

Міністерство освіти і науки України
Житомирський державний університет імені Івана Франка
Навчально-науковий інститут іноземної філології
Кафедра іноземних мов і новітніх технологій навчання
Науково-дослідна лабораторія
«Мовна освіта як чинник підготовки сучасних фахівців»
Міжнародна академія прикладних наук в Ломжі (Польща)
Львівський національний університет імені Івана Франка
кафедра іноземних мов для природничих факультетів
Уманський державний педагогічний університет імені Павла Тичини
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кафедра іноземних мов

«ПРОФЕСІЙНА ІНШОМОВНА ПІДГОТОВКА В ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ»

Матеріали ІХ Всеукраїнської науково-практичної студентської конференції
з міжнародною участю

10 квітня 2025 року

Житомир – 2025

УДК 378:81'243

П 87

*Рекомендовано до друку вченою радою
Житомирського державного університету імені Івана Франка
протокол № 11 від 30 травня 2025 р.*

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П 87

Професійна іншомовна підготовка в полікультурному просторі :
матеріали ІХ Всеукр. наук.-практ. студент. конф. з міжнар. участю, 10 квіт.
2025 р. / за заг. ред. Тамари Литнєвої. Житомир: Вид-во ЖДУ імені Івана
Франка, 2025. 247 с.

У збірнику представлені матеріали ІХ Всеукраїнської науково-практичної студентської конференції з міжнародною участю, що висвітлюють питання філології, психології, педагогіки, методики викладання іноземних мов, історії, політології, екології, інформатики, менеджменту та економіки.

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УДК 378:81'243

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OLEG OLZHYCH (KANDYBA) AND HIS ACTIVITIES IN THE TERRITORY OF ZHYTOMYR REGION

The Russian-Ukrainian war is prompting Ukrainians to dig deeper and deeper into the history of their family, their city, their country. Oleh Olzhych, a man who positively remembered and promoted his native land even without being in it, played a significant role in the life of Zhytomyr region in the 20th century. That is why the contribution of this man to the development of our region is an important and relevant topic.

Analysing the life and work of Olzhych in Zhytomyr, we should start with the fact of his birth on 8 July 1907 in the family of Vira and Oleksandr Kandyb. A few months later, the boy was baptised in the Assumption (Podilska) Church in Zhytomyr. Today, a plaque with a bas-relief of Oleh's portrait can be seen on its facade. The plaque reads: 'Oleh Olzhych was baptised in this church. 1907-1944. Ukrainian poet, scientist, OUN leader. He was tortured in a fascist concentration camp for organising resistance to the occupiers [3. P. 4].

In his childhood and youth, Olzhych had to see and experience many traumatic events: famine, post-war devastation, the growing role of terror in the society of that time, and at some point, both parents were one step away from death. Undoubtedly, what he saw affected Oleh's consciousness and psyche, and so the family decided to emigrate abroad (first, Oles' father left for Budapest, as he was offered a government position, and later, his mother and son left Ukraine for Germany. Later, the whole family moved to Prague).

Having studied Oleh's work, one can understand that although he will not

return to his hometown soon, he will periodically recall his homeland: for example, already in adulthood, in his triptych 'Polissia' one can see the following lines: 'On the illuminated slopes, the dream-herb is already turning blue. And far, far away peoples are passing the sky bends over the noise of pine crowns. And the storm meets the weapons in thousands of hands. These golden forests and these noises that close the eyelashes, these dreamy people who have not heard the word: law! [2. P. 98] As we can see, these lines reflect the memories of the beauty and warmth of the Polissya region, which are probably related to the childhood and youth spent in Zhytomyr region. But unfortunately, the events covered in his literary works are not always connected with good episodes of the history of our city (for example, the Bazar tragedy of 1921).

Oleh Olzhych's (Kandyba's) biography was not without importance in the Zhytomyr region. He was a member of the OUN (M) (led by Andriy Melnyk), and during the Second World War (in 1941) he finally returned to his homeland as part of one of the OUN's marching groups. During this period, not only political but also social work with society was carried out: for example, in 1941, a group of activists together with Oleh Olzhych, despite the German occupation, held a demonstration dedicated to the anniversary of the Bazar tragedy, which was mentioned earlier. Unfortunately, this action had its consequences, as mass executions of the demonstrators in Zhytomyr and the region took place later.

From that moment on, the threat of death hung over Oleh Olzhych, and he left his native land again. But this did not help, because in May 1944, the activist was imprisoned in the Sachsenhausen concentration camp, where he died on 10 June 1944.

Thus, from the results of our research, we can see that Oleh Olzhych (Kandyba) is an important figure in the history of Ukraine, including the Zhytomyr region. That is why he deserves respect and honour from us, the residents of Zhytomyr and the region.

