MEDIA REGULATION IN THE MODERN MEDIA MARKET OF UKRAINE

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Until recently, the Internet could not be considered as widely available mass media, as well as traditional radio, television or printed media. However, the Internet news has become an integral part of Ukrainian modern media landscapes and the Internet Media of Ukrainian users is an important source of information today. Due to the high speed with which new information is published and accessed, the Internet has a great advantage over the other media sources.

The purpose of our research is to analyze the problems of legal and regulatory frameworks of the Internet Media.

The issues of the Internet Media legal regulation became a part of the scientific research of K. Afanasieva "Legal Regulation of the Internet Media. Some aspects"[1] and others. According to the current legislation of Ukraine, television and radio-organizations, licensed print media and news agencies can have the status of mass media, but this aspect does not define the notion of the Internet Media, its status, creation procedures or operating principles. Since the Internet became an integral part for every person without borders, it has to be regulated by law and the level of regulation should achieve the international scale. This determines the relevance of the problem being investigated in our country and on the world stage in general.

Today, the Ukrainian professional journalistic community is raising the question of the need to add the Internet publications to the group of mass media. It can be because of the creation of an official register of online media. However, taking into account the fact that most online media are totally opposed to compulsory registration or, like the Independent Media Trade Union of Ukraine, which is for optional non-State registration, the works on

regulating the legal relations continue to this day.

Therefore, it is necessary to make some changes to the current Ukrainian legislation in order to ensure a complete statutory regulation of the Internet Media in the modern Ukrainian media market. This aspect can be used as a basis for further scientific research in journalism and law.

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IMPACT OF SOCIAL MEDIA ON JOURNALISM

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Introduction. In recent years, the news industry has undergone radical and irreversible changes. The reason for these metamorphoses was the expansion of social media, which forever changed the journalistic norms of the XXI century. The level of interest in social platforms and their efficiency has increased, mainly due to the Internet, which helps people around the world to stay connected.

Relevance. Nowadays, we can observe a growing impact on traditional forms of journalism by social media. This article describes, explains those processes and shows the results of such important influence. The impact of social media on journalism is strongly discussed and described by many English-speaking scientists. Amjad Omar Safori, Oscar Michel, Niky Kumari have written fundamental articles on mentioned topic.

Objective. To find out a role of social media in developing of journalism, identify whether social networks really affect the news sphere.

For almost the entire history of journalism, the model of communication between the media and the audience has been completely one-sided. The publicist acted exclusively in the role of creator, but not a communicator. Most modern media either have a duplicate online version of their information platform, or fully position themselves as online media. This approach gives the voice to the audience that wants to express their opinion and discuss some news.

Online journalism follows the methods of selectivity, speed and interactivity - these qualities are inherent in social networks. Readers can choose topics of their interest with the help of hyperlinks and headings, which becomes a convenient application in navigating between informational messages. The reader no longer needs to flip through old issues of newspapers to find out the information, which preceded the news that interests the consumer.

One of the best features that journalism has adopted from social media is easily placed audio, video and photo content, visualization of various phenomena in charts, diagrams, computer graphics. These techniques help to interest the consumer.

Comparing traditional methods with new improved approaches of technological broadcasting, we can observe diversity, adaptability in writing style, content language, article size and its construction according to communication platforms.

Due to the influence of social networks, online media are trying to create a constantly updated information platform. The news is updated about every half an hour. The audience receives information in portions, within minutes of its appearance. Under such conditions, journalists cannot "polish" the news to its full readiness, because their less professional, but faster competitors will spread the note at the time of receipt. Amateurs such as bloggers and non-professional citizen journalism joined the competition for consumer attention. The issue of time has become one of the main quality indicators of press.

The downside of the sensational rush is the spread of unverified data taken from rumors in the Internet. Such cases undermine the credibility of the media, although they are an integral part of the competition.

A big part of sensational or breaking news originate publicity on social (Twitter, Facebook, Instagram) or search platforms (Google, Yahoo). This happens because the news participant or observer share their experience, impressions of a particular event. These web users are becoming the primary source, which radically changes the concept of the media industry.

So, most of the news passes from hand to hand through Facebook posts or tweets (posts on social media Twitter). By the time the journalist received the message, news had already taken a shape in social networks. The reporter should take note of this fact and show the news from another angle, which was not covered yet. The requirements for published texts are increasing, so the journalist, usually with the help of media platforms, only finds an interesting informational reason. In the future, he uses a variety of sources to find new, more complete data.

Conclusion. Apparently, journalistic activity has changed significantly

under the influence of social networks. The changes affected the methods of gathering and sharing information. We found a two-way communication between the reader and the journalist, where the latter leaves the role of controlling the flow of information. We can conclude that social networks have had a significant impact on the journalistic process, and the role of the news industry has undergone radical changes.

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INFLUENCE OF FAMILY ENTERTAINMENT ON TODAY'S YOUTH

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Television is an integral part of our lives. Despite the fact that trends in today's society are leading to the replacement of television content by Internet References, television in young people is as popular as ever. This raises questions: What impact does television have on today's youth? What can a family entertainment program bring to the cognizant teenager?

First of all, it should be noted that television, as a powerful medium of mass communication, can influence public behavior, ethical principles,

interrelations between peers, demographics, spiritual and cultural development. We turn to the definition of "mass communication" - systematic distribution of information (through the press, radio, television, etc.) with the aim of establishing spiritual values of society and influencing people's opinions, thoughts and behavior [1, c. 268].

Cultural and moral values are formed with the direct participation of this information or the data that comes to us from the "blanket screens", affecting the viewer for their own purposes.

In the scientific literature there are various models of mass communication influence, in the opinion of the American researcher Jennings Bryant, one of the most effective psychological models for describing the indirect influence of mass communication on the individual is the Comstock model. According to this model, "...the behavior of TV show characters can influence the behavior of the viewer. The viewer learns the behavior he or she sees on the screen and can follow it" [2, p. 432]. From this thesis it turns out that unknowingly watching TV content, the viewer projects on himself as the protagonist, regardless of whether it is a film or a TV show. And depending on the context of the television project, whether the "protagonist" is positive or negative, what the author or writer of the content thinks, and how he or she gets it, the impact can be divided into positive and negative.

In general, all television functions in the entertainment field, but the whole group of channels in today's media space establishes a certain thematic format, which is aimed at relaxation and raising the spirits of viewers. Among all the genre diversity of TV content, family entertainment programs occupy a central place in the ratings of the Ukrainian audience, especially young people. One of the reasons for the popularity of such content is that Ukrainian young people are tired of politics and the global pandemic situation and want to relax from both political and other negative influences.

Ukrainian TV channels with their romantic family programs are used as an effective tool to reduce the Russian influence, For a long time it has been dominant in the Ukrainian media space and has planted its own ideas on Ukrainian viewers, among whom the most vulnerable group is young people, because their worldview is being formed. At a difficult time for Ukraine, family entertainment programs are aimed at freeing the population from constant problems and disadvantages. To this end, a large number of family entertainment programs are created that depict the situation in the country, tell amusing family stories or hold TV games with the participation of famous celebrities.

But despite such significant changes in the content of television in recent years, today most of the informative, advertising, family programs do not respond to the questions asked by young people and do not meet their real needs. Given the multitude of family entertainment programs on the

leading domestic TV channels (“The Voice of the Country” 1+1, “X Factor,” “Dancing All!” STB, etc.), it is difficult to know how many of them are on TV.), it is generally difficult to find content aimed at helping young people to become more productive, psychologically supportive, self-fulfilling, and at answering questions related to the creation of a family. Inappropriate rozvazhalnye programs impose stereotypes and poclicky values. As a result, we get new problems already at the level of society, problems of demography, culture and others. That is why the current Ukrainian television broadcasting needs new family shows that would carry such values and instill such values in young people.

Therefore, based on this situation in the media space, we respect the need to create a popular television program “Fathers and Children”, In an accessible and understandable format, we would broadcast modern values for young people and their fathers, provide answers to questions of professional orientation, discuss the problems of intergenerational relations and bullying, mobbing and so on. When creating content, it is necessary to conduct a survey of the audience, identifying current issues, problems and situations that would be interesting and necessary. Descriptions, questionnaires, assignments will help to understand what young people are interested in nowadays.

The creation also requires mastering the experience of foreign television broadcasting, learning content creation techniques, and positioning and adapting the experience to take into account the peculiarities of current young media audiences in Russia. The involvement of psychologists and educators is essential at the design and development stages of a TV project, because it is at this stage that it is important to consider the age group of the audience, specifics of development, behavior, and problems of the generation. Depending on the age group for which the content is targeted, it is important when the program is broadcast.

Considering this, it should be noted that one of the possible options for developing such a format of broadcast television programs could be subsidies and competitions at the state level, which will help to attract interested professionals, create healthy competition and the opportunity to implement their knowledge and skills.

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RUSSIANISMS (SURZHYK) AS ONE OF THE MAIN PROBLEMS OF MEDIA TEXTS

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Russianisms are words, expressions or individual meanings of words, grammatical forms, which are borrowed from the Russian language without changes or formed with a partial adaptation to the peculiarities of the Ukrainian language. The use of Russianisms is unjustified, because there are no worse words in the Ukrainian language and they are often more melodious and informative than Russian. But it is worth distinguishing them from those completely borrowed from the Russian language, which have already entered the lexical and phraseological structure of the Ukrainian language (as well as Ukrainianisms, which have fully replenished the vocabulary of the Russian language). [1]

Different errors can occur at different levels, such as phonetic, syntactic, spelling, or morphological. On the pages of some publications, you can see the misuse of the word, Russianism (surzhik) or tracing paper, and this indicates the bilingualism of most of the population of Ukraine due to the influence of the neighboring Russian language. [2]

Surzhik - a kind of Ukrainian vernacular, which was formed as a result of the use of words from the speakers of Ukrainian and Russian, merging them; it was created without any norms and poses a threat to the national language. Linguists today say that the use of surzhik in the language of periodicals, unfortunately, is a constant phenomenon that is difficult to get rid of. “Very often our periodicals are replete with errors of various types, the most common of which are surzhik’s twists, ie Russian words pronounced in the Ukrainian style, or Ukrainian words designed in Russian” (Evseeva, 2011). [3]

Very often, in journalism there are examples of overflowing such an adjective “surzhik” with a rather negative expression, which is reinforced by appropriate synonyms, which are given to the whole community in the country, and then this text becomes a painful humiliation: “We laugh in Irish and cry in German. We are silent in German and speak English. We are surzhik people. We are dripping people. We are labeled people ”[Kot 2018: 325. Example from“ Literary Ukraine ”on February 7, 2013]. [4]

Surzhik turns the texts of professional speakers into ordinary “street” chatter, blurring the stylistic boundaries of journalistic materials. Careless use (sometimes of a single word) significantly reduces the efficiency and

effectiveness of the text itself and affects the assessment of the authority of the statement and the level of professionalism of the journalist. Ignorance of the norms and rules of literary language does not release the author from responsibility to the addressee for distortion of language, even if it is unconscious. [5]

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PHOTO ILLUSTRATION AS AN IMPORTANT ELEMENT OF THE DESIGN OF NEWSPAPERS AND MAGAZINES

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Journalism is a very polyhedral and intelligent profession. Journalistics includes different directions and skills. And one of them is photojournalism. Photojournalist have to take a valuable and full of information picture, that can be used in the article to present readers all atmosphere, uniqueness and importance of the event. The photo tell us details about story, helps to imagine how it was and give the opportunity to be in the moment. The object of the photojournalism is the environment and society like in others jourlistic spheres.

How books says, the first illustrations appear in 30's last century, but the gold age call 40-50's years. Earlier to get the photo was difficult, so it wasn't so popular, the main role was played by the text, the publication. On this occasion initially photo was an addition to the article, but with time photos became full fledged story with all details, it was as informative as text under it. But the secret of success is that these two things complement each other: article demonstrate facts and analysis what's happened and what's in this case really important, analysis all possible causes and consequences, logically leads

us to conclusions. The role of photography is the influence the reader, give it emotional sense, to consolidate everything that awoke in him. This is clearly demonstrated by the example given in the book “Genres of photojournalism”



by Nickolas Voron [1:2]

In the article about student of a medical university a photo of the main heroine was taken. Actually this picture shows attentive, tender young girl, student who wants to help people, that’s how the journalist presents us Olya. “Depicting a specific person, the photojournalist reveals the typical, presents a generalized portrait of a young contemporary” - author says. [2]

A photo illustration can perform different functions in journal or newspaper. For example a photo breaks the text to make it comfortable to read, stop the moment in image to find out the most interesting information about it, photo accompanies, illustrates the text of the article and inextricably linked to the last one. So photo that illustrated the text it is better to place above or below the title. Now a fairly popular technique is a combination of small photos accompanied by articles, so the effect of text wrapping is created.[3]

The layout of the newspaper needs its own characteristics for the photo, the first place in importance is occupied by the quality of the photo. Also keep in mind the importance of the comment below the photo, which should explain what is depicted in the photo, what is happening, who is in the picture. The comment should be clear and understandable, should explain to the reader all the nuances and tell what exactly is interesting about this photo, why it is worth paying attention to.

In conclusion must say that it is important to note that each photography is unique and has its own history, and for the best embodiment it is necessary to clearly understand where it is better to place it, where it will best explain the events in the text.

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THE RELEVANCE OF MUSIC JOURNALISM IN UKRAINE

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Music journalism as a separate field appeared in the 18th century and reporting of music was done by such publications as «Allgemeine musikalische Zeitung», «Neue Zeitschrift für Musik» and «The Musical Times» [4]. But unlike journalism in the conventional sense, music journalism not only informs the reader, but also show them the world of music and art.

American musician Frank Zappa once said about such genre in music journalism as rock journalism that: «People who can't write, interviewing people who can't talk, for people who can't read». And the problem is that modern music journalism is beginning to resemble this statement. This genre evolved because of the underground scene and developed thanks to genuine music fans, but right now it began to turn into a glossy-magazines story, with a total lack of critical thinking and understanding of music itself.

So as we can see there is also a problem of the qualifications of a music journalist. After all, not all journalists are musicians, nor are all musicians good journalists. Furthermore, music journalism is not always taken seriously, so. For example, young people start writing about music just to make a quick money. The Irish novelist and publicist Bernard Shaw wrote about this in 1894: «... it happens that the post of music critic is taken up by journalists in search of temporary earnings and they take up the job, covering up their shortcomings with many purely descriptive reports or bits of news about music and musicians» [3, c. 48].

Later on, specialists start to move to publications that are living off the big music companies, which do not benefit from a journalist writing objectively about a certain product by criticising it. They only need the most positive feedback on a new project. And on the other hand, with the development of social media, there are more music blogs and channels run by ordinary people, which suggests that anyone now can become a music critic. This raises the question of the value and informative sense of such material.

