

networks, so the submission of information through bots will be a kind of application to perform the tasks of informing the public.

WHO has identified malnutrition-related diseases as a non-communicable epidemic. So, according to a study by the Friedrich Schiller University of Jena, Ukraine has topped the list of countries with high mortality due to malnutrition [3]. Developing and implementing a large-scale public awareness campaign, modern communication tools with elements of artificial intelligence should be implemented as soon as possible and be permanent.

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## **FACTORS INFLUENCING PHYSICAL ACTIVITY OF THE ELDERLY PEOPLE**

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Topicality of the issue. The total life expectancy is steadily increasing around the world, thus Ukraine belongs to the list of countries with a high level of demographic age [3]. According to the WHO, in the period from 2015 to 2050, the proportion of people aged 60 will double, namely from 12% to 22%, causing the so-called “population aging” phenomenon [1].

WHO experts claim that low level of physical activity is one of the crucial factors influencing health and the leading cause of death, as about 3.2 million deaths are associated with reduced physical activity [3].

Physical activity is a key element in the process of improving the functioning of organs and systems of the elderly individuals [2]. Environmental factors and financial support affect the level of motor activity, therefore, in highly developed countries, particular social programs are being developed in order to improve the quality of life in the context of demographic aging [3].

An important role in solving this problem is played by public health professionals, for they must have independent reliable knowledge about the need and specificity of physical activity of the elderly, correctly provide recommendations on the amount, intensity, frequency and type of exercise to optimize their health [5, 4].

Given the increasing number of older individuals, it is important to provide recommendations for prolonging the duration and improving the quality of their life [5].

Aim of the research is to analyze and consider the main issues of physical activity of the elderly people.

Research methods. The specifically designed survey with 46 questions was used to gather the necessary research material. 86 elderly individuals (60-75 years old) were interviewed. Mathematical and statistical research methods were used to manage and process the obtained data.

We have found out that people who are engaged in physical activity have fewer chronic diseases or their complete absence. Among the surveyed 46.5% of respondents were identified as patients with cardiovascular pathology(ies); 39.5%

of patients suffered from musculoskeletal system disorders; 14.0% complained about respiratory pathology(ies); 18.6% of surveyed were with renal pathology; 11.6% of patients had diabetes mellitus (20.0% of insulin-dependent and 80.0% of non-insulin-dependent); 53.5% of patients identified pathology(ies) of the digestive system.

Individuals with pre-existing chronic diseases pay less attention to the need for physical activity due to the presence of such symptoms as: blood pressure drops (74.4% of respondents), headaches (65.1% of respondents), bird flu (51.2% of respondents), pain in the heart (47.2% of respondents), joint pain (46.5% of respondents), tachypnea (44.1% of respondents), nausea (18.6% of respondents), diarrhea (11.6% of respondents), the presence of general weakness (7.0% of respondents). From the psychological point of view, the development of motor activity is hindered by: anxiety (41.9% of surveyed), depression (32.6% of participants), irritability (32.6% of individuals), confusion (30.2% of respondents), panic (30.2 % of surveyed), fear (30.2% of respondents), self-doubt (30.2% of surveyed) and depression (30.2% of individuals).

The survey identified that 37.4% of participants does not consider it necessary to be engaged in physical development at all, because they do not see the connection between physical shape and health. This situation proves that the population is not aware of the importance of physical activity, which is a consequence of progressing ignorance and lack of desire to perform certain physical exercises.

The task of public health professionals is to create conditions for elderly people to maintain an active lifestyle that will prevent the development of disease(s) [6]. Nurses should promote and recommend regular physical activity among the target audience. As a result of the survey, it was found that 81.2% of people receive recommendations from health professionals about the importance of physical activity.

We found that hypodynamia is present in 17.8% of people surveyed, however,82.2% of participants declared sufficient daily motor activity. Thus, 67.1%

of elderly people are engaged in light exercises, such as cleaning the house, gardening, ect.; 32.4% of participants are engaged in intense physical activity; 26.7% of participants combine intense and non-intense physical activity.

**Conclusions.** The pathological impact of physical inactivity of the functioning of organs and systems of the elderly people has been confirmed and investigated, as well as the connection between its quantity and overall life quality and expectancy. Therefore, nurses should recommend exercise to all segments of the population, as this may ensure the absence of diseases associated with hypodynamics. Moreover, there is a need to study physical activity of the elderly individuals in order to decrease the morbidity rate and prolong life quality and expectancy.

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## **THE PECULIARITIES OF THE APPROXIMATE AND ANALYTICAL METHOD OF TEACHING AND STUDYING THE FOREIGN LANGUAGES**

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The approximate and analytical method (AAM) stems from a fundamental problem concerning the process of studying foreign languages. This problem can be formulated in such a way: how can a man master a foreign language to perfection outside the communicative environment of its native speakers? The AAM has been developed by A. Voznyuk to overcome this problem since it teaches English outside the communicative environment of its native speakers and gains the efficiency comparable with the methods addressing the altered states of consciousness – such as hypnotic trance and others, the method of the 25-th film for example [1; 2; 4].

The AAM is based on several scientific regularities and laws. The first regularity concerns the peculiarities of human brain perception of verbal information.