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PECULIARITIES OF THE RELATIONSHIP BETWEEN INTERPERSONAL INTERACTION AND THE EXPERIENCE OF VIOLENCE

The family is the most important structural component of society, laying the foundation for understanding social norms and influencing the process of primary socialization of an individual. Therefore, the stability of the family and its harmonious development are prerequisites for the socio-economic and political stability of society as a whole. A child raised in a dysfunctional family, where aggressive behaviour from parents is the norm both toward each other and the child, is likely to replicate this violent model of relationships in their own family life as an

adult. This replication occurs almost subconsciously, as the individual has been conditioned by such an environment.

One of the primary factors contributing to domestic violence is the perpetrator's intent to establish dominance and exert control over the victim (Dobash & Dobash, 1979). In some cases, violent behaviour may be triggered by the victim's efforts to assert personal boundaries and maintain autonomy (Johnson, 2008). However, this phenomenon should be examined within a broader sociocultural context, considering gender roles and societal norms that shape power dynamics in relationships.

Social norms and early childhood experiences significantly influence the development and perpetuation of violent behaviour. Notably, childhood exposure to domestic violence can reinforce learned behavioural patterns, increasing the likelihood of perpetuating violence in adulthood (Gelles, 1993). Nevertheless, there are mechanisms that can help break this cycle, including psychoeducation, intervention programs, and institutional support systems.

Social learning occurs through example: if a child's parents' model aggressive behaviour, the child is likely to exhibit aggression as well-initially toward toys, then toward other children and parents, and later, as an adult, toward their own partners and children. In this way, aggression is passed down between generations-aggression begets aggression [2, p.54].

Intercultural studies on the causes of domestic violence suggest that the influence of the husband's relatives plays a significant role [3]. Research highlights the stark contrast in family life between Pakistani and British families, shedding light on the prevalence of violence in each cultural context. The husband's family often plays a decisive role in determining whether violence occurs within a household. Meanwhile, the woman's family tends to intervene less in the nature of relationships and assumes a passive role, which can contribute to the deterioration of women's psychological well-being.

Studies on the topic of "domestic violence" typically use samples consisting mainly of victims or those who have experienced abuse. However, in the referenced study [4], the sample included healthcare workers-professionals who often serve as

the first point of contact for victims seeking help. The research methodology was based on content analysis.

The findings suggest that domestic violence may stem from a combination of factors, including perceived weaknesses in the husband's role, a lack of awareness on the part of the woman, and the absence of protective social structures [4]. Victims of violence, especially in traditionally patriarchal societies that have recently begun transitioning toward progressiveness, often perceive themselves as responsible for the aggressor's actions [5]. A significant factor associated with domestic violence is a woman's assertion of autonomy, which may be perceived as a challenge to the husband's authority, moral integrity, or role as a provider.

Divorce can be an effective strategy for women who have experienced domestic violence. However, despite available social support, many women remain in toxic relationships [6]. Ethnic background also significantly influences this situation: women who belong to an ethnic minority within a particular region face an increased risk of domestic violence [6].

As a result, official statistics on domestic violence published by government sources remain incomplete. In their studies, La Barnett, Cindy L. Miller-Perrin, and Robin D. Perrin note that domestic violence is such a multifaceted problem that neither statistics nor any calculations can fully reflect its scale [7].

It is important to note that the scope of domestic violence varies significantly depending on the region, culture, and social environment. The roles of men and women, as well as the level of involvement of their relatives, influence the psychological characteristics and perception of violence by the victim.

Therefore, examining interpersonal dynamics within the context of domestic violence is essential for designing effective prevention strategies and support systems for survivors. Further research in this area is crucial for gaining a deeper understanding of the root causes of domestic violence and identifying effective strategies to mitigate its impact.

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FOREIGN LANGUAGE IN A MULTICULTURAL EDUCATIONAL ENVIRONMENT

The modern world is changing rapidly, and globalization contributes to the intensive development of international relations in various spheres of life. In such conditions, mastering foreign languages becomes a necessity, not just a desirable skill. A foreign language plays a special role in a multicultural educational environment, where speakers of different cultures and traditions interact. A foreign language in a multicultural environment not only facilitates communication between representatives of different countries, but also contributes to the formation of tolerance, mutual respect and cultural exchange. It opens up access to new sources of knowledge, contributes to the expansion of students' worldview and their academic and professional development.

However, the challenges of a multicultural educational environment dictate their own conditions. Among these challenges, we can highlight: the language barrier, since students from different countries may have difficulties in mastering the educational material due to insufficient proficiency in the language of instruction; the diversity of cultural traditions, which requires teachers to adapt to different styles of teaching and communication; the heterogeneity of the level of knowledge (students may have different levels of language proficiency, which affects the overall effectiveness of the educational process).

- For effective foreign language learning in a multicultural environment, the following methods should be used:
- Interactive teaching methods (group projects, debates, role-playing games) that

promote active communication and the development of language skills.

- Digital technologies (online platforms, multimedia resources) to improve access to educational materials and simplify independent language learning.
- Intercultural projects that help students understand each other's cultural characteristics more deeply.