Today there are still many music periodicals that do not allow this

genre to disappear and which continue to publish news about new releases by artists who are not yet world-famous. But if we take Ukraine into consideration, we can immediately notice that music journalism here is just beginning to evolve.

There are some major music publications in Ukraine, that include:

• «Comma» – an online media outlet that publishes news about current Ukrainian and world music.

• «Karabas Live» – Ukraine's biggest online music publication, more focused on a popular, mainstream product.

• «LiRoom» – an online media about new Ukrainian music. The main goal of this publication is to present more Ukrainian artists, both new and experienced, who have not ceased to exist.

• «Музика» (Music) – magazine appeared in 1923 and the publication immediately became a unique event in the musical and cultural life of Ukraine of the 1920s. The magazine mainly publishes news about festivals, competitions, concerts of the Ukrainian diaspora, etc.

In Ukrainian medias that dedicated to music topic journalists, unfortunately, write more about famous foreign musicians, while local performers and their work do not receive much attention. Ukrainian journalist and critic Oleksandr Yevtushenko commented on this: «There is a lack of strong healthy patriotism. I believe you have to love your motherland if you want to be a journalist. I often do not see this love in the articles of modern music journalists. When an author prefers a foreign band to a Ukrainian one, such material becomes uninteresting to me, no matter how well-written it is» [2]. We are used to get more information about popular foreign performers, thus forgetting that musicians in our country are just as good, perhaps even better. And, unfortunately, with some neglect, we do not allow Ukrainian performers to become better known in their own country.

Alexey Bondarenko, founder of the LiRoom blog, also points to the problem of education in «music journalism»: «…we do not have a music journalism and media institute that educates journalists in this field» [1].

It should be noted that today in Ukraine there is a lack of understanding of music journalism, and most often it simply ends with writing news about the release of a new album, song or music video of a particular band. That is why the founders of music blogs or online publications in Ukraine are enthusiasts for whom highlighting information about the world of music is just a hobby rather than a profession. As a result, writing critical articles is out of the question, because even these are sometimes not accepted and understood by the audience or the performers themselves. The most criticism is directed at artists who are not yet well known, while performers who sell out concerts are untouchable. These blogs are not popular for a wide

audience and from this comes the next problem, the problem of a lack of an authoritative publication where professionals would work and where contemporary Ukrainian performers would dream to be in.

That is why the development of modern Ukrainian publications and music blogs on the Internet is particularly important. After all, thanks to this platform, people have begun to pay more attention to the subject of music and performers; also thanks to them, classic journalistic genres have changed too, and the usual interviews, reports and reviews have taken on a more hybridised form.

As a conclusion, it is worth to mention that Ukrainian music journalism is just beginning to develop and already existing publications are starting to pay proper attention to Ukrainian music in their works. But this type of journalism will be most developed in Ukraine when, firstly, the publication will stop serving popular musicians and start publishing non-biased critical materials, which will increase readers' interest in the publication, and secondly, the journalist himself will have his own ideas, views on life and music, which will help him to ask non-trivial questions that will create an interesting material for both the reader and the musician.

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MARKETING COMPONENT OF VIDEO PROJECTS ON THE YOUTUBE PLATFORM

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Today, humanity has a unique opportunity to have instant access to a large amount of information from around the world. It is difficult to imagine

the life of modern society without computer technology and the Internet. The advantage of the Internet is that it provides users with ample opportunities for self-realization. Everyone has the opportunity to start an author's blog, in which he will be free to spread his own thoughts on a topic of interest to him.

One such platform that can help implement an author's project is YouTube platform. YouTube.com is the most popular video platform in the world. Since its inception, it has been transformed into a real tool for implementing media projects, which is available to everyone.

The relevance of the study is that YouTube is the second most popular site in the world today. Based on the fact that today the most common and therefore promising format for the transfer of information is the video itself, the topic is relevant. There is very little research on YouTube. But there are plenty of studies that look at the features of entertainment content and video blogging on the Internet. We single out such researchers as Akinfeev S.M, Kravets A.M, Lubskaya V.V, Nevmerzhitskaya O.V, Cheremnykh I.V, Shcherbina U.V.

The degree of popularity of video content in 2021 depends primarily on the relevance of the topic and marketing tools, on how much the author of the content is able to attract attention, increase interest, and then provide information.

Today, there is no need to primarily produce the best quality product in the industry. This is evidenced by the fact that in social networks video can be created on a usual smartphone and can gain not tens but even hundreds of millions of views. This result is not provided by quality, but by symbiosis of originality and marketing component.

If we are talking about YouTube it is worth noting that the whole list of trends is created by authors from the United States and Western Europe, because their media space is the most popular. It is on the basis of their content and marketing tools that mainstream trends in the global media space are formed.

Analyzing the approach of the most successful video projects on YouTube, we can conclude that they all have common features in the stages of "warming up the audience." It's important for YouTube channels to stand out from the content of other channels. Many content authors approach this issue comprehensively. And the most common marketing tool - creating an information drive. To do this, they use several channels of communication with the audience: Instagram, Telegram, YouTube, TikTok. They create bright, provocative photos and videos that do not specifically cover what the following video will be about. Using this method content creators often force their target audience and the media to discuss the topic of the next video, thereby attracting attention and increasing interest.

Typically, such campaigns use two formats of viral marketing:

1.Storytelling - this species provides virality. People like to be intrigued, especially if the story starts unexpectedly and out of the ordinary.

2.WOM-marketing (Word of Mouth) is one of the most effective types of advertising, according to many Western marketers. WOM prepares information in such a way that the audience wants to share the news with friends, there is an effect of "broken phone". It creates a resonance around the author and his content before he or she publishes a video.

The authors spend a lot of efforts to maximize the audience's interest in the content that will be published later. By analogy, it is similar to an advertising campaign, but the product is video content. Based on this, we understand that no matter what the quality of the product, but in 2021 it definitely needs an advertising campaign on other social networks. And these tools, which were invented and used in business, can be successfully used for video projects.

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THE PRINCIPLES OF COMMUNICATION OF ARTISTIC FORMATS IN DIGITAL MEDIA

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Communication between artistic, literary formats and the viewer has been problematic since the last century. At that time, viewers were given a limited amount of active action. They could look, listen, and react to art in

physical space. Now it's already possible to broadcast what you hear or see to social media, or vice versa. At first, museums, galleries, theatres and other creative formats refused to integrate the latest digital media into their spaces, but that has changed over time. So much research has shown that it brings the viewer and art closer together.

Today, Facebook Instagram, Facebook and YouTube act as the most popular digital media platforms. Communication between art and the public on the Internet comes to the fore: a large proportion of viewers visit websites, personal profiles, groups on social networks, etc. before going to a performance, a book forum or a gallery. And they do it at least once a month: more than 80% of the audience visits social media pages. They even post information about their art life on social networks.

With the proliferation of digital means of communication there are changes in everyday life, in established cultural hierarchies and in the way people interact. The system of forming cultural experience as a whole is changing. Art has become involved in this process, widening the possibility for the viewer to participate. Communication involves the dialogue as a basic element of communication. Dialog in digital art is quite active and effective – the viewer becomes a participant of the creative process, he can choose the way of perception, to contribute something of his own to the interactive work, and thus turn into a co-author.

Among Ukrainian digital media, one should mention such art groups and institutions as "UZAHVATI" — a company that creates theatrical projects outside the theatre space. It is an impressive theatre that takes place with a high degree of immersion in the action (the audience hand in or turn off their phones, receive headphones and the necessary equipment). The theatre transcends stage structures and builds a special highly emotional connection with the audience [3].

Examples of their communication are Instagram pages where posts (pictures) published in the same stylistic form (photos with white frames) under which performances are described using metaphorical artistic texts (metaphors, comparisons, rhetorical questions, etc.). They also publish "call to action" – call on people to visit the website and buy tickets; use personal hashtags (#DIALOGY, #uzahvati etc.); put announcements of performances in stories and allow people to watch rehearsals or backstage at performances; publish viewers' videos on IGTV.

It is impossible not to think of a literary communication format such as the "Book Forum — Lviv Publishers' Forum". In their communication strategy they primarily target book lovers. They can hardly be called professional readers, because in our country there is a problem with the demand for reading and therefore their circle is very limited. In order to

increase the festival's readership, the organizers are resorting to experimental formats. To take an example: in 2019, the festival was divided into thematic clusters, making it easier for visitors to find interest groups and better navigate through the program, and making it clearer to the organizers which topics are relevant to guests. The festival organizers cooperate with television, media, radio, online media and print publications. However, a large proportion of readers come thanks to media work on Facebook and Instagram. [1]. Before the 26th Book Forum, the organizers focused on outdoor advertising in the city center. And in 2018, for the first time, several Lviv trams were branded in the festival's colors, and QR-code stickers were placed in the trams themselves, to which extracts of book novelties and stories about "Forum" were strung. Subscribers actively "caught" the trams and tagged them on Instagram with the hashtag #readtramway (#читайтрамвай).

Thus, digital art is a type of creative activity in which works are created and modified with the help of programming languages and computer programs. The main medium of their existence is the digital, virtual environment, which has expanded the ways of all kinds of artistic communication [2].

Digital art, as a specific form of contemporary creativity, corresponds to the main concept of contemporary art: the main thing is the process, not the result. The creation of an art object in digital format combines traditional visual techniques with the possibilities of the latest technology, resulting in a work that has the features of artistic imagery and embraces the interactive immersion of an outside observer with an unpredictable setting to change the original author's idea.

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THE PHENOMENON OF SOCIAL NETWORKS IN MODERN MEDIA

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Today it is difficult to imagine the life of modern society without the Internet, social networks. Thanks to this, we can fulfill all our desires: search and share useful information, make purchases, view video files and photos, meet, chat with friends and so on. We are always online. Despite the transformations that are taking place with social networks, we can say that this type of new media has become a relevant object of study for almost all fields of knowledge.

Social services and social networks have emerged due to the need of Internet users for direct communication and cooperation. The most common definition of «social network» is: «Social network is a virtual platform that provides its means of communication, support, creation, development, display and organization of social contacts, including data exchange between users, which provides previous account creation» [2].

Today, social networks are a dynamic system that has become an important communication tool with the help of the latest technologies. «They are able to cover the whole world using the mechanisms of interpersonal communication; make it possible to fragment communication, adapting it to the physiological conditions of human existence: existing in a continuum of time and space, which has become dense and closed, leave open the horizons and projections of communication» [3: 124].

Due to the rapid development of Facebook and Twitter, attitudes towards social networks have changed. They began to be called social media. «Social media is a series of online technologies based on Web 2.0 principles, thanks to which consumers of content through their posts become co-authors and can interact, collaborate, communicate, share information or participate in any other social activity with theoretically all other users of a service» [5: 74].

Today there are a lot of social networks. Everyone can choose the one that is more convenient to use, has certain functions and capabilities. People also focus on whether there are acquaintances, colleagues, relatives with whom you can communicate [1].

Examples of social networks: Facebook, Twitter, Instagram, Tik Tok, Tumbler, Space, Steam, Skype, SciWorld, Ukrainian Scientists Worldwait, LinkedIn, Scribd, Slideboom, Slideschare, Calameo, ICQ, Quip, MNS, Miranda and others.

Social networks can be divided into: first - personal diaries - the blogosphere; secondly - the creation of personal and business relationships; third - the creation of a personal personal information manager.

You don't have to be a journalist or a media owner to get information on the Internet. All you have to do is post this information to any social network and tag it correctly so that the post finds the right target audience that is interested in such topics. Anyone can do it. That is why a lot of information gets on the Internet, which is of interest to both ordinary citizens and journalists.

The latest media are interactive media based on modern digital technologies, the main features of which are: personalization, transparency, feedback, hypertextuality, discussions in messages, creating user content, and so on.

It is important to remember that social networks are the most effective form of communication used to promote products and services. Functional features of social networks:

1. Communicative (it reflects the specifics of information exchange in the form of communication, with the appropriate style of the information resource used, taking into account the areas of communicative motivation - communication with friends and expanding the range of communication by motivation);

2. Socialization (social networks provide an opportunity to maintain connections that have been broken in real life, to expand these opportunities);

3. Psychological relaxation (this feature helps the user to vent their emotions, share problems with others; we are talking about the growing socialization of modern society, which have the opportunity for broad communication in the social network) [4: 67].

Today, the use of social networks has features that are characteristic of the new form of new media, as a form of modern communication, and which distinguish these features from traditional media. Social networks are democratic and are a global system, ie the most effective mechanism for disseminating, processing and using information in the development of the information society. Social networks are a phenomenon not only of the latest media, but also of the information society.

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CHILDREN'S PERIODICAL PRESS AS AN IMPORTANT ELEMENT OF PRESCHOOL EDUCATION

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Modern society places new demands on the level of human development. Preschool education is the leading link that provides the initial formation of intellectually and communicatively developed personality. Children's periodicals are not left out here.

Children's periodicals are an array of periodicals created specifically for children's readers, taking into account age differentiation, psychophysiological capabilities, cognitive needs and peculiarities of perception [1]. A special place in children's periodicals, in our opinion, is given to magazines for preschoolers, which are designed to develop their curiosity and interest in the world around them, broaden their horizons and prepare the child for school.

The modern market of children's periodicals can be considered saturated and even oversaturated. The most popular among children today are the following Ukrainian-language publications: "Piznayko", "Malyatko", "Stezhka", "Kraina Znan", "Kazkovyi vechir", "Veseli kartinki", "Yablunka", "Likhtarik", "Dolonka", "Art class", " Sunflower ". However, most publications are monotonous, have similar headings, tasks, competitions. Part of children's periodicals is the translation of well-known and popular Russian and English-language publications, which is not always adequate in linguistic and logical aspects. Unfortunately, the problem of Russianisms is still relevant, as most children's periodicals are foreign products [2].

I would like to note that the content of children's periodicals must meet the following requirements: rhythm, melody of individual texts of the publication, which helps their easy perception by children's audience during listening; combining an optimistic presentation of works with a realistic depiction of the world around us to prepare the child for "adult" life; the presence of humorous poetry or prose in the proposed materials, which develops in young readers a sense of humor, intelligence, optimism; emotionality of works as a way for a child to gain sensory experience; the presence of imagination, fiction in the texts, which promotes the development of imagination, thinking, and hence speech; division of characters in works into antagonistic groups, instructiveness of texts as a condition of formation of own system of estimation in the world of children's perception [3].

The language of a children's publication is a special kind of literary language, so it has its own means of expression, effectiveness, emotionality, its own aesthetic ideals.

The lexical base of texts of modern children's editions also needs special attention, as often the dictionary used by the author when writing a work does not correspond to the lexicon of a child of a specific age, his life, speech experience; sometimes the vocabulary of both artistic and cognitive publications does not cover all aspects of teaching and education [4].