The active formation of a student's personality begins in the educational environment of the institution in which he studies, and his development is comprehensively influenced by all school subjects. The quality of this influence depends on many factors, in particular, forms of organization of learning, methods that should ensure the assimilation of the educational content of the subject, methods of achieving the expected results, types and forms of educational activity, motivation to realize the needs in acquiring the necessary knowledge and forming skills and abilities independently and expediently using them in practical activities, the functions of the teacher as a moderator of the educational process, etc. [1]

Thus, a foreign language in a multicultural educational environment is an important tool of interaction that promotes the exchange of knowledge, the formation of intercultural competence and professional development. The use of modern teaching methods helps to overcome barriers and ensure a high-quality educational process for students from different countries.

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THE DEVELOPMENT OF ELEMENTARY LEARNERS' MOTIVATION TO LEARN ENGLISH IN EFL CLASSES

Motivation is a crucial factor in successful foreign language learning, particularly in early primary school years. In the context of English as a Foreign Language (EFL) education, maintaining a high level of student engagement is essential, as it impacts their progress and sustained interest in language acquisition. Younger learners possess natural curiosity, but their attention spans are short, rendering traditional methods such as rote memorization and mechanical repetition ineffective, often leading to disinterest and demotivation. Research indicates that interactive and gamified teaching methods significantly enhance engagement and foster a positive learning environment. Effective strategies to stimulate children's interest in the English language learning process, the use of game technologies to increase student activity and engagement in lessons, and the analysis of factors influencing children's motivation, as well as the implementation of innovative approaches in the educational process, are of particular significance.

The aim of this study is to identify methods that promote increased motivation among elementary school students to learn English through the use of interactive teaching techniques. The primary focus is on the impact of gamified technologies on student engagement levels. The study was conducted in the 4th grade of Uman Primary School No. 3, Cherkasy region, Ukraine. Participants included 18 elementary-level students (A1 according to CEFR) attending three English lessons per week. The lessons covered grammar, vocabulary, reading, listening, dialogues, and role-playing activities.

This research is grounded in motivational theories, which underscores the importance of autonomy, competence, and social interaction in fostering intrinsic motivation. Aspects of the influence of the social environment (teachers, peers, parents) on student motivation are also considered [1; 2]. Additionally, the age-specific learning characteristics of young learners, who require diverse forms of activity, including physical (Total Physical Response method), gamified (role-playing games, board and digital games), and collaborative (group projects, team tasks) activities, are taken into account. The study also draws upon contemporary approaches to foreign language teaching that incorporate elements of gamification, which have proven effective in enhancing student engagement and improving motivation.

The findings of the study revealed that: students involved in gamified activities demonstrated higher levels of motivation compared to those taught with traditional methods; teachers observed that gamified technologies contributed to reducing student anxiety and increasing their activity during lessons; social support (from teachers, peers) and an interactive environment enhance long-term motivation for language learning.

The study confirmed that the use of gamified methods, including digital platforms (Kahoot!, Quizlet), role-playing games, and interactive tasks, significantly increases student engagement in learning English. This facilitates the creation of a comfortable and conducive learning environment that accommodates the young learners' psychological and physiological characteristics.

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PSYCHOLOGICAL FEATURES OF THE MOTIVATIONAL SPHERE OF COMBAT PARTICIPANTS

Motivation is a set of internal and external factors that encourage a person to engage in a certain activity, determine its direction, intensity, and sustainability. This is a key mechanism for regulating behaviour. It determines what goals a person sets for himself, how he achieves them, and how effectively he overcomes obstacles.

The motivation of military personnel is a critical factor. It affects the effectiveness, commitment and ability to serve in difficult conditions. It is also a key factor that creates the ability of a military unit to perform its assigned tasks. Scientists have identified the following types of motivation: intrinsic, emotional, professional, and leadership. Intrinsic motivation supports personal values, beliefs, interests and a self-sufficient need to achieve certain goals. The emotional motivation of the military includes deep patriotism and a sense of duty to one's country, society, and citizens, a sense of being part of a single whole, a fear of possible dangers, satisfaction from achieving certain goals, self-improvement, and the development of psychological resilience. Professional motivation is based on personal goals and calling, devotion to the country, ambitions, incentive system, professional growth, financial stability. Leadership determines the internal strength and energy that supports and directs the actions of a serviceman, the ability to endure stress and pressure of combat situations.

Participants in combat operations are subjected to significant psychological stress. This affects their mental state and motivation. The experience of war forms unique personality traits that can both facilitate adaptation to peaceful life and

complicate it. The motivation of combat participants is often based on the desire to be effective in combat, support their comrades, and continue self-development after service.

Knowledge of English can be an additional motivational factor. It opens up new opportunities both in the military sphere and in peaceful life. During service, English allows you to gain new useful knowledge and access to military training. Many modern techniques, strategies and technical instructions are available in English. This allows you to learn best practices, use the latest equipment and operate more effectively in combat conditions. This increases motivation for training and professional growth. Ukrainian military personnel cooperate with partners, volunteers, and participate in joint missions. Knowledge of the language simplifies interaction with allies and increases work efficiency. After returning to civilian life, knowledge of the language can serve as an incentive for adaptation. Veterans can participate in rehabilitation programs abroad, receive assistance from international organizations, travel or communicate with fellow veterans from other countries. English also opens up prospects for employment and education abroad.

Thus, English expands opportunities and is a tool for maintaining motivation at different stages of a military person's life.

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ANTI-CRISIS MANAGEMENT OF THE ENTERPRISE (ON THE EXAMPLE OF JSC CB “PRIVATBANK”)

Relevance of the Topic. Modern enterprises, especially financial institutions, must constantly adapt to changes in the market environment, which are accompanied by economic crises, financial shocks, currency fluctuations, political risks, and other adverse factors. Therefore, the study of crisis management mechanisms is extremely relevant, as their effectiveness determines not only the stability of an individual enterprise but also the resilience of the economic system as a whole. In this context, the banking sector deserves special attention, as banks play a key role in ensuring the financial stability of the state, providing business credit, and supporting economic growth.

One of the most striking examples of crisis management implementation is JSC CB “PrivatBank”—the largest bank in Ukraine, which experienced a deep crisis in 2016 and was subsequently nationalized. Its situation is unique for research, as the bank not only survived the crisis but also managed to stabilize its operations, retain its customer base, adapt to new conditions, and even develop innovative financial services. Analysing the anti-crisis measures implemented in PrivatBank allows us to assess the effectiveness of government intervention, examine the specifics of managerial decisions, and develop recommendations for other financial institutions on minimizing crisis risks.

It is essential to study the financial mechanisms that contributed to the bank’s

stabilization and evaluate their impact on customer and partner trust. PrivatBank's experience is valuable not only for the banking sector but also for all enterprises facing crisis situations, as it demonstrates how the right management decisions, financial support, and strategic planning can help overcome difficulties and ensure further development. The relevance of studying crisis management using the example of JSC CB "PrivatBank" is determined by the need to explore effective methods of overcoming crises in the banking sector, which is crucial for the further development of the financial system and the country's economy as a whole.

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ENGLISH ADJECTIVES FOR PERSONALITY AND CHARACTER

The need for a deeper understanding of the peculiarities of using English adjectives to describe personality and character is especially relevant in the context of intercultural communication, as this knowledge enhances the accuracy of expression and facilitates more effective interaction.

An adjective is an independent part of speech that expresses a characteristic of a person, living being, object, concept, or phenomenon [1]. It is worth understanding that any characterization can be complicated due to its subjective nature. Nevertheless, as a general definition, personality can be described as a combination of your thoughts, motives, feelings, ambitions and various other traits [2].

The Big Five Personality Traits is a well-recognized framework for analysing human personality. It includes five key traits: Openness (curious, imaginative, creative vs. conventional, traditional), Conscientiousness (responsible, dependable vs. careless, impulsive), Extraversion (sociable, outgoing vs. reserved, quiet), Agreeableness (compassionate, cooperative vs. selfish, suspicious) and Neuroticism (anxious, moody, nervous vs. calm, confident) [4].

As it has been mentioned above, English adjectives are important parts of the language that help to describe personality including those that can refer to the worst or the best qualities of a person. They can be positive, neutral or negative depending on the context of usage.

Positive personality adjectives: Benevolent «He is generally viewed as a *benevolent* figure in history» [3].

Sagacious «I and my *sagacious* colleagues were rapidly impressed by her

intellectual power and maturity of outlook» [5]

Negative personality adjectives:

– Malicious «They should note the recent press reports that *malicious* hackers are still active» [5].

– Capricious «She too was a temptress who could beguile and terrify, and she was very *capricious*» [3].

– Neutral personality adjectives:

– Reserved «He was unemotional, quite quiet, and *reserved*» [5].

– Analytical «A person with an *analytical* personality tends to approach problems» [3].

– Therefore, enhancing knowledge of English personality and character adjectives expands vocabulary and improves language competence. These adjectives help convey traits accurately in various contexts. Choosing the right words makes descriptions vivid, while synonyms and antonyms enhance precision in communication.

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PROFESSIONAL BURNOUT AND APPROACHES TO ITS STUDY IN THE SCIENTIFIC PSYCHOLOGICAL LITERATURE

In today's conditions, the problem of professional burnout and its impact on the emotional state of employees is becoming increasingly serious. Employees of the critical link of the civil service, who ensure the provision of vital administrative services to the population during the period of martial law, are constantly in a state of emotional tension. Dedication, a high level of responsibility, stressful situations lead to the development of manifestations of professional burnout.

It is extremely important to pay attention to the manifestations of burnout syndrome in a timely manner, because this process is gradual, but can lead to negative consequences, such as, for example, the lack of desire to develop, the loss of emotional satisfaction from the results of one's activities.

The problem of professional burnout has been studied by scientists from various fields, in particular psychologists, teachers, doctors, philosophers. However, the issue of professional burnout of the individual during wartime remains insufficiently studied [4].