Qualitative lexical level of children's magazines - the key to the normal formation of communication and speech skills of the child. The introduction of new words will expand the perception and understanding of new realities in children, help to adapt in society (class, circle), find new friends and decide on extracurricular activities. Such information will satisfy the child's curiosity and free parents from annoying questions [2].

It is proved that a sentence of 7-15 words is considered optimal in the publication. Until the age of 5, children think "linearly", they still cannot understand the meaning and significance of abstract concepts, the difference from specific ones. It is difficult for young readers to realize what cannot be perceived by their senses. It is necessary to enter them carefully into the text, not forgetting about the small baggage of knowledge of the recipient. In an interesting game form, it is easier to memorize useful information, spelling words. Thanks to magazines, the child gets acquainted with the world around him. The subject of a magazine or newspaper close to children is an effective means of involving in systematic reading, which greatly affects the formation and development of reading interests, speech and communication skills [3]. In addition, children are best able to memorize new words if they are presented in a playful way, with illustrative material.

Thus, children's magazines perform the most important function - to enrich the young reader with knowledge and prepare him for school. The

content of the publications and the language of children's periodicals should be appropriate for the age of the young reader for the best possible perception of information. New concepts in each issue increase the child's mental abilities and encourage him to explore the world around him. However, monotony should be avoided and efforts should be made to create new useful and interesting content for preschoolers.

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SECTION «MULTIMEDIA TECHNOLOGIES AND SYSTEMS»

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ПОРІВНЯЛЬНИЙ АНАЛІЗ ОНЛАЙН-СЕРВІСІВ ДЛЯ СТВОРЕННЯ ІНФОГРАФІКИ

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Інфографіка — це спосіб представлення інформації у візуальному вигляді для швидкого її сприйняття та розуміння людиною. Фахівці різних галузей стикаються з проблемою боротьби за контент, який був би якісним, привабливим та ефектвним. Інфографіка допомагає привернути увагу аудиторії та зосередитися саме на найважливіших аспектах інформації. Наразі існує значна кількість додатків, призначених для створення інфографіки. Вони характеризуються різним функціоналом та можливостями. Метою доповіді є проведення порівняльного аналізу та визначення найважливіших характеристик онлайн-платформ для створення інфографіки, щоб полегшити проблему вибору найоптимальнішого ресурсу для розробників.

Існує декілька онлайн-платформ, які допоможуть створити гарну та змістовну інфографіку, що не тільки буде привертати увагу, але й буде змістовною.

Easel.ly є одним із найвідоміших та найпопулярніших сервісів створення інфографіки, пропонуючи своїм користувачам безліч безкоштовних шаблонів у 15 категоріях. Всі структурні елементи майбутньої інфографіки можна налаштувати і відредагувати на свій смак, а якщо серед шаблонів ви не знайдете свій, ви можете створити свій, додавши всі необхідні елементи для оформлення інфографіки. Найбільше цей сервіс підійде для тих, в кого вже є готова ідея, яку треба просто втілити у життя. Сервіс Easel.ly має сучасний стиль графіки та шрифтів, що є великою перевагою.

Piktochart є інструментом для створення інфографіки на основі введених даних. Сервіс пропонує на вибір 3 шаблони для безкоштовного користування та безліч шаблонів на вибір при підписці за 29$ на місяць. У шаблонах для створення інфографіки наявна схематична сітка для

пропорційного редагування і розміщення елементів на сторінці. Також, даний сервіс пропонує велику кількість готових форм та елементів для створення власних унікальних зображень.

Ще одним простим і зручним інструментом для створення інфографіки є Infogr.am. Даний інструмент дозволяє створити інтерактивну інфографіку за три кроки. Всі дані для готової інфографіки вносяться в таблицю, що нагадує собою Excel. Їх можна редагувати в будь-який момент, а вбудований генератор автоматично оновить готову інфографіку. Після завершення всіх правок результат можна опублікувати на сайті Infogram, вбудувати код інфографіки в свій сайт або блог, а також поділитися посиланням із друзями за допомогою соціальних мереж. Цей інструмент стане у нагоді тим, кому треба продемонструвати будь-які зміни (наприклад, збільшення кількості електронних девайсів в школі за певний період часу).

Visual.ly являє собою якісну платформу, яка має ряд безкоштовних тем для створення інфографіки. Також цей сервіс буде гарною допомогою для тих, хто шукає приклади робіт для створення власної інфографіки. Сервісом користується безліч професіоналів та аматорів зі всього світу впродовж десяти років.

Vennagage — інструмент для створення і публікації інфографіки з досить простим у використанні набором можливостей. Для користувачів доступні готові схеми, теми оформлення, графіки та іконки, також підтримується завантаження авторських зображень і фонів для готових схем. Також сервіс підтримує анімацію та можливість завантажувати фони і картинки з зображенням бренду. Єдиним недоліком є швидкість працювання сервісу, вона не є досить швидкою.

Canva є досить популярним сервісом з наявним конструктором діаграм, який допоможе вам внести всі точні дані та вдало оформити вашу інфографіку. Canva містить усі необхідні зображення, які допоможуть вам перетворити сухі факти на приголомшливу графіку. Бібліотека даного сервісу містить понад 2 мільйони фотографій, значків та ілюстрацій — тисячі безкоштовних зображень, а також преміум-зображення, які доступні лише за 1$. Також користувачі сервісу мають можливість завантажити свою власну графіку, додавши її до інфографіки. У конструкторі Canva можна створювати інфографіку для будь-яких цілей: для презентації, рекламних матеріалів чи шкільного завдання.

Vizualize.me — це додаток, який допоможе зробити ваше резюме цікавим та креативним, перетворивши його на інфографіку, у якій буде виділено ключові цифри і факти, які стосуються кар'єри. Даний сервіс бере інформацію з LinkedIn і перетворює ваше резюме у персоналізовану інфографіку, пропонуючи обрати шаблон який буде вам до вподоби.

Creately є досить зручним інструментом для користувачів, який допомагає створювати професійні діаграми та динамічні схеми. Ви можете вибрати із запропонованого набору типів діаграм, і просто додати свої дані, щоб створити Вашу власну діаграму або графік. Даний сервіс підтримує 7 мов, серед яких — українська.

Таким чином, існує значна кількість різноманітних платформ для створення інфографіки як для професіоналів, так і для початківців. Можна обрати зручний для сервіс, спираючись на потреби та бажання. Розглянуті сервіси є справжніми помічниками для розробників, які бажають створювати корисний та інформативний контент та є ефективним способом об'єднання великої кількості тексту та зображень у єдине ціле.

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ТЕНДЕНЦІЇ ДИЗАЙНУ ДЛЯ МУЛЬТИМЕДІЙНИХ ІНТЕРНЕТ РЕСУРСІВ ТА ЇХ ВПЛИВ НА КОРИСТУВАЧА

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Вступ. Дизайн мультимедійного інтернет ресурсу є головною складовою структури при створенні та подальшому користуванні. Згідно з дослідженнями, від 62 до 90 % першого враження споживача засновані тільки на дизайні ресурсу, що обов'язково вплине на подальші дії та майбутню взаємодію з ним [1].

Тема є актуальною, адже дизайн є важливою частиною комунікації з клієнтами.

Мета статті – проаналізувати актуальні тенденції у дизайні, які спрямовані на взаємодію з користувачем. Для досягнення поставленої мети необхідно вирішити наступні завдання: 1) визначити зміст поняття «актуальні тренди дизайну»; 2) дослідити перелік головних тенденцій дизайну сайту на 2021 рук; 3) надати характеристику зазначеним тенденціям.

Метод дослідження, який використовується, – контент-аналіз

для пошуку ресурсів у мережі Інтернет та ознайомлення з їхніми дизайнерськими особливостями.

Практичне значення статті полягає в систематизації інформації про сучасні тенденції в дизайні, які спрямовані на досягнення впливу на користувача.

Основна частина. Згідно з проведеними дослідженнями та загального аналізу популярних інтернет ресурсів було виявлено декілька актуальних особливостей при створені дизайну (рис. 1).

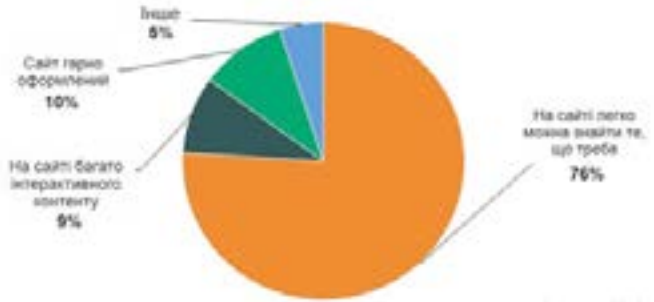

Рис. 1. Складові актуального дизайну інтернет ресурсу на 2021 рік

Колір – це бренд. Різні компанії вибирають кольори для позначення свого бренду [1]. Вибір кольору, який є обличчям бренду, дає змогу впливати на споживача, залишає асоціативне уявлення про те, що ви хочете донести, робить акцент на важливих деталях. Колір – це не просто більш ефективний спосіб привернути увагу потенційних клієнтів, це також спосіб взаємодії з ними на емоційному. У певному сенсі, це спосіб створити свій бренд у свідомості споживача, перш ніж використовувати одне слово або фразу.

Мобільний дизайн – це важлива складова інтернет ресурсу. Використання мобільних пристроїв для доступу в Інтернет продовжує зростати з кожним днем, що є фундаментальним фактом для пошукової оптимізації, але також служить орієнтиром для розробки [2]. Завжди перед розробниками стає головна умова – створити зручну мобільну версію, яка б відповідала основним вимогам. Таким чином створюється декілька правил по принципу, яких створюється ресурс (рис. 2).



Рис. 2. Складові мобільного дизайну

При перегляді ресурсу на першому місці є комфорт та простота на всіх типах пристроїв. Не актуально додавати нескінченні прокручування, багато анімацій та тексту. Дизайн повинен бути мінімалістичним та без важких файлів.

Динамічні сторінки і графіка – це ще одна тенденція в веб-дизайні, яка є актуальною багато років [2]. Використання адаптивних елементів допомагає зберегти якість контенту і підтримати інтерес користувача. Зображення, тексти і відео повинні ідеально відображатися на будь-якому екрані. Сторінки вже не є статичними завдяки включенню невеликих анімацій в Javascript, CSS або SVG, які видаляють GIF-файли, забезпечуючи динамізм. Але завжди треба бути уважним, щоб не перевантажити ресурс і не зробити складною навігацію.

Мінімалістична і швидка навігація сторінки, завантаження якої вимагає часу, вже є поганою. Мінімалізм та простота дизайну обов'язкові для залучення і утримання користувачів. Саме необхідність утримати відвідувача робить дизайн більш зрозумілим. Маленька кількість деталей – це те, що потрібно, щоб зосередити увагу на тому, що дійсно важливо, не відволікаючись на інше. Таким чином, зрозумілий дизайн і мінімалізм можуть стати запорукою успіху.

Віртуальна реальність і доповнена реальність – це тренд вже багато років. Попит на віртуальну реальність кожен день зростає, а особливо на кількість запитів на онлайн-магазини. Зазвичай весь простір робочого столу на екрані монітора займає 30-40 см, коли як інша ширина екрану просто не використовується. Людському оку досить мати всі елементи в межах цієї ширини і зосередженість буде забезпечена. У віртуальній реальності немає єдиного полотна, немає верхньої та нижньої частини. Саме тому багато веб-дизайнери, створюючи експериментальні проекти, створюють варіації VR у вигляді паномарами веб-дизайну, які представляють собою такий собі аналог VR, але в 2D просторі. Поглинання немає, немає необхідності повертати голову, ви прокручуєте

полотно курсором мишки, а глибина (перспектива) – «штучна». [3].

Становиться актуальним те, що компанії вирішують доставляти свої продукти покупцям в найбільш наочному вигляді, з такими технологіями, як віртуальна реальність і доповнена реальність, тим самим збільшують свої продажи.

Штучний інтелект – є однією с головних складових сучасного контенту, який створюється здебільшого не для машин, а для людей, і зараз верхні рядки пошукових систем займають ті тексти, які сподобалися реальним користувачам, а не ті, що просто з ключовими словами. Штучний інтелект розшифровує людську поведінку і може підібрати актуальну тему та ключові слова до неї. Він може виправляти помилки на сторінках сайтів і проаналізувати зовнішнє та внутрішнє ранжування. На відміну від оптимізатора, штучний інтелект може в найкоротші терміни опрацювати величезну кількість інформації [3].

У веб-дизайні штучний інтелект може замінює людину. ШІ може прийняти рішення про те, як буде виглядати макет сайту і які кольорові гами повинні бути використані. Також, він підбирає шрифти, форми кнопок тощо. ґрунтуючись на аналізі поведінкового фактору. Штучний інтелект цілком може найбільш раціональним чином розмістити елементи сторінки і вирішити послідовність показу клієнту.

Висновки. Дизайн мультимедійного інтернет ресурсу за часом змінюється та набуває нових особливостей. Тенденції у дизайні, які спрямовані на взаємодію з користувачем, займають одну із перших позицій при створенні ресурсу. Ресурс повинен бути не тільки цікавим, але і зручним, мінімалістичним і доповненим віртуальною реальністю. Для розробки правильного мультимедійного інтернет ресурсу потрібно продумувати всі деталі структури. Використання інтерактивних елементів зберігає якість контенту і підтримує інтерес користувача, що дає змогу залишити гарне враження. Тому незалежно від інструменту або технології – як раз ці принципи і теорії будуть завжди, саме вони і дозволять створити мультимедійний інтернет ресурс, який буде також цікавий, інформативний, функціональний при всіх варіантах взаємодії з ним.

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ВІРТУАЛЬНИЙ МУЗЕЙ У СУЧАСНОМУ СВІТІ

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Потреба в віртуальних музеях стала більш гострою з виникненням карантинних обмежень. Люди хочуть бути ближчим до мистецтва і освіти, навіть якщо неможливо фізичне відвідування.

Віртуальний музей поєднує в собі традиційну концепцію музею та комунікаційну технологію мережі Інтернет, що дозволяє «відвідувати» музей дистанційно. Це колекція цифрових зображень, звукових файлів, текстових документів та інших даних, що представляють історичний, науковий чи культурний інтерес, до яких можна отримати доступ електронні носії інформації.

Віртуальні музеї часто зустрічаються на «веб-сайтах» музеїв для розповсюдження власної інформації. Ці сторінки частіше містять адміністративну інформацію, таку як години роботи, правила та послуги. Віртуальний музей в цьому плані виконує роль путівника і йде як доповнення. Також існують «віртуальні виставки» — онлайн-екскурсії. Деякі установи можуть надати зображення широко відомих експонатів, які можуть бути знайдені в музеях. Віртуальні музеї складаються з колекцій, які створюють легкий доступ, вільну структуру, здатність гіперпосилання, інтерактивність і мультимедійні можливості Всесвітньої павутини та пропонують широкий спектр можливостей для занурення в мистецтво.

Концепція віртуального музею дає можливість зберегти всі оригінали важливих історичних артефактів та поділитися ними з усім світом. Віртуальний музей дає можливість воскресити культуру будь-якої частини світу. Можливо створювати цифровий світ, в якому буде втілюватися будь-який історичний момент часу, що можна брати під повний редакторський контроль. Також віртуальні музеї дозволяють влаштовувати шкільні «поїздки» в музей, не покидаючи класу, що покращує систему навчання. Віртуальні музеї відкривають шлях до більшої кількості відвідувачів, не звертаючі на карантинні обмеження.

У всьому світі віртуальні музеї набирають більшої популярності. Найбільш відома платформа — Google Arts & Culture. Вони

представляють колекцію віртуальних музеїв свої партнерів: Британський музей у Лондоні, музей Ван Гога в Амстердамі, Гуггенхайм У Нью-Йорку. Також система віртуального музею поширилася на Національну галерею мистецтв у Вашингтоні, музей Орсе в Парижі, Національний музей антропології в Мехіко, музей Пікассо в Барсилоні, та багато інших.

Платформа Google Arts & Culture дозволяє користувачам переглядати зображення з високою роздільною здатністю та відео з творами мистецтва та культурними артефактами в онлайн режимі. Сайт дозволяє відвідувати екскурсії по віртуальним галереям, переглядати ілюстрації, за допомогою опції «Перегляд галереї», що дозволяє збільшувати зображення для детального перегляду, та створювати власну колекцію витворів мистецтва. Також платформа дає можливість пошуку будь-якого представленого експонату. За допомогою категорій користувач може переглядати витвори мистецтва, що об'єднані за однією тематикою, створені в одній країні, одним художником чи за датою їхнього створення. Платформа надає можливість користувачеві дистанційно побувати на екскурсії, прослухавши аудіогід та «пройшовшись» відео-екскурсією по галереї. Google Arts & Culture включає освітні інструменти. Наприклад існують функції: «Виглядай як фахівець» та «Зроби сам», вони дозволяють проводити вікторини, та краще засвоювати інформацію.

Для Google Arts & Culture були застосовані вже існуючі технології та спеціально створені нові. Таким чином була створення власна внутрішня версія 360-градусної системи камер Google Street Viev, використовувалася система створення Clauss Rodeon VR Head Hd та Clauss VR Head ST, що робила фотографії високої роздільної здатності, та приділяти більшу увагу користувачів до деталей. Для покращення якості зображення команда працювала з освітлювальними та фототехніками з командами музеїв-партнерів. Вони створювали гіперпіксельне зображення у природному світлі і в темряві, що дозволило зафіксувати приховане фосфоресцентне зображення картини, яке світиться в темряві.

В Україні віртуальні музеї представлені в концепції онлайн турів, де можна в онлайн режимі роздивитися всі важливі пам'ятки. Такими турами є: Віртуальний тур українськими музеями просто неба, де представлені сім музеїв України, де можливо опинитись в минулі століття; віртуальна екскурсія Острозьким замком; віртуальна екскурсія музеєм-садибою Івана Котляревського в Полтаві; віртуальна екскурсія музеєм Волинської ікони; віртуальна екскурсія Національним військово-історичним музеєм, тощо.

Отже, віртуальні музеї нині є необхідною та актуальною

знахідкою, що дозволяє культурно збагачуватись не відвідуючи інші країни, та навіть не виходити з дому. Завдяки своїй концепції, віртуальні музеї можуть зберегти і відтворити історичні артефакти. Можуть перенести відвідувача у бідь-який час і у будь-яку країну.

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ВИБІР КОЛІРНИХ РІШЕНЬ ДЛЯ РЕАЛІЗАЦІЇ ЕРГОНОМІЧНОГО ДИЗАЙНУ ВЕБ-САЙТІВ

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Перший в світі сайт, info.cern.ch, було створено 6 серпня 1991 року. Його творець, Тім Бернерс-Лі, опублікував на ньому опис нової технології World Wide Web, заснованої на протоколі передачі даних HTTP, системі адресації URI і мові гіпертекстової розмітки HTML. Також на сайті були описані принципи установки і роботи серверів і браузерів. Сайт став першим в світі інтернет-каталогом, оскільки пізніше Тім Бернерс-Лі розмістив на ньому список посилань на інші сайти.

Всі інструменти, необхідні для роботи першого сайту, Бернерс-Лі підготував ще раніше — в кінці 1990 року з'явилися перший гіпертекстовий браузер WorldWideWeb з функціоналом веб-редактора, перший сервер на базі NeXTcube і перші веб-сторінки.

Звісно зараз, через тридцять років, даний сайт не вразить пересічних користувачів ні з точки зору функціоналу, ні з точки зору дизайну. Інтернет-технології стрімко розвиваються, а веб-сайти стали таким самим продуктом творчої думки дизайнерів, як логотипи чи обкладинки книжок. Тому веб-сайт повинен бути не тільки зручним з технічної точки зору, а також естетично привабливим, оскільки зовнішні, візуальні аспекти так само впливають на зручність користування, тобто

на ергономічність веб-ресурсу.

Колірні рішення є одним з найголовніших аспектів формуванням візуальної складової будь-якого продукту дизайну. Колірна палітра — нарівні з макетом і типографікою — формує перше враження про дизайн. Тому підбір кольорів є складним та важливим процесом у проектуванні будь-якого сайту.

Перші веб-сайти були максимально прості. І тут мова йде не про мінімалізм, а саме про технічні обмеження. В буквальному сенсі вони містили лише звичайний чорний текст на білому тлі та сині гіпертекстові посилання. Дещо пізніше веб-сайти почали отримувати колірне та шрифтове оформлення, що проте далеко не завжди було грамотним. Нині існує безліч веб-сайтів. Серед них можна знайти приклади як успішного та ергономічного дизайну, так і невдалі зразки. Тож важливо визначити, як створити для інтернет-ресурсу колірне оформлення, якими правилами слід керуватися та яких принципів слід дотримуватися.

Доведено, що колір на 90% формує перше враження про веб-сайт. Гармонійна колірна палітра створює відчуття балансу і порядку. Кількість використовуваних кольорів буде залежати від складності обраного типу колірних поєднань. Необхідно визначити колір таких елементів як фон, текст, гіперпосилання, «хідер» та «боттом» тощо. Також слід продумати додаткові кольори для виділення певним елементів, що «спонукають до дії» (наприклад, кнопки). Вибір колірної палітри для усього спектру перелічених частин веб-сайту є складним процесом, оскільки найважливішим аспектом є збереження збалансованості на сторінці.

Серед сучасних веб-сайтів є безліч прикладів успішно використаних кольорових палітр. До того ж всі вони є максимально різноманітними. Можна знайти веб-сайти, що дотримуються строго скандинавського мінімалізму і використовують не більше трьох-чотирьох кольорів. З іншої сторони є веб-сайти, колірна палітра яких є максимально широкою та при цьому виглядає естетично та привабливо на самому сайті.

Вибір колірного оформлення залежить від цільової аудиторії сайту, від сфери діяльності компанії та багатьох інших аспектів. Тому роботи над колірних оформлення веб-сайту, як вже було зазначено, є дуже кропітким процесом. У даному випадку складно виділити загальні правила, які були б універсальними для усіх, хто займається створенням сайтів, проте можна впевнено говорити про те, що колірна палітра, обрана для оформлення веб-сайту, повинна виглядати цілісно.

Знання у сфері теорії кольору та психології кольорів дозволять одразу зрозуміти, які кольори поєднуються краще, які кольори будуть

виглядати «зайвими» на сторінці. Для створення гармонійних поєднань на перших етапах може знадобитися використання колірного кола чи веб-ресурсів, що пропонують певні колірні палітри. Зазвичай палітри, підібрані на таких сайтах, є дійсно естетично-привабливими, тому їх використання є безпрограшним варіантом.

Колірна палітра повинна не тільки висловлювати цінності вашого бренду, а й залучати цільову аудиторію. Слід створити (або обрати) колірну палітру, що забезпечить унікальність створюваного веб-сайту у певній ніші, буде виглядати ергономічно та естетично.

Як вже було зазначено, не існує загальних правил, що стали б у нагоді для усіх веб-сайтів проте можна виділити деякі поради, що стосуються балансу та психології кольорів.

Баланс кольорів. Щоб домогтися збалансованого рішення, яке буде найкращим чином управляти увагою користувача, рекомендується комбінувати кольори в співвідношенні 60/30/10:

- 60% — домінуючий колір;
- 30% — додатковий колір (можна використовувати два відтінки одного);
- 10% — кольорові акценти.

До ідеальної відповідності доводити не варто. Головна думка — повинні бути основні кольори і відтінки для акцентів.

Психологія кольорів. Опитування американського дизайнера Джо Халлока показало [1], з якими якостями люди найчастіше пов'язують різні кольори:

- Довіра: синій (34%), білий (21%), зелений (11%).
- Безпека: синій (28%), чорний (16%), зелений (12%).
- Швидкість: червоний (76%).
- Доступність: помаранчевий (26%), жовтий (22%), коричневий (13%).
- Висока якість: чорний (43%), синій (20%).
- Технологічність: чорний (26%), сірий (23%), синій (23%).
- Надійність: синій (43%), чорний (24%).
- Мужність: фіолетовий (29%), червоний (28%), синій (22%).
- Гумор: помаранчевий (28%), жовтий (26%), фіолетовий (17%).

Звісно, ці показники багато в чому залежать від індивідуальних аспектів, проти їх все ж бажано враховувати при розробці веб-сайтів.

Дизайн веб-сайтів в певній мірі залишається полем для експериментів, проте дотримання певних принципів та наявність знань з теорії кольору та інших суміжних наук є безперечно важливими.

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ПЛАКАТ, ЯК ЗАСІБ МОТИВАЦІЇ СУЧАСНОЇ МОЛОДІ

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Психологи давно виявили, що мотиваційні плакати мають сильний вплив на людські емоції, адже такі постери надихають глядача на певні думки, що підштовхує на дію, на якусь зміну емоційного стану. Головна мета мотиваційного плаката – стимулювати, спонукати щось зробити, досягти більшого, змінити погляд на той чи інший предмет, надихати на роботу над собою або просто змушувати позитивно задуматися, підняти настрій [2].

Мотиваційні постери одночасно вирішують два завдання: підвищують мотивацію за допомогою ємних точних цитат, які діють на глядача, не тільки словом, як суттю проблеми, а і працюють як графічні образи з психологічною складовою; прикрашають простір яскравим і актуальним сучасним дизайном. Мистецтво, виражене в плакатах може бути мотиваційним саме по собі. Воно творчо стимулює, підіймаючи дух.

Для створення хорошого дизайну мотиваційного постеру, необхідно дотримуватись певних принципів. До них можна віднести: 1) однозначність та зрозумілість викладеного матеріалу для легкого розуміння змісту; 2) лаконічність, графічна виразність думки; 3) синхронність; відповідність сприйняттю сучасного користувача.

Відповідно до композиційних особливостей, можна виділити такі плакати: 1) графічний, де центральним є зображення, тобто текстова складова майже відсутня; 2) плакат з поєднанням тексту і графіки, які доповнюють один одного, будучи невід'ємними компонентами; 3) шрифтовий, головним елементом якого є текстовий слоган. У плакаті часто використовують художню метафору, різномасштабні фігури, поєднання фотографії, малюнка, живопису. Особливу увагу надають текстовому компоненту – шрифтовій композиції, розміру і кольору шрифту, адже колір здатний впливати на психіку людини, її поведінку,

здоров'я, стосунки, настрій, тренування та місце в колективі. Колір стимулює розвиток деяких реакцій прийняття рішень, тому він є одним із найефективніших візуальних засобів при створенні мотиваційних постерів. Колір виконує такі функції: привернення уваги, сприяння розумінню, підкреслення найважливіших деталей, підвищення запам'ятовуваності, формування позитивного ставлення до думки, наведеній у постері [3].

Надихаючий плакат є одним із засобів мотивації сучасної молоді. Основним фактором його популярності серед молоді є здатність постеру підіймати сильний дух. Мотивація допомагає формувати позитивне ставлення, покращуючи самооцінку та впевненість молодих людей. Це посилює їх креативність та допитливість, що збільшує бажання вчитися. Мотивована молодь не боїться ставити цілі, і більше того, такі підлітки наполегливо працюють для їх досягнення. Вони краще контролюють негативні емоції і ніколи не втрачають здатності вірити в себе [1].

Крім того, такі плакати роблять навчальний процес цікавішим. Навчальні та мотиваційні плакати – це чудові наочні посібники, які можуть покращити навчання. Вони дають можливість створити чітке уявлення про те, про що говорить викладач. Студенти зможуть набагато краще зрозуміти матеріали, якщо побачать ілюстрацію, що відображає тему. Таким чином, ці допоміжні засоби тренують мозок, просувають творчі здібності вперед, змушують молодь замислитися над проблемами та створити основу того, що вони вивчають. Плакати допомагають студентам краще зрозуміти концепцію, оскільки вони довше зберігають цю ідею на увазі. Візуалізовані ідеї легше запам'ятати. До того ж, барвистий декор може зробити будь-яке середовище цікавішим та захоплюючим.

Мотиваційні плакати в аудиторії складають міцну базу для успішного академічного навчання, вивчення та проживання повного життя. Вони є не просто чудовим доповненням до декору класу, а потужним інструментом для підняття духу студентів за допомогою надихаючих повідомлень. Плакати з таким типом вмісту забезпечують заохочення та підтримку протягом дня.

Важливо зазначити, що мотиваційні постери також будують міцні та позитивні стосунки. Вони можуть допомогти студентам у їх соціальній обізнаності та навичках стосунків. Певні типи цитат стимулюють їх бути чесними та відкритими у висловленні своїх почуттів або спілкуванні з іншими. Вони також допомагають молоді усвідомити, що різні слова можуть побудувати різні стосунки та призвести до певних емоційних реакцій. Ці плакати служать навчальним посібником для навчання терпінню, контролю за імпульсивною поведінкою та роздумів перед

тим, як діяти.

Отже, мотиваційні плакати – це чудовий спосіб зосередити увагу студентів на здоров'ї та толерантності, дружбі та доброті, важливості ніколи не здаватися та залишатися в ентузіазмі.