Herbert Freudenberger in 1974 defined the syndrome of emotional burnout as a problem generated by the society and time in which we live, and constant work on oneself in order to fill the meaning of a person's life. The syndrome of professional burnout, emotional or mental, manifests itself as emotional, mental or physical fatigue. Such fatigue is the result of systematic stress during the performance of professional duties [3].

The study of a person's emotional state was enthusiastically taken up by a professor of psychology at the University of California, S. Maslach, who proposed considering it as physical and emotional exhaustion, which includes, among other things, the development of a negative attitude towards the work being performed, loss of understanding of other people [5]. American researchers S. Maslach and S. E. Jackson proposed a measuring scale for diagnosing the components of professional burnout. S. Maslach and S. E. Jackson present professional burnout in the form of a three-component model of burnout:

- emotional exhaustion: a decrease in the emotional background or emotional overload;
- depersonalization: deformation of relationships, increased dependence on others;
- reduction: decrease in personal achievements, tendency to negatively evaluate oneself, one's professional achievements [1].

Alfred Lenglet, an Austrian psychologist and psychotherapist, considers the emergence of professional burnout in the fact that an employee has a simultaneous great overload, overstrain and overfatigue [6]. His approach is professional productivity for the sake of material values, which leads to physical and mental overload and fatigue.

F. Storley, a professor of nursing at the University of Nevada, studied this phenomenon in nurses working in cardiology. She concluded that the syndrome is the result of confrontation with reality and occurs when the human psyche is exhausted, trying to withstand a situation that is difficult to change [7].

Ukrainian scientists of today O. Vavrynov and R. Yaremko note that professional burnout is a negative process that affects both personal and professional development [2].

A positive factor is that the prevention of professional burnout is becoming increasingly common throughout the world, special programs are being developed to prevent burnout, and analytical work is being carried out on such risks in order to avoid them. The problem of professional burnout is not necessarily the responsibility

of the employer alone, so it is important to involve other areas of government bodies in its solution, such as social protection of the population.

However, researchers who have studied professional burnout do not have a single view of the nature of this phenomenon and take different theoretical positions. Such manifestations of professional burnout as persistent changes in professionally important qualities, professional stress (distress), disruption of social interaction, instability of self-esteem, dissatisfaction with professional activities, discomfort, disruption of the motivational sphere, feelings of anxiety, helplessness and professional fear negatively affect the psychological state of employees and contribute to the development of professional burnout. All this makes the problem of studying professional burnout relevant not only in theoretical but also in practical terms, since knowledge of the specifics of the emergence, manifestation and development of professional burnout can become the basis for conducting psychoprophylactic work to improve psychological well-being and mental health of the individual.

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ANALYSIS OF THE PROBLEM OF ANXIETY IN PSYCHOLOGICAL RESEARCH

Ukraine is experiencing a full-scale invasion of the Russian Federation into the territory of our state. Teenagers were especially vulnerable in this situation, who, as a result of physiological changes in the body, have reduced stress resistance, and the deployment of military operations significantly increased the level of anxiety in this category of children. The psychological state of adolescents is also influenced by processes associated with hormonal changes in the body.

The study of the problem of anxiety in modern science is given an important place, since currently there is an insufficient number of studies on this problem.

L. Bozhok writes about anxiety as a consequence of the conscious experience experienced by an individual [1]. If anxiety is prolonged, it can cause a number of psychosomatic diseases. The manifestation of such a condition is often chest pain, rapid heartbeat, headache and dizziness, a feeling of weakness, gastrointestinal disorders, etc.

O. Voloshok emphasized that anxiety often causes a significant number of psychological problems in childhood and adolescence. She defined anxiety as a mental state of emotional tension, alertness, excitement, mental discomfort, increased vulnerability to complications, heightened feelings of guilt and underestimation of

oneself in situations of expectation, uncertainty or anticipation of an unclear threat [2].

Z. Freud studied the causes of anxiety throughout life. The first, early theory (“toxic”) is based on the fact that anxiety is closely related to thoughts and ideas. He expressed thoughts about its connection with sexuality, arguing that if the path to pleasure is blocked, then the accumulated libido becomes toxic and transforms into anxiety. He developed the theory of repression: thoughts related to sexual desire arise in consciousness, entering into confrontation with the norms of the civilized world, that is, the process of becoming a person as a social being requires the rejection of certain sexual impulses (anxiety as a result of suppression of libido). In the third theory of the emergence of anxiety (anxiety as a signal), S. Freud writes about the difference between the primary traumatic situation, in which the Ego is suppressed, and signal anxiety, which arises as a response of the Ego to a certain situation that contains a threat [5].

K. Gorney also wrote about the causes of anxiety. She argued that in the structure of each personality, the key is the unconscious feeling of anxiety, worry, the so-called feeling of root (basic) anxiety, which arises as a result of loneliness and helplessness. Every child has inherent needs for approval from others, for love and care, etc. If such needs are met during early experience, when the child has enough attention and support from his/her close circle, a sense of security and self-confidence is formed. If the appropriate atmosphere is absent, and close people project their own neurotic needs onto the child, the child develops anxiety, which can later become the cause of many behavioural disorders [3].