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КРИТЕРІЇ ВИБОРУ КОЛІРНИХ ПАЛІТР У ГЕЙМДИЗАЙНІ

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Актуальність теми. Геймдизайн сьогодні — одна з галузей, що активно розвивається як в Україні, так і за кордоном. З урахуванням пандемії, багато людей вимушені залишатися вдома, і значну долю часу проводять за комп'ютерами та відеоіграми. За даними аналітичної компанії SuperData обсяг ринку відеоігор в 2020 році досяг $ 126,6 млрд і виріс за рік на 12%; ринок мобі-льних ігор зріс на 10% і склав 58% в загальному обсязі ігрової галузі; а прибуток ігор, у порівнянні з 2019 роком, зріс на 28% [1]. Зважаючи на це, актуальним постає дослідження різних аспектів геймдизайну: від задуму, до програмного втілення. Особливо важливим є питання визначення правильного колірного рішення. Адже колір в ігровому середовищі — це не лише приваблива картинка, а важливий функціональний елемент.

Виклад основного матеріалу. Геймдизайн (ігровий дизайн) — це велика сфера, що спирається на галузі інформатики/програмування, креативної твор-чості та графічного дизайну. Ігрові дизайнери беруть на себе творче керівництво в уявленні та реалізації ігрових світів[1]. Створення ігор — це тривалий і склад-ний процес, що вимагає вирішення безлічі завдань та виконання багатьох ролей для створення

готового продукту. Це багатоаспектна діяльність, що спрямована на проєктування дизайну рівнів; розробку сюжету; створення дизайну вмісту, сцен і персонажів; програмування / конструювання системи; світловий дизайн; дизайн інтерфейсів та ін. І кожний з цих напрямів так чи інакше пов'язаний з роботою з кольором. Адже без кольору неможливо реалізувати жодної гри. «Колір — або навіть відсутність кольору — впливає на будь-яку коли-небудь створену гру. Колір — це одна з основних емоційних ознак, яку дизайнер може використовувати, щоб задати настрій в грі і, отже, гравцеві. Насправді, розумін-ня того, як правильно використовувати колір, може бути різницею між успішним додатком або тим, який майже не завантажується» [5].

Дійсно, у геймдизайні колір має надзвичайно важливе значення. Аналіз наукових публікацій [3; 4] дозволив виокремити основні функції, які відіграє колір: пробудження емоційних реакцій у користувача, надання об'єктам реаліс-тичності, надання елементам зрозумілості та розрізненості, створення візуально-го інтересу, створення символічних повідомлень, побудова візуальної ієрархії, реалізація механіки гри, естетична привабливість тощо.

Одночасно, вибір вдалого колірного рішення є досить складним завдан-ням, адже необхідно визначити колірну палітру сцен та їх елементів, забарвлен-ня головних персонажів та реквізитів, спливаючих підказок, елементів керування та інтерфейсу вцілому. Також важливо, щоб кольори гармонійно поєднувалися, добре розрізнялися, були достатньо контрастними і чинили «запрограмовану» дію на користувача.

На що ж необхідно звертати увагу при виборі колірного рішення у гей-мдизайні. Насамперед, на жанр гри (екшн, стратегія, рольова гра, симулятор, пригоди та інші різновиди). Дійсно, екшн і стратегія будуть суттєво відрізнятися за колірним рішенням, адже в одному випадку колір покликаний тримати у на-прузі, а в іншому допомагати зосередитися на вирішенні завдання.

Також на вибір кольорів чинить вплив загальне стилістичне рішення: кла-сика, поп-арт, вінтаж чи гранж характеризуються різним колірним втіленням.

Іншим, не менш важливим критерієм, є аудиторія, для якої адресовано гру. Тут необхідно враховувати такі параметри як вік (діти, підлітки, дорослі) та стать. Яскравим насиченим кольорам віддають перевагу діти молодшого віку, а ось дорослим подобаються більш стримані рішення. Також важливо визначити-ся і з емоційними реакціями користувача під час проходження гри. Залежно від ситуації, кольори можуть активізувати, збуджувати, тримати у напрузі або на-впаки, розслабити чи надати впевненості.

Висновки. У доповіді розглянуто значення кольору у геймдизайні, встановлено, що це один з ключових факторів створення захопливих ігор. Визначено основні критерії вибору колірних палітр: жанр гри, стиль та аудиторія. Враху-вання розглянутих критеріїв при проєктуванні гри зробить вибір колірного рі-шення виваженим, кінцевий продукт не лише естетичним, а й функціональним, а процес проходження гри комфортним для користувача. Подальшим напрямом дослідження буде побудова алгоритму вибору колірної палітри в геймдизайні на основі визначених критеріїв, щоб спростити розробникам процес вибору кольорів.

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ЕКСПЕРТНА СИСТЕМА ДЛЯ ОЦІНКИ ЯКОСТІ СТИСНЕННЯ ЗОБРАЖЕНЬ ТА АУДІОСИГНАЛІВ

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При розробці нових алгоритмів стиснення та кодування інформації постає питання оцінки результатів проведених дій. Та саме на цьому етапу виникає необхідність збирати експертів або людей із знаннями, розумінням з конкретної галуз для проведення експертиз і отримання відгуків. Для автоматизації цього процесу і зменшення витрат людського ресурсу можна розробити експертну систему яка буде реалізовувати дані функції та одночасно з цим буде володіти можливістю обробки даних.

Експертною системою (ЕС) називають систему підтримки прийняття рішень, яка містить знання з певної вузької предметної області, а також може пропонувати користувачу вирішення проблем з цієї галузі і обґрунтовувати їх. Експертна система складається з бази знань, механізму логічного виводу і підсистеми обґрунтувань [1].

Отже, експертна система це певний програмний засіб, який при вирішенні поставлених завдань користувача оперує знаннями експертів в певній області. Це означає, що будь-яка експертна система вузько направлена.

Ключовою особливістю запропонованої системи є аналіз масивів даних які представлені у вигляді зображень і аудіо сигналів стиснених різним способом. Порівняння відбувається шляхом встановлення відповідності між рядом властивостей якими описаний об'єкт і оцінкою якою оцінив експерт або ряд експертів за певними критеріями, які відображаються зв'язок між певними змінними та значенням для користувача і його потреб. Найпоширенішою і природною формою представлення знань у системі є їх запис у вигляді професійних правил або тверджень типу "якщо..., то..." [1].

При роботі даної системи відбувається діалог користувача з системою, а також аналіз файлу з можливістю отримання необхідних характеристик і інформації про об'єкт який розглядається.

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ПРОГРАМНЕ ЗАБЕЗПЕЧЕННЯ ДЛЯ СТВОРЕННЯ КІНЕТИЧНОЇ ТИПОГРАФІКИ

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Кінетична типографіка – нова тенденція, яка сьогодні актуальна в моу-шен графіці. По суті, це рухома типографіка: текст переміщається по екрану, трансформується, видозмінюється в реальному часі. Бажання зробити текст динамічним виправдано: так можна виділити продукт або контент на тлі інших, висловити додаткові значення, зробити текст більш емоційним[1].

Кількість анімаційних роликів з кінетичною типографікою невпинно зрос-тає. Вони з'являються як в соціальних мережах та телебаченні, так і в створенні титрів, музичних кліпів. Кінетична типографіка знаходиться в постійному русі, не стоїть на місці, вона працює з часом і в часі, як елемент дизайну, зроблений в рухомій і активній формі. Вона є синонімом сучасного дизайну 21 століття.

Звичайно, що з високим попитом на таку продукцію з'являється значна кількість програмного забезпечення, що вирішує проблему створення моушен дизайну та кінетичної типографіки. Програми різняться за можливостями і фун-ціоналом, складністю і доступністю. Тому важливо їх систематизувати для по-легшення вибору в залежності від поставленої мети.

Можна умовно поділити програмне забезпечення на 2 групи: професійні програми та програми для новачків, а саме веб-платформи.

До першої групи відносяться такі програми як Adobe After Effects, Cinema 4D.

Adobe After Effects – програмне забезпечення для анімованої графіки від Adobe. Доступне як для користувачів Windows так і MacOS. Найкраще програм-не забезпечення для текстової анімації. У порівнянні з іншими варіантами, пред-ставленими нижче, це програмне забезпечення більш складне і вимагає деталь-ної підготовки перед тим, як приступити до створення дизайну. У чому ж особ-ливості цієї програми? Програма пропонує доступ до маски і точкам форми, широкого спектру вибору шаблонів для анімації, множинних ефектів, використання стандартних елементів програмування мови JavaScript та реалізації кіне-тичної типографіки її методами та атрибутами.

Maxon Cinema 4D – потужна програма для роботи з 3D на професійному рівні. Вона має потужні і точні інструменти моделювання, гнучку систему текс-турування, інтуїтивно зрозумілу анімацію і можливість рендерингу в системах від фотореалістичних до мультиплікаційних[2]. Доступне як для користувачів Windows так і MacOS. Особливістю цієї програми є створення кінетичної типографіки в дво- і тривимірному вигляді.

Друга група містить велику кількість веб-програм для створення кінетич-ної типографіки. Ці програми використовується новачками та більш досвідчени-ми користувачами для створення неважкого, короткометражного ролику з кіне-тичною типографікою. Особливістю таких платформ є те, що програму не пот-рібно скачувати на комп'ютер, налаштовувати та вивчати всі її функції. Зазви-чай вони інтуїтивно зрозумілі, тому це зручно, а час створення дизайну максимально короткий.

Розглянемо 2 найпопулярніші програми: Animaker та Renderforest.

Animaker – веб-інструмент для створення відео, який надає всі функції, необхідні для створення відеоролика з приголомшливою кінетичною типографі-кою. Це програмне забезпечення має простий користувальницький інтерфейс, завдяки чому новачкам відносно легко зрозуміти і використовувати його функції. До речі, інструменти досить корисні і для досвідчених користувачів.

Інструмент пропонує створювати анімовані відеоролики, відеоінфографі-ку і ряд анімованих презентацій. Безліч шаблонів з набором аудіофайлів можна інтегрувати в ролик з анімованою типографікою[3]. Animaker містить запис, криву і інші функції, які дозволяють редагувати і змінювати відео. Крім того, з цим програмним забезпеченням для кінетичної типографіки легко ділитися ство-реними роликами в соціальних мережах.

Тож до основних переваг цієї програми можна віднести створення відео в форматі Full HD, широкий вибір анімацій і переходів, шаблони, соціальний об-мін. Веб-платформа містить декілька пакетів використання: безкоштовний, базо-вий, стандартний та про-версія.

Renderforest – потужна і водночас проста веб-платформа, яка забезпечує легке створення відеороликів з кінетичної типографікою[3].

Перевагою цієї програми над іншими веб-платформами є те, що вона пов-ністю безкоштовна. До того ж, інтерфейс програми настільки інтуїтивно зрозу-мілий, що його використовують все більше і більше дизайнерів. Якщо потрібний редактор для анімації текстових логотипів, Renderforest це найкращий вибір, адже тут є величезний вибір шаблонів саме для такого виду дизайну[4]. Крім того, цей інструмент може створювати вступні відеоролики для контенту YouTube.

Отже, в ході дослідження було визначено, що наразі існує значна кіль-кість програмного забезпечення для створення кінетичної типографіки. Тому не важливо чи є у вас досвід роботи з анімацією, чи є можливість купити програму і яка у вас мета роботи. Можна знайти програму, що задовольнятиме всі потреби як творця продукту так і кінцевого споживача.

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3. Best Kinetic Typography Maker [Електронний ресурс]. − Режим доступу: https://lightmv.com/best-kinetic-typography-maker.html

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ПРОБЛЕМА НЕСВІДОМОГО ПЛАГІАТА В ГРАФІЧЕСКОМУ ДИЗАЙНІ

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Для сучасного графічного дизайну дуже актуальною є проблема несвідомого плагіату. Часто відбувається так, що дизайнер створює самостійний проект, а потім з'ясовується, що вже є подібна робота, про існування якої дизайнер не знав. Але такий проект все одно буде вважатися плагіатом, тому що у багатьох моментах схожий на вже існуючий, і не важливо знав чи не знав про нього автор нового дизайну. Ця проблема називається несвідомим плагіатом і є поширеною сьогодні. Переробка дизайну на оригінальний займає багато часу, а також автор первинного дизайну може подати скаргу до правоохоронних органів стосовно захисту свої авторських прав на роботу.

Очевидно, що дизайнерам необхідний ресурс, за допомогою якого можна швидко та легко дізнатися, чи є робота оригінальною. Тому пропонуємо рішення проблеми несвідомого плагіату – створення онлайн сервісу, який за допомогою певних алгоритмів буде порівнювати новий дизайн з вже існуючими. Така перевірка має проводитися в кілька етапів. По-перше, сервіс буде перевіряти дизайн з іншими дизайнами, завантаженими до його бібліотеки. По-друге, сервіс аналізує дизайни на сайтах-партнерах сервіса, які надали доступ до власних бібліотек. По-третє, шукає схожі роботи на інших відкритих інтернет-платформах, таких як Pinterest, Instagram, сайти фрілансерів з відкритим доступом до портфоліо. По-четверте, сервіс повинен провести пошук в Google Картинках та на всіх інших доступних сервісах.

Потрібно, щоб сервіс перевіряв не лише зображення в цілому, а також аналізував окремі елементи роботи для того, щоб уникнути плагіату в малий, але важливих деталях.

Цей сервіс повинен знаходитися в відритому доступі для користувачів. Але пропонується необхідність авторизації. Також може бути запропонований варіант платного преміум-акаунту. Володар такого акаунту витрачатиме меншу кількість часу на перевірку.

Було проведено дослідження на предмет існування подібних сервісів. Виявлено, що у відкритому доступі знаходиться небагато таких інтернет-ресурсів. Існує безліч сайтів для аналізу унікальності тексту, але аналогічної перевірки для графічних робіт майже немає.

Наведений перелік існуючих ресурсів пошуку плагіату у дизайні:

1. Онлайн-сервіс https://tineye.com/. Безкоштовна перевірка, механізм роботи становить такий алгоритм: користувач завантажує зображення або вказує його URL-адресу, сервіс шукає схожі зображення в Інтернет-просторі.

2. Онлайн-сервіс https://content-watch.ru/website/. Безкоштовна перевірка оригінальності дизайну веб-сайту, його окремої сторінки або ресурсу загалом. Для доступу до історії перевірок необхідна авторизація в системі. Алгоритм обробки запиту: користувач вводить адресу веб-сайту або окремої інтернет-сторінки, сервіс сканує веб-сайт.

3. Функція пошуку по фото в Google-картинках. Google-картинки надають користувачу можливість перевірити існування подібних зображень в інтернеті.