M. Mokry and I. Frankova in the article “Anxiety in Children: Ways to Overcome” reveal the physiological aspects of anxiety and the processes that occur in the brain. Anxiety is associated with the activity of the amygdala, a part of the brain that has a protective function. It begins to act when danger, alienation, rejection, mental imbalance, fear, etc. appear. And when the brain tries to protect the child in this way, the prefrontal cortex (the part of the brain responsible for rational thinking, emotional balance, problem solving, analysis and prediction of the results of its

actions) suspends its action.

Anxiety in psychological research is considered as:

- 1) a consequence of a conscious experience experienced by an individual;
- 2) as a mental state of emotional tension, alertness, excitement, mental discomfort, increased vulnerability to complications, heightened feelings of guilt and underestimation of oneself in situations of expectation, uncertainty or anticipation of an unclear threat;
- 3) as the Ego's response to a certain situation that contains a threat, that is, anxiety is like a warning before an imminent traumatic situation;
- 4) an unconscious feeling of anxiety, worry, a feeling of root (basic) anxiety that arises as a result of loneliness and helplessness.

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LINGUISTIC STRATEGIES OF VERBALIZING FEMALE IMAGES IN YURIY VYNNYCHUK'S NOVEL "TANGO OF DEATH"

One of the key features of artistic speech is the use of linguistic strategies that determine the nature of the characters' presentation, their psychological depth and cultural identity.

Ukrainian educators and scholars such as M. V. Bratko, L. O. Petrova, O. H. Ruda, and O. M. Parshina have paid considerable attention to the study of language strategies. They actively research and use the concept of "language strategies" in different contexts.

Language strategies are a set of linguistic means and techniques used to achieve a certain communicative goal. Language strategies are revealed in the course of language communication throughout the conversation. They combine elements of game and ritual speech behaviour in the dialogue [1, p. 137-138]. In literary texts, language strategies help to reveal the characters' personalities, convey the atmosphere of the work and influence the reader's emotions.

In Yuriy Vynnychuk's novel "The Tango of Death", female characters are verbalized through specific linguistic strategies that reflect both the peculiarities of the characters and the general cultural and historical context of the work. Female characters are revealed through a complex system of linguistic devices that combine lyricism, irony, and historical authenticity. The author describes female characters through poetic metaphors, epithets, and symbols. All this creates the impression of sophistication and mysticism. The study of these strategies allows us to better

understand the role of female characters in the work and the peculiarities of their linguistic representation.

Words, intonations and stylistic devices help the writer create multifaceted images. He uses unique linguistic strategies that help female characters acquire a vivid personality. By studying these strategies, we can trace how language shapes the character, emotional state, and even the social status of the characters.

The female characters in Yuriy Vynnychuk's novel are not just images, but carriers of historical memory, cultural heritage, and emotional depth. How does language shape the perception of the characters? Can language strategies be considered a key tool in creating an artistic image? Answers to these questions open up new facets of literary analysis and encourage further research.

Thus, the linguistic strategies used by Yuriy Vynnychuk in the novel "Tango of Death" play an important role in creating expressive and multifaceted female characters. Through individualization of speech, lyricism, multilingualism, and symbolism, the author skillfully conveys the emotional world of his characters and recreates the atmosphere of the era. The study of these strategies not only helps to understand the peculiarities of the work more deeply, but also opens up new perspectives for the analysis of contemporary Ukrainian literature.

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ANGLICISMS IN THE UKRAINIAN MEDIA

In today's context of globalization and growing intercultural ties, English is gaining the status of a leading means of international communication, which directly affects the Ukrainian media space. The use of anglicisms in the Ukrainian media is a dynamic process that reflects socio-cultural changes, language modernization and its adaptation to global trends.

In scientific research, the term "anglicism" is used to refer to certain lexical items, but its exact definition remains controversial. According to the Dictionary of the Ukrainian Language, "anglicisms" cover both words borrowed directly from English and lexemes from other languages that have penetrated Ukrainian through English language mediation [2, p. 44].

An important aspect is the semantic adaptation of anglicisms within the Ukrainian language. Some words are borrowed unchanged, while others are subject to phonetic, morphological and spelling modifications. At the same time, the problem of correct spelling of anglicisms remains open, as their spelling is not unified: there are variants of "flash mob" (Ukr. "флешмоб" and "флеш-моб"), "horror" (Ukr. "хорор" and "ропор"), etc., which creates certain difficulties for codifying these words in the language system [1].

Media discourse actively uses English borrowings to attract readers' attention, simplify the transmission of complex information and create the effect of novelty. Journalists often use anglicisms to enhance the emotional color of texts or to reflect current global trends. For example, in the headlines and texts of articles, you can find

such lexemes as *highlite*, *trend*, *influencer*, and *challenge*, which helps to make the material more attractive to young audiences and people who are focused on the globalized information space.

However, the excessive use of anglicisms is a matter of debate among linguists. Some researchers believe that they contribute to the enrichment of the language, make it more dynamic and open to change. Others emphasize the danger of displacing Ukrainian words, which can lead to a loss of linguistic identity and weakening of the state language. For example, the Ukrainian equivalents of "наставник" for "coach", "обліковий запис" for "account", or "кінцевий термін" for "deadline" often remain out of active use, as borrowed terms are perceived as more prestigious.

In the information society, anglicisms have become an integral part of the Ukrainian media language. They serve to adapt the language to modern realities, facilitate the rapid exchange of information, and enrich the linguistic landscape. At the same time, it is important to maintain a balance between the use of borrowed words and maintaining linguistic authenticity. Excessive borrowing can make texts difficult for a wide audience to understand, which makes it necessary to use foreign words in media discourse thoughtfully. The best approach is to use borrowing consciously and adapt it to language norms and expand the use of Ukrainian equivalents, which will help preserve linguistic identity in the context of globalization.

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THE IMPACT OF WAR ON THE DYNAMICS OF MILITARY VOCABULARY IN CONTEMPORARY UKRAINIAN LITERARY DISCOURSE

War fundamentally changes human destinies and priorities, and literary discourse is not spared. The Russian-Ukrainian war formed a new layer of consciousness that was embodied in literature and popular culture. The literary discourse after 2014, especially after the full-scale invasion, actively comprehends the national traumatic experience, recording the living history of contemporary events. The peculiarity of contemporary war prose is its authorship: a significant part of the works belongs to the military, volunteers, and eyewitnesses of hostilities, which contributes to the authenticity and richness of the texts with military vocabulary.

The vocabulary of war, which was traditionally reserved for the military, is now widely used, and is part of everyday speech and fiction. In contemporary literary discourse, there is an active use of military terminology, which is intertwined with colloquial vocabulary, creating a specific stylistic effect. In addition, the literary discourse synthesizes historical and contemporary military vocabulary, including the borrowing of Cossack terms for call signs and military ranks. This confirms the nationwide thesis that the current war is a continuation of Ukraine's longstanding confrontation with Russian imperialism.

The significant impact of the war on literature can be compared to the reaction of writers to the events of the Revolution of Dignity. While the Maidan left behind

mainly journalism, the war gave rise to a wide range of literary genres: diaries, memoirs, novels, novellas, short stories, and novellas that reveal the war experience. According to V. Slapchuk, the war has become a central theme of contemporary Ukrainian literature, as it affects every citizen [3].

Contemporary works on military topics often have the features of documentaries. According to O. Kotsarev, writers record real events rather than comprehend them artistically, which contributes to the factual nature of the texts [1]. At the same time, this phenomenon differs from the "lieutenant's prose" of the Second World War, as contemporary authors (such as S. Serhiyovych (Saigon), V. Zapeka, M. Brest) do not seek to heroize, but rather report the truth from the trenches [2].

The literary process of today is divided into civilian authors (writers, journalists, volunteers) and military personnel who were direct participants in the hostilities. The latter have their own audience, which allows them to popularize their work even beyond traditional literary circles. Regardless of the author's category, military prose retains a high concentration of military vocabulary, which testifies to its relevance and dynamics of development in contemporary literary discourse.

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SAMPLES OF SUCCESSFUL MODELS OF PROFESSIONAL FOREIGN LANGUAGE TRAINING

In the context of globalization and increasing workforce mobility, professional foreign language training that integrates a multicultural aspect is gaining critical importance. Effective communication in an international professional environment requires not only linguistic competence, but also a deep understanding of cultural differences, norms of business communication and etiquette [3]. Let us consider successful models of such training implemented in different countries.

The integration of a multicultural component is a necessary condition for the effectiveness of modern professional foreign language training. This involves the development of intercultural communicative competence (ICC), which includes the knowledge, skills and attitudes necessary for successful interaction with representatives of other cultures in a work context [3]. Training programs should go beyond purely linguistic aspects, covering language pragmatics and sociocultural norms.

The Content and Language Integrated Learning (CLIL) model has proven highly effective in vocational education, especially in EU countries. This approach allows students to acquire professional knowledge and relevant terminology in a foreign language, while simultaneously developing an understanding of international standards and intercultural characteristics of professional activity [2]. CLIL contributes to the formation of a holistic professional and linguistic picture of the world.

Moreover, Canadian language training programs for skilled immigrants (e.g.,

Occupation-specific Language Training – OSLT) are an example of the purposeful integration of language training with the characteristics of the professional culture of the host country. They focus on developing communication skills in the workplace, including interviewing, participating in meetings, and maintaining business documentation, taking into account Canadian norms and expectations [3]. It greatly facilitates the professional adaptation of newly arrived specialists.

Studying and internship experience abroad, as part of professional training, is a powerful tool for developing MCC. Direct immersion in a foreign language environment contributes not only to the improvement of language skills, but also to the deep assimilation of cultural norms and behavioural patterns through personal experience [1]. University and corporate programs often include such components to prepare professionals for international careers.