Отже, можна дійти до висновку, що створення спеціалізованого онлайн-сервісу для перевірки дизайну на оригінальність є дуже актуальною та необхідною ініціативою. Подібний ресурс допоможе працівникам графічної індустрії зберегти свій час та спростить процедуру перевірки робіт на наявність плагіату. Також створення даного сервісу покладе шлях до вирішення проблеми несвідомого плагіату. Різним дизайнерам можуть приходити подібні ідеї, а наявність сервісу перевірки допоможе їм уникнути звернень до правоохоронних органів щодо проблеми авторського права на роботу.

МІЖНАРОДНИЙ СТИЛЬ У ДИЗАЙНІ ПЛАКАТУ

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Актуальність теми. Графічний рух, народжений у 50-х роках, досі дуже впливовий у дизайнерській стратегії сьогодні. Правила та естетика швейцарського дизайну настільки широко використовуються сучасними дизайнерами, що в підсумку вони злилися з самою ідеєю “дизайну” не тільки під час проектування плакатів, а й графічного інтерфейсу користувача, веб-дизайні й навіть архітектурі.

Принципи міжнародного стилю. Чистота. Читаність. Об’єктивність. Лише кілька ключових слів, що описують рушійну силу, яка стоїть за Міжнародним Стилем (Швейцарським). XIX століття ознаменувало відділення дизайну від образотворчого мистецтва, а разом із ним і народження “сітчастого” дизайну [1].

Уподобанням швейцарського стилю були шрифти без засічок, вирівняні по лівому краю з нерівним правим краєм. Найбільш привілейованим шрифтом був Akzidenz Grotesk, який, на думку Швейцарських дизайнерів, був функціональним, не стилізованим, а також не мав політичного багажу. Як ви могли знати, Akzidenz Grotesk послужив зразком для Neue Haas Grotesk, пізніше перейменованого в Helvetica. Швейцарські дизайнери змінювали розмір шрифту, щоб створити більший візуальний ефект, а також зробити натяк на ієрархію інформації. Вони використовували "шкалу розмірів" у своєму шрифті, щоб контролювати потік через їх дизайн і створювати в ньому ритм [2].

Макети плакатів, як правило, були асиметрично організовані та побудовані на математичній сітці. Асиметрія робить більший акцент на пробілах, як й загальна мінімальна естетика. Швейцарські дизайнери дотримувались асиметричного балансу між позитивними та негативними елементами дизайну. Хоча асиметрично організована, основна сітка допоможе створити візуальну єдність у всьому. Єдність також підтримувалась завдяки інтенсивному використанню повторень у кольорі та фігурах та надалі підкреслювалась шляхом трансформації фігур. Незважаючи на те, що акцент робився на абстрактних геометричних фігурах, фотографія відіграла велику роль у швейцарському дизайні. Об'єктивна фотографія розглядалася як чудовий спосіб спілкування [2].

Художнє натхнення та роботи деяких швейцарських дизайнерів. Швейцарські дизайнери не створили цей високо-модерністичний підхід не з порожнього місця. Швидше за все, вони розглядали прецеденти на стику мистецтва та дизайну з періоду, який охоплював приблизно 1914 та 1939 рр. Вони включали рух супрематизму та конструктивізму в Росії, Де Штейля в Нідерландах та натхненну конструктивізмом роботу Баугауза (вищої школи будівництва й дизайну), який у свій час, доки не зник, здійснив сильний вплив на розвиток модерного мистецтва та архітектури у всьому світі.

Йозеф Мюллер-Брокманн. Мюллер-Брокманн був одним з провідних героїв швейцарського дизайну в 1950-х. Його високо цінують за плакати, на яких текст, фотографії та проста графіка створюють вражаючі та ритмічні композиції.

Він також добре відомий своєю непохитною прихильністю до проектування дизайну на основі сіток. За його власними словами:

"У моїх плакатах, рекламах, брошурах та виставках суб'єктивність пригнічується на користь геометричної сітки, яка визначає розташування типу та зображень. Сітка — це організаційна система, яка полегшує читання повідомлення... Сітка — це організаційна система, яка дозволяє

досягти впорядкованого результату за мінімальних витрат. Завдання вирішується легше, швидше та якісніше". Нижче наведена одна з його робот (рис. 1).



Рис. 1. Йозеф Мюллер-Брокманн "Der Film", 1960 р.

Армін Хофманн. У Базелі Армін Гофман досліджував подібний, але тим не менш відмінний підхід. Його робота надає ще більшої ваги типографіці та використовує вражаючі тональні контрасти. Хоффман провів викладацьку роботу в Єльському університеті в середині 50-х років, і він сприяв принесенню швейцарського стилю до Сполучених Штатів.

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ПРОБЛЕМА ПРОЄКТУВАННЯ ІНТЕРФЕЙСІВ ДЛЯ НЕЗРЯЧИХ ЛЮДЕЙ

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Інтерфейси, на сьогоднішній день, будь-то мобільний додаток, веб-сайт чи будь-яке програмне забезпечення – це більшою мірою візуальне явище, для використання якого необхідні певні когнітивні функції мозку, у тому числі і зорове сприйняття. Останнє слід виділити

як одну з найважливіших когнітивних функцій, потрібних для взаємодії з електронними сервісами, тому що вона необхідна для ідентифікації візуальних елементів та повного розуміння їх призначення. Але далеко не у всіх є можливість бачити та сприймати інтерфейси так, як це задумувалося дизайнерами та розробниками.

Весь світ прагне повної діджиталізації: майже усі оффлайн сервіси тією чи іншою мірою переводяться в онлайн формат, тому питання інклюзивності є важливим як ніколи. Дослідження присвячено проблемі використання сучасних електронних ресурсів людьми з вадами зору, а точніше – незрячими людьми, та розгляду можливих шляхів їх вирішення.

Немає кращого способу пояснити проблеми незрячих людей у використанні інтерфейсів, ніж на реальній історії. У статті [1] описано реальну історію незрячого головного бухгалтера страхової компанії, яка використовує веб-документи та бланки через корпоративну інтрамережу, і, як і багато інших незрячих користувачів комп'ютерів, не читає шрифт Брайля.

Для доступу до Інтернету вона використовує зчитувач з екрана та мобільний телефон. Як програма зчитування з екрану, так і функції мобільного телефону забезпечують її інформаціє про операційну систему пристрою, програми та текстовий вміст у формі мовного виведення. Під час доступу до веб-вмісту, засіб зчитування з екрана вголос вказує структурну інформацію на веб-сторінці, таку як заголовки, заголовки стовпців і рядків у таблицях, елементи списку, посилання, елементи керування формою тощо, що дозволяє їй краще орієнтуватися на сторінці, заповнювати та подавати форми та отримувати ефективний доступ до інформації. Вона здатна слухати і розуміти мовлення на дуже високій швидкості. Проте, досить часто стикається з проблемами, такими як ситуація, коли веб-сайти неправильно кодовані і не містять на зображеннях альтернативних текстових описів. Іноді вона опиняється в пастці веб-сторінки, у якій не можна перемикнутися на іншу область, тому їй доводиться взагалі покинути цю сторінку. [1]

Такі історії показують важливість залучення сліпих людей у процес створення дизайну інтерфейсів електронних ресурсів та виявляють проблеми, з якими стикаються люди з вадами зору (у даному випадку незрячість), а виявлення цих проблем сприяє їх рішенню.

Люди з вадами зору, як правило, покладаються на змінення презентації веб-вмісту на форми, більш придатні для їхніх конкретних потреб. Наприклад:

- збільшення або зменшення розміру тексту та зображень;
- налаштування параметрів шрифтів, кольорів та інтервалів;
- прослуховування синтезу змісту тексту в мовлення;

- прослуховування звукових описів відео в мультимедіа;
- читання тексту за допомогою оновлюваного шрифту Брайля.

Щоб ці методи веб-перегляду працювали, розробники повинні забезпечити презентацію веб-вмісту, яка не залежить від основної структури та щоб структура була закодована так, щоб її можна було обробляти та представляти різними способами за допомогою веб-браузерів та допоміжних технологій. Наприклад, деякі люди не бачать вмісту і покладаються на належне кодування списків, заголовків, таблиць та інших структур сторінок, щоб їх можна було ідентифікувати за допомогою веб-браузерів та допоміжних технологій. Деякі люди бачать лише невеликі частини вмісту за раз або сприймають кольори та дизайн по-різному. Деякі люди використовують спеціальні шрифти, кольори та інтервали, щоб зробити вміст більш читабельним, або вони переміщаються по вмісту за допомогою клавіатури лише тому, що не бачать вказівника миші. [2]

Повністю незрячі люди зазвичай використовують таку функцію, як voice over. Ця функція озвучує кожен абзац тексту та призначення кожного елементу інтерфейсу. Наприклад, є аудіо-пояснення кожної кнопки, а також аудіо-опис кожного зображення, які присутні у електронному ресурсі.

На сьогоднішній день існує безліч довідників, у яких описані усі виявлені (на даний момент) проблеми використання інтерфейсів незрячими людьми (і не тільки), а також надано методи їх вирішення і імплементації цих рішень вже безпосередньо у сам ресурс. Одним з таких ресурсів є Web Accessibility Consortium, який створений саме для того, щоб допомогти дизайнерам та розробникам створювати доступні інтерфейси.

Із зростаючою популярністю мережі Інтернет, мобільних додатків та використання електронного програмного забезпечення в цілому, питання інклюзивності є одним із найважливіших питань при створенні якісних інтерфейсів. Урахування та вирішення проблем людей з різними вадами не тільки допомагає створити комфорт у використанні електронних девайсів для всіх без винятку, але це також є запорукою успіху того чи іншого електронного продукту.

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КРИТЕРІЇ ВИБОРУ ШРИФТІВ ДЛЯ ДОВІДКОВИХ ВИДАНЬ

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Довідникове видання можна охарактеризувати, як видання, що несе стислі відомості прикладного характеру, розташовані у певному систематичному порядку. Видання цього типу розрізняються за цільовим призначенням, за широтою їх охоплення та за своєю структурою, проте всі вони розраховані на вибіркове читання й не призначенні для суцільного [1]. Найважливішою вимогою до довідникової літератури є чітке й лаконічне викладення великого масиву інформації. Саме цей фактор показує актуальність теми, що розглядається, адже шрифт є основним елементом видання, який може як структурувати, полегшити сприйняття, організовувати і впорядковувати інформації, так і ускладнити її розуміння.

Перш за все, при виборі шрифту необхідно пам'ятати про такі обов'язкові фактори, як читабельність, що залежить від правильно обраної гарнітури, її накреслення та розміру, тип вирівнювання, розмір шпальт.

Довідкові видання характерні тим, що мають досить малий кегль, який придатний для вибіркового читання і дає змогу розмістити максимум необхідної інформації. Зазвичай, кегль у таких виданнях 8 пунктів, можливе також застосування 7 кеглю, проте у цьому випадку збільшується інтерліньяж. Такий вибір є невипадковим, текст набраний 8 кеглем не втомлює око та дає змогу менше переходити з рядка на рядок. Знаючи формат видання, його обсяг, композицію та, навіть, кегль вибір шрифту зводиться до простих критеріїв [2].

Вибір шрифту найкраще починати з вибору відповідного типу гарнітури. В загальному типи гарнітур можна поділити на три групи: шрифти із засічками, рубані та акцидентні. Враховуючи тип видання використання акцидентного шрифту унеможливлює якісну передачу матеріалу та досить сильно знижує читабельність всього тексту, тому його не використовують у даному випадку.

Наступний важливий критерій вибору гарнітури шрифту – це нахил, гарнітура може бути прямою, похилою та курсивною. З урахуванням всіх композиційних особливостей довідкового видання, до основного тексту найкраще застосовувати пряму гарнітуру, основні штрихи літер якої розташовуються перпендикулярно до горизонтальної базової лінії шрифту Похилий чи курсивний нахил може зробити

полотно тексту надто світлим й у деяких випадках літери виглядають наближеними до рукописних, що негативно впливає на чіткість та швидкість пошуку інформації. Шрифти із нахилом найкраще застосовувати для виділення певних слів у тексті.

Ще одним важливим нюансом вибору шрифту є його насиченість. Насиченість шрифту є відношенням товщини основного штриха до висоти знаку літер, за такою характеристикою розрізняють суперсвітлу, світлу, напівжирну та жирну насиченість. Для визначеного кеглю є відповідні значення насиченості, що не повинні перевищуватися, а саме: для світлих шрифтів 23 %, для напівжирних – від 23 до 34 %, а в жирних – 34 % [3,с. 8]. При частому використанні напівжирної та жирної насиченості, сторінка видання стає візуально сірою й тисне на зір. Для основного тексту у довідникових виданнях краще використати світлу насиченість, а для незначних виділень застосовувати напівжирні значення.

Також, при виборі шрифту необхідно звернути увагу на його контраст. Значення контрасту літер визначається товщиною основних і сполучних рисок. Надто великий контраст може бути складним для читання з урахуванням малого кеглю, відсутність контрасту у літер, що мають малий внутрішньолітерний проміжок з маленьким кеглем, також ускладнить розуміння тексту.

При виборі шрифту необхідно враховувати і такі складові, як апрош та інтерліньяж шрифту. Апрош або міжлітерний проміжок, є одним з основних критеріїв зовнішнього вигляду тексту та видання вцілому. Найкращий комфорт для читання створюється тоді, коли проміжки між літерами чергуються з внутрішньолітерними проміжками і є співмірними.

Інтерліньяж в свою чергу виливає на зручність читання масиву інформації та цілісність композиції. Правильний інтерліньяж залежить як від кегля шрифту, так і від формату набору [3, с. 19]. Ширша шпальта вимагає більший проміжок між рядками, і навпаки. Чітко підібране значення інтерліньяжу спрощує читання.

Критерій, який значним чином впливає на обсяг тексту, розмір шрифту та зручність читання – це вирівнювання. В загальному, існує 4 варіанти вирівнювання тексту: вирівнювання за лівим краєм, за правим краєм, по центру та по ширині. Найбільш виграшним вирівнюванням для довідникових видань є вирівнювання по лівій межі. Є декілька параметрів, які на це впливають: за рахунок різної довжини рядків праворуч є «повітря», що надає легкості композиції, з таким типом вирівнювання міжслівні проміжки є однаковими і не утворюються так звані «коридори», що ускладнюють читання.

Таким чином, критерії вибору шрифту для довідкового видання

не є складними, проте вони допомагають обрати оптимальну гарнітуру, що в свою чергу надає виданню правильної динамічної композиції, виразності, забезпечує зручність читання та економічність видання.

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АДАПТАЦІЯ СКЛАДОВИХ СИСТЕМИ ПЕРЕДАЧІ МУЛЬТИМЕДІЙНОГО КОНТЕНТУ ЗАСОБАМИ МЕРЕЖНИХ ТЕХНОЛОГІЙ

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Інтенсивний розвиток інформаційних мережних технологій , з плинністю часу, все більше потребує впровадження сучасних методів та засобів мультимедіа.

З нашої точки зору, особливим є необхідність пошуку ефективних методів комунікації в системі «Розробник ресурсу – Комп'ютерний засіб – Мережа – Користувач».

Аналізуючи ресурси за даною темою, слід зазначити інформаційну актуальність таких досліджень. Так в [1] автори, використовуючи структуру, представлену на рис. 1, вбачають можливість досліджень, щодо адаптації на таких рівнях передачі інформації: адаптація на сервері; адаптація на проміжних програмованих вузлах; адаптація на терміналах.



Рис. 1. Адаптація на різних рівнях передачі інформації.

З нашої точки зору процеси адаптації необхідно розглядати з урахуванням професійних даних розробника ресурсу і конкретних користувачів, в тому числі і їх сервісних запитів. Такий підхід особливо є актуальним в зв'язку з розширенням онлайн режиму комунікації.

Так, розглядаючи функціональне зображення, подане на рис. 1, вбачаємо можливість запропонувати розширення вибору варіантів адаптації на рівні забезпечення ефективності комунікаційних зв'язків сучасними форматами, наприклад, при проведенні аудіо – відеоконференцій: Meet, Zoom, WhatsApp тощо.

Наш варіант досліджень. В роботі розглядається наскрізний канал передачі аудіо інформації від оцифровки, сегментації масиву звукового файлу, оброки з використанням прямих та зворотних швидких алгоритмів на основі системи базисних функцій Фур'є, Уолша, Шаудера [2] з метою стиснення (кодування-декодування).

В експерименті використовується блокова обробка сигналів: метод перекриття з підсумовуванням (overlap-add). Вхідний сигнал розбивається на блоки довжиною N відліків.

Обробка кожного блоку здійснюється незалежно.

На приймальній стороні, після проходження цифрової інформації через засоби мережних технологій, здійснюється декодування на відповідних (різних) терміналах деякої спільноти користувачів. Такими в експерименті можуть були студенти, учасники онлайн режиму навчання.

Оцифрована інформація накопичується у форматі кодових таблиць і архівується з метою зберігання для подальших досліджень з використанням різних алгоритмів передачі по мережним каналам з урахуванням сучасних інформаційно-комунікаційних технологій.

В результаті такого підходу отримуємо можливість проводити дослідження щодо адаптації на різних рівнях передачі інформації від кореспондуючого суб'єкта до користувачів з різними сервісними потребами по каналу «Мікрофон - Комп'ютерний засіб – Мережа сервісного обслуговування – Різні користувальницькі термінали».

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GEO-VISUALIZATION

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Geovisualization is a way of displaying processed geo-data, working with maps and other types of geographic information, in particular interactive maps, 3D scenes, summary diagrams, tables, data types with time-bound indicators, schematic types of network relationships. Maps are powerful models for defining and standardizing how people use and interact with geoinformation. Interactive maps provide a basic interface for most geographic information applications. They are available on many levels: from wireless mobile client cards to Web cards in browsers and maps in powerful desktop GIS applications.[1]

Developers often integrate maps into the interface of the program, and many users publish web-maps for use in GIS (GIS) on the Internet. We note that with the progressive development of Silverlight, Flash, AJAX technologies it is possible to quickly access and visualize geodata from any point of the Earth via connection with the global Internet. This is a great advantage, as the user not only obtains the information but can act as a competent person, thus complementing the GIS information database, by publishing the collected information independently, which can then be obtained and used.[2]

Geovisualization at the current stage for Ukraine, priority task. The state and use of the country's land resources determine the amount of the

budget, so the analysis of the use of GIS materials is an important aspect for the use of land for the purpose. Visualization allows a qualitative view of the information, which becomes possible with the right software product, which serves as a platform for analysis of land use for the intended purpose. Familiarization with ArcGIS, MapInfo, Erdas, Geomedia, AutodeskMap, GlobalMapper, QGIS, GRASS, Digitals, Mercaator allows you to select. Advantages or Near Certain Software Product.

ArcGis is supported by most other GIS, is easy to visualize. The disadvantage is the high cost compared to domestic and foreign GIS packages.

MapInfo is easy to implement, working with attributes and databases. Disadvantages are mathematical support of spatial and attribute data, inconvenient interface of geo-binding of raster maps.

QGIS - big popularity, high-quality detail, free product. Lack of functionality, lack of quality user guidance.[3]

Using GIS, large amounts of geospatial information can be processed and analysed, leading to optimal land management decisions and decisions. Creation of one improved programme that will include only the necessary functions to allow for the effective use and control of land in its intended use.

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PREPARATION AND PUBLICATION OF ELECTRONIC PUBLICATIONS ON THE INTERNET. INTERACTIVE MEDIA CONTENT CONTROLS

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Problem: When typical media use starts to grow into excessive media use, it may be a sign of an underlying problem. Inconvenient user interaction with a web document. Many sites do not use interactive components correctly.

Before developing any web document, the developer must consider the following key system principles [1]:

• openness - compatibility with modern international and corporate standards of network administration and service, as well as mandatory

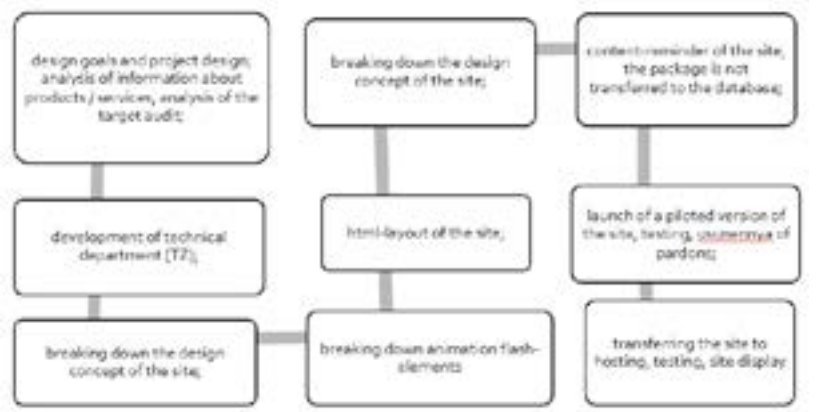
support of national requirements and standards;

• extensibility - the ability to increase functionality without going beyond the accepted concept of development, the characteristics of the technological base, and the specific needs of users;

• scalability - the ability to increase the capacity of the information fund and the dimension of the system without its fundamental processing and significant refinement;

• adaptability - the ability to easily configure the system.

The standard scheme of the web-site's gateway revenge such a step [2]:



Interactivity is the ability to control the course of events, it is giving a person the right to choose, it is an unconscious sense of responsibility in obtaining the result. Interactivity is designed to reduce the invisible, significant gap between man and computer.

Interactivity is interesting for multimedia users not only because the subject influences the result, but also because the subject unconsciously identifies himself with the creator of the project.

Features of the physiology of human vision give the following features of perception:

• the human psyche perceives 7 (plus or minus 2) objects on the screen. More objects are perceived as accumulation;

• the most favorable areas for perception are at the intersection of colored stripes;

• the main areas are colored lines that divide the frame vertically and horizontally in a ratio of 2: 1.

Content management with conversion controls. Instead of the usual top-down page scrolling, the pages change from left to right. This approach is still considered unusual and may not be very user-friendly [3].

Manage content using the horizontal menu with a drop-down list. The horizontal menu is suitable for sites with a small number of sections. It is usually located under or above the cap.

In terms of usability, it is important to select the current section in the menu so that the user understands which part of the site he is now.

The disadvantage of horizontal menus is that the number of links that can be added to them is limited. Therefore, sites with a complex structure use either drop-down menus or divide different levels of navigation into two menus.

Content management via the side menu. By placing the menu on the side, we free up space for content at the top of the page. Vertical navigation is usually located on the left because it is better perceived by native speakers with reading from left to right.

Manage content using the drop-down list menu. The drop-down menus are suitable for sites with an extensive structure: stores with a wide range and a large number of product groups. They help to hide the units and not clutter the site space.

Content management with a tag cloud. Tags are special labels (keywords) that allow you to mark and categorize (classify) data in the system.

Tags on the site allow you to describe the material, assign it to a category (group) and facilitate the search process. They can be part of the material (for example, a word in an article) or assigned separately.

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ISSUES OF DEVELOPMENT AND FORMATION OF DIFFERENT TYPES AND KINDS OF REFERENCE PUBLICATIONS

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The modern reference book is the result of a long period of transformation caused by cultural, social, legal and technological factors. Currently, reference publications are represented by large-scale publications or fundamental electronic databases, which can cover various areas of knowledge. The historical development of reference publications is a continuous process: each subsequent reference edition embodies the hereditary features of its predecessors. Step by step we will characterize the leading ideas and directions of development of reference publications.

The first encyclopedists in antiquity were Aristotle and Speusyp, successors of Plato (IV century BC). Plato's views were combined into historical, philosophical and mathematical essays. Aristotle is considered the creator of an encyclopedia in terms of writing for cultural and educational development.

The medieval encyclopedic work "Etymologiarum" by Archbishop Isidore of Seville (560 – 636) embodied the classification of artistic and scientific works with the intention of forming the foundation of knowledge for Christian education, contained an etymological dictionary, and illustrative materials were added to popularize knowledge.

A monumental edition of the Middle Ages is the most outstanding work of Vincent of Beauvais (1184 – 1264) "Speculum majus", which includes more than 10 thousand chapters in 80 volumes.

The Renaissance is characterized by the emergence of a new type of reference publication – the glossary, which is rapidly gaining popularity. Glossaries cover explanations of unknown words, mostly foreign archaisms or rare Greek and Latin expressions [1].

The Enlightenment was marked by the latest features of reference books. First of all, it had to do with the manner of teaching. The French thinker and publisher Pierre Bale compiled a thorough edition of the Dictionnaire historique et critique in 1697, based on the "Great Historical Dictionary" by the French encyclopedist Louis Moreri. However, the uniqueness of Bale's work was the manner of teaching the data.

English sages set a different criterion for the preparation of an encyclopedic edition on the example of "Lexicon Technicum", was

concluded in 1704. Jack Garris's edition has all the hallmarks of a reference edition, namely, high-quality illustrations, available literate texts, and lists of bibliographic references of the sources used.

The project of the Paris guidebook entitled "Encyclopédie ou dictionnaire raisonné des sciences, des arts et des métiers" was created in 1747, and 4 years later its first volume was published in France. The founder of the encyclopedia was the French publisher Louis Breton, who introduced the French philosopher of the Enlightenment Denis Diderot with a unique work.

At that time, most dictionaries were compiled on the territory of Ukraine. Works of encyclopedic composition began to be compiled in the middle of the XVII century. Successful examples are the work of I. Gisel "Synopsis" (1674), P. Simonovsky "A brief description of the Cossack people" (1765), V. Ruban "A brief chronicle of Little Russia" (1776).

With the emergence of the latest Ukrainian verbal language at the foot of the society, the number of reference publications has increased. The poem "Aeneid", written by I. Kotlyarevsky, was supplemented by the publication "Collection of Little Russian Words Contained in the Aeneid" by J. Kamenetsky in 1798. The work consisted of 972 expressions, many of which were not included in the Aeneid.

The first Ukrainian systematic encyclopedic edition was prepared on the initiative of Ukrainian historian Mykhailo Hrushevsky. The work "Ukrainian people in its past and present" was concluded in Petrograd in 1914.

The first Ukrainian-language encyclopedia, the Ukrainian General Encyclopedia, was created in Lviv in 1930 – 1933. With the outbreak of World War II in 1939, the entire circulation was destroyed, as Soviet authorities claimed to belong to nationalist writing. An attempt was made in Kharkiv to compile an encyclopedic edition "Ukrainian Encyclopedia in 20 volumes" on the initiative of Ukrainian statesman Mykola Skrypnyk, but due to restrictions on Ukrainization, this attempt was unsuccessful [2].

Subsequently, thorough Ukrainian encyclopedic editions were published, such as the "Ukrainian Soviet Encyclopedia" and the "Encyclopedia of Ukrainian Studies" at the initiative of the Ukrainian people. The project "Ukrainian Soviet Encyclopedia" is a 20-volume edition with a large amount of reliable information from various fields of activity, which was published in 1959 in Kiev. The encyclopedic edition "Encyclopedia of Ukrainian Studies" about Ukraine is compiled in 14 volumes during 1940 – 1990 with a large number of reprints [3].

The final stage is the end of the XX century, which is characterized by the formation of common and new dictionary editions and a significant weakening of ideology in general. Important dictionaries of this period were the "Ukrainian-Russian Dictionary", compiled on the initiative of Ukrainian

linguist Ivan Kyrychenko in 1953, and the "Ukrainian-Russian Dictionary", compiled in 1964.

During this period, the tradition of creating Ukrainian encyclopedias by diaspora forces continues. Thus, between 1984 and 1993, the English-language Encyclopedia of Ukraine was published in five volumes [4].

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ADVANTAGES OF USING VISUALIZED IDEOGRAMS IN MULTIMEDIA

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An ideogram is a non-phonetic written sign that conveys a whole word, pictorial compositions in which individual elements carry a conceptual meaning expressed in signs, this is a type of image with an active figurative and symbolic subtext. Visualized ideogram is a language of ideograms and emoticons used in multimedia. They help to quickly express your opinion and convey an emotional response to the message. Some people call them the hieroglyphs of the 21st century and compare them to the rock paintings left to us by our ancestors.

Different media influence the form and content of the information provided. Most experts agree that it is technological progress that has made the transition to a new way of communication due to the main driving force of visualized ideograms. Users of the various components of multimedia do not want to spend too much time composing words, war with typing and finding wording. They need a quick and easy way to transfer information. An example is cell phones, which have become the main distributor of visualized ideograms to the masses. The biggest leap came in 2011, when Apple decided to add a keyboard with ideograms to the iOS operating system.

Popular companies in various industries are actively using visualized ideograms in their advertising campaigns. For example, Coca-Cola in 2015

created a domain, using them and even conducted an offline advertising campaign in Puerto Rico. Around the same time, Domino's was allowed to order pizza using ideograms. Disney has made a cartoon series - As Told By Emoji, Sony Pictures Animation has released a full-length cartoon The Emoji Movie, starring various ideograms.

Visualized ideograms have an important advantage - they help to overcome the language barrier and express emotions with a single symbol, which is not always possible to make a text. Visualized ideograms are the fastest way to communicate. They dilute the canvas of the text with bright splashes, adding additional information and images through the visualization, in fact illustrate the feelings and impressions felt by the author.

Thus, visualized ideograms today exist as another language, as a living organism. Probably, it is difficult to think about full-fledged correspondence with the help of ideograms alone, but it is almost as impossible to communicate without them at all. They declared themselves loudly and showed what they are capable of.

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THE ROLE OF THE VISUAL COMPONENT IN PRESCHOOL EDUCATION PUBLICATIONS

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The visual component of publications for preschool children is the beginning of the development of imagination. For a long time, there are favorite characters, without which it is impossible to imagine this or that fairy tale. The visualization of children's books differs not only in artistic techniques and means, but also in the specific artistic manners of illustrators, their use of artistic tools and materials.

The visual component develops taste, speech, perception of color and shape from childhood. There is also a psychological impact on the child's mind. So, the brighter, more attractive the illustrations will be, the more likely it is that the child will love a particular book.

US researchers have found that too many visual images in children's books can also distract a child from the text and can prevent him from understanding what he is reading. The visual component in children's publications should only complement the textual part of the material.

The main tasks of visualization in preschool education publications should be aimed at:

- clarity of the visual component;
- composition (so that the child's concentration did not go beyond the page and remained in its center);
- not to mix visual images with text;
- associativity;
- distinctness;
- contrast, color (psychology of color);
- positivity of the visual component;
- dialogicity, actions and emotionality of images.

Consequently, studying the role of the visual component in the publications of preschool education, it became clear that it has a great importance in the cognition, education, development of creative abilities of a child. Thereby, the visual component should follow the word, not the other way around: otherwise the bright picture can capture so much that children will imagine it mentally, not paying attention to the text.

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ELECTRONIC LIBRARIES:THE PROBLEMS OF CREATION AND THE PROSPECTS FOR DEVELOPMENT

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The rapid development of electronic numerical technologies, the increasing flow of documents in the electronic form and the need of citizens for remote access to information have adjusted the general concept of the library in general, as well as its directions of business in the modern world. The main problem is that electronic publications are a new form of storage unit for library collections, so the way in which they are handled is fundamentally different from traditional documents [1].

Prospects of development of electronic libraries in Ukraine are as

follows: First, it will be libraries «polymedia», which use for storage of information and knowledge various independent: paper, microfilm etc. The second is electronic libraries, where the main processes will be carried out by computers.Third, there are digital libraries where all information is stored digitally on magnetic or optical disks and there will be no traditional or modern analog media (books, magazines, videos, etc.). Virtual libraries are implemented through global communications networks.

An electronic library is a distributed information system that allows you to securely accumulate, store and efficiently use a variety of collections of electronic documents, available in a user-friendly way through global data networks.The most advanced electronic libraries have significant advantages over traditional ones. The main advantage is the potential ability to most fully implement the principle of public access to information for all interested users, regardless of the location of information and its consumers [2].

Moreover, EL allows to radically expand the very understanding of the principle of universal access, assuming universal availability of all world information for the whole world of its consumers.

It is safe to say: electronic libraries - a fundamentally new, promising, promising form of life of the library in the information society, the main purpose of which is to improve the library service. The need to develop electronic libraries as one of the most effective ways to preserve national cultural heritage should be recognized as a priority state task. Thus, libraries and other electronic text providers must obtain permission from copyright holders for all activities related to consumer services. The most appropriate solution for libraries would be to acquire licences that allow free and unrestricted viewing, downloading and printing.

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PRESENTATION AS AN EFFECTIVE MULTIMEDIA IN DISTANCE LEARNING

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Multimedia is a technology that combines the use of text, animation, graphics, audio, video at the same time. Presentation is one of the main means of multimedia. There are 2 types of computer presentation: slide (the main part slides, which we can automatically or independently switch) and streaming (it's like a video, continuous display of information). The slide version is most often used. The main programs for creating a presentation are Microsoft PowerPoint, Apple Keynote, Google Slides.

Scientists confirm that the presentation is an effective way of presenting the information. According to their research, the best result is given by the combined effect of visual and audio information. Research has shown that a person remembers 15% of the information he receives through hearing and 25% - through sight. According to the outstanding psychologist Borys Ananiev, the visual system of perception occurs on three levels: sensation, perception and imagination, and through the auditory system - at one level of imagination. From this, we can take stock that when receiving information by reading (through sight), information is perceived by a person more effectively than by hearing. The presentation allows you to combine these two types of information perception. If both methods are used concurrently, the person can remember up to 65% of the received information. [1]

For better memorization and perception of information from slides, you must conform to definite rules: you can use decorative fonts for the title, but just those that are easy to read; it is not recommended to use more than three colors and more than three types of fonts in the presentation; there should be no more than seven considerable objects on the slide. That's how much a person can discern when looking at one page; the number of slides should not exceed 20; you must always indicate the slide title. The font size must be at least 24; one slide should be counted for an average of 1.5 minutes of storytelling for optimal listener perception.

In my opinion, a correctly and tastefully created presentation allows a person to better understand the topic and remember as much information as possible, to involve the listener in the study of the question and to arouse real interest.

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PROBLEMS OF DEFINITIONS OF TYPE-TYPOLOGICAL CHARACTERISTICS OF THE BIBLIOGRAPHY INDEX

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Typology and classification of publications is based on bibliology. Bibliology is a branch of science that studies the essence, patterns, processes and forms of functioning of books, books and librarianship, related documentary and library information systems in the historical and modern socio-cultural process [1]. In other words, bibliology is the science of books and book business. From the XIX century to the present day, bibliology as a science is actively developing. This is due to the fact that today there are many species-typological characteristics of publications.

According to the "National Standard of Ukraine DSTU 3017-95 Publications. Basic types, terms and definitions", "traditional" publications are classified according to the following features:

1) by purpose;
2) for analytical and synthetic processing of information;
3) by information signs (symbolic nature);
4) by material construction;
5) by volume;
6) the composition of the main text;
7) by frequency;
8) by structure;
9) on informational grounds;
10) by types of periodicals and continuing publications;
11) by status [2].

The subject of our review are bibliographic indexes, which play an important role in meeting the information needs of different groups of users. According to GOST 7.0-99 "Library and information activities. Bibliography" bibliographic index is a bibliographic guide of considerable volume with a complex structure and scientific reference apparatus [3].

In the textbook of Doctor of Sciences, Professor Shvetsova-Vodka GM it is noted: a bibliographic index is a bibliographic manual that contains

a significant number of bibliographic records, has a complex structure and research apparatus [4].

Species-typological characteristics of indexes are formed on the following grounds: purpose, features of methods of creating a bibliography, internal and external forms.

One of the main functions of the library is to create bibliographic manuals, namely - indexes. The index can contain from one to several thousand bibliographic records.

According to the position of the State Archival Service of Ukraine, the bibliographic index is divided according to the purpose and nature of the design.

Types of indicators by purpose are divided into:

- subject;
- terminological;
- registered;
- geographical;
- chronological;
- combined pointers.

Subject (alphabetical) index - a list of words or expressions arranged in alphabetical order. Subject indexes are general and special. In general, make concepts of any nature, and in special - concepts that have a specific topic, such as: geographical, authorial, nominal, historical, and so on.

A glossary is an ordered list of terms in a document, accompanied by a reference to the source and part of the context.

Name index - an auxiliary publication consisting of a list of proper names. Nominal index is divided into general (contains all the names found in the text of the document), or special (mentioned names are sorted by attributes (for example, professional).

A geographic index contains proper names for geographic or topological features. The scheme of presenting information is mostly in alphabetical or administrative-territorial division.

Chronological index - an index in which the dates of events or documents are arranged in alphabetical order. Typically, such pointers contain an icon number of chronological terms and events. Concluded when the documents cover a significant chronological period.

Combined pointer - can contain several subspecies of pointers..

By the nature of the design indexes are divided into:

- annotated;
- deaf.

Annotated indexes contain brief information about the given names or explanations of terms. Annotated volume indexes can be short and detailed.

Blank indexes contain only links to the pages of the publication.

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ADAPTABILITY OF RESPONSIVE WEB RESOURCES TO THE USER

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Currently, besides desktop computers, there is currently an excessive number of portable devices such as mobiles and tablets which are used to get access the Internet. The development of software and hardware in the communications industry has forced professionals to develop approaches to website design. The issue of providing and maintaining the compatibility of websites with devices on the market has led to the development of responsive web design approach.

In the past, developers created several sites to adapt different screen sizes. This seems totally inefficient, taking into account the number of device types on the market today.

Responsive web design (RWD) creates a single website system that responds to a user's device size with a single URL and a single content source. A responsive website has flexible layout that adjusts to the size of screen.

In fact, responsive website does more than just zoom in to adjust a screen size. There are also such important features about these sites, like adaptation to all devices, optimized performance, intellectual content hierarchy, perfection in SEO, open support for all browsers.

Website responsiveness is also a great way to improve site content, making sure that people using a mobile device are only seeing the most important information.

With the Google algorithm update, a responsive web design increases search engine visibility because it is suitable for mobile devices. A site with an efficient mobile interface will appear in search results above one without.

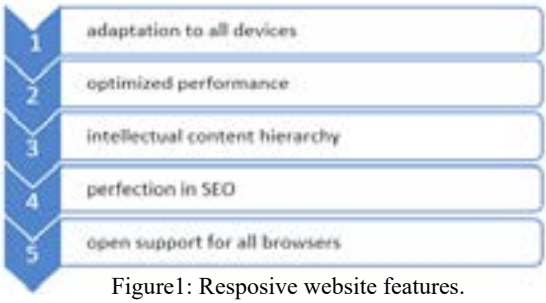

Figure1: Resposive website features.

Main advantages of RWD include:

Main advantages of RWD include:

• the absence of a need to provide access to the site through separate URLs to users who use different devices;

• lack of need for simultaneous support of multiple versions of the site (for different types of devices);

• no need of developing different websites for different devices;

• ability to modify any page on the site, without the need for large-scale changes in the layout or design of the entire site.

The implementation of RWD also has certain disadvantages:

• web design can actually force to download some additional markup that isn't required, but leads to additional costs and takes up a lot of free space;

• in some cases, instead of reformatting the existing site to responsive design, the development and maintenance of a mobile site is more appropriate;

• websites designed for mobiles have proven to be more effective and responsive than those made or redesigned for responsive design.

Responsive website principles and the reasons behind their necessity have been analyzed in this paper. The features that form the basis of a responsive web design have been laid out. Furthermore, research has outlined the advantages and disadvantages of responsive web design.

In view of the foregoing, it can be concluded that this web technology emerged as a way to compensate for the inconsistency of older versions of HTML with modern requirements of the cross-platform Internet. The new technology will allow you to create universal sites that are equally well suited for any type of device.

the absence of a need to provide access to the site through separate URLs to users who use different devices;

• lack of need for simultaneous support of multiple versions of the site

(for different types of devices);

• no need of developing different websites for different devices;

• ability to modify any page on the site, without the need for large-scale changes in the layout or design of the entire site.

The implementation of RWD also has certain disadvantages:

• web design can actually force to download some additional markup that isn't required, but leads to additional costs and takes up a lot of free space;

• in some cases, instead of reformatting the existing site to responsive design, the development and maintenance of a mobile site is more appropriate;

• websites designed for mobiles have proven to be more effective and responsive than those made or redesigned for responsive design.

Responsive website principles and the reasons behind their necessity have been analyzed in this paper. The features that form the basis of a responsive web design have been laid out. Furthermore, research has outlined the advantages and disadvantages of responsive web design.

In view of the foregoing, it can be concluded that this web technology emerged as a way to compensate for the inconsistency of older versions of HTML with modern requirements of the cross-platform Internet. The new technology will allow you to create universal sites that are equally well suited for any type of device.

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MODERN TECHNOLOGIES FOR DEVELOPING WEB-RESOURCES

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The relevance of the study stems from the growing role of web resources in the modern information society . It is difficult to imagine an organization that does not have its own representation in the webspace. Therefore, there is a need to find ways to improve their development. Web

developers – are those, who are constantly learning, evolving and looking for new solutions to create web resources. Technologies for creating Internet resources are improved and updated every day, so developers should always monitor their pace of development. That is why the object of research is a comparative analysis of modern technologies for creating web-resources.

Modern technologies for creating and maintaining web-resources are focused on platforms that allow you to effectively manage the content and data coming from site visitors. Typically, such solutions are based on server technologies such as ASP, ASP.NET, JSP, PHP or use ready-made powerful tools to create corporate sites that focus on the implementation of these technologies [1]. Let's take a closer look at some of them.

Creating web resources based on fragments of server code is an ASP technology, ASP.NET (Active Server Pages). ASP.NET pages are object-oriented. An ASP.NET page can be called by any browser or device, in response ASP.NET generates HTML and JS code. ASP.NET offers a model for dividing functionality into server and client parts: doings that occur on the client-side are processed by code executed on the server. ASP.NET has a number of advantages over other platforms for developing web applications. Perhaps the most important of these is integration with Windows servers and programming tools [2].

The following technology is JSP or Java Server Pages. It is a Java technology that allows you to create dynamic web pages for Java applications. The JSP page contains two types of text: static output, which can be formatted in one of the text formats HTML, SVG, WML, or XML, i JSP- elements that construct dynamic content. These files are processed on the server, as a result of which all JSP tags are converted into HTML tags, and the result is a normal HTML page [3].

Among other popular technologies that implement the creation of web resources with fragments of code running on the server, we highlight the non-commercial, freely distributable technology PHP (Personal Home Pages). PHP is a programming language specifically designed for writing web applications (scripts) that run on a Web server. The main task of PHP is to "vitalize" HTML pages. PHP allows you to create quality web-applications in a very short time, getting products that are easily modified and maintained in the future. PHP is easy to learn, and at the same time able to satisfy the demands of professional programmers [4]. Although PHP is traditionally recommended for use in combination with HTML code, PHP integrates with JavaScript, WML, XML, and other Internet programming languages with equal success.

Table 1. presents the results of a comparative analysis of modern technologies for creating web-resources.

Table 1

Comparison of modern technologies for developing web-resources

	ASP.NET	JSP	PHP
Ease of use	-	-	+
Productivity	+	-	-
Multiplatform	-	+	+
Availability of libraries	+	+	+

Thus, after a more detailed study and analysis of modern technologies for creating web-resources, we can conclude that PHP technologies have more advantages in use compared to others. PHP technology is easily combined with many programming languages, is fast to learn and meets all requirements in the development process. Due to the ease of installation and use, it is in demand by a large number of modern developers.

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Scientific publication

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Abstracts of participants' reports
XXI International Scientific and Practical Conference of Higher Education and Young Scientists

Kyiv, 5-9 April 2021

Published in the author's edition

Підп. до друку 09.04.2021. Електронне видання.
Формат 60x84/16. Видавець і виготівник
Національний авіаційний університет 03680. Київ – 58, проспект Космонавта Комарова, 1
Свідоцтво про внесення до Державного реєстру України суб'єктів видавничої справи ДК № 977 від 05.07.2002