Successful models often use authentic materials and tasks that simulate real professional situations (case studies, projects, role-playing games). This allows students to apply language and intercultural knowledge in practice in a safe learning environment [3]. Reflection on one's own and others' cultural experiences is also an important element.

Effective professional foreign language training in the modern world is inseparable from the development of intercultural competence. Successful models implemented in different countries actively integrate the multicultural aspect through CLIL methods, targeted programs for immigrants, international internships and the use of authentic tasks.

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THE ROLE OF NEOLOGISMS IN POLITICAL AND MILITARY DISCOURSE IN ENGLISH-LANGUAGE MEDIA

Neologisms play a crucial role in political and military discourse in English-language media, reflecting the dynamic changes occurring in society, politics, and military affairs. The emergence of new lexical units allows for the precise expression of evolving concepts, events, and technologies, ensuring that language remains relevant and effective in communicating contemporary realities. This paper explores the significance, formation mechanisms, and functions of neologisms in political and military contexts, highlighting their role in shaping public perception and discourse [1].

In political discourse, neologisms serve as powerful linguistic tools used to define emerging political ideologies, movements, policies, and events. Political terminology is highly dynamic, with new words frequently introduced to describe novel political phenomena, trends, and shifts in governance. Neologisms in this domain often emerge through affixation (e.g., “Brexitteer” from “Brexit”) [2], blending (e.g., “infodemic” from “information” and “epidemic”) [3], and repurposing of existing words with new meanings.

One of the key functions of political neologisms is agenda-setting. Media outlets and political figures coin new terms to frame issues in a particular light, influencing

public opinion and discourse. For instance, terms such as “fake news” and “deep state” have gained prominence in political narratives, often shaping ideological debates and electoral campaigns [4]. Political neologisms also play a role in mobilization, as they help rally support for or against policies and politicians.

Additionally, neologisms contribute to the emotive and persuasive nature of political rhetoric. By employing vivid, impactful, and sometimes provocative terms, politicians and journalists can evoke strong emotional responses from audiences. For example, terms like “snowflake” (used to criticize individuals perceived as overly sensitive) or “wokeism” (describing progressive social movements) carry ideological connotations that influence public perception [5].

Military discourse also relies heavily on neologisms to encapsulate new strategies, technologies, and warfare tactics. As military conflicts evolve, so does the language used to describe them. The rapid advancement of military technology and cyber warfare has led to the creation of numerous new terms, many of which become integral to defense policy and strategic communication [6].

A significant portion of military neologisms arises through acronyms and abbreviations. Terms such as “IED” (improvised explosive device) and “ROE” (rules of engagement) are essential for efficient military communication. Additionally, the increasing role of cyber operations has introduced terms like “cyberwarfare” and “hacktivism”, reflecting the intersection of military strategy and digital threats [7].

Another aspect of military neologisms is their role in shaping public perception of warfare. Media outlets often adopt military terminology to either justify or critique military actions. Euphemistic expressions such as “collateral damage” (unintended civilian casualties) or “surgical strikes” (precision-targeted attacks) demonstrate how language is used to frame military interventions in a way that aligns with strategic narratives [4].

Furthermore, military jargon is frequently adopted by mainstream media and civilian discourse. Terms like “boots on the ground” (referring to deployed troops) or “shock and awe” (a military strategy aimed at overwhelming an adversary) have transcended their military origins and are now widely used in political and

journalistic contexts [6].

The proliferation of neologisms in political and military discourse has significant implications for media communication and public discourse. Firstly, neologisms facilitate concise and impactful messaging, enabling journalists to convey complex ideas efficiently. By coining terms that encapsulate intricate political or military concepts, media outlets can streamline information dissemination and enhance audience engagement [1].

Secondly, neologisms play a role in information manipulation and propaganda. The strategic use of language allows political actors and media organizations to shape narratives in ways that align with their interests. For example, labeling a movement as a “revolution” versus a “coup” carries distinct connotations that influence public perception of events.

Lastly, the rapid spread of neologisms through digital platforms and social media amplifies their impact. Online discourse accelerates the adoption of new terms, making them integral to political and military debates. Social media platforms serve as incubators for neologisms, with hashtags and viral trends driving their dissemination across global audiences.

Neologisms serve as essential linguistic elements in political and military discourse, providing a means to describe, frame, and influence contemporary issues. Their emergence reflects the evolving nature of political ideologies, military strategies, and global conflicts. By shaping public perception, facilitating communication, and reinforcing ideological narratives, neologisms contribute to the dynamic interplay between language and media. As political and military landscapes continue to transform, the study of neologisms remains vital for understanding the intricate relationship between language, power, and society [2].

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LOGISTICS IN UKRAINE DURING THE WAR: CHALLENGES AND PROSPECTS

The war in Ukraine has significantly changed the functioning of logistics processes in the country. Destroyed infrastructure, blocked ports and constant security threats have become new realities for business. However, despite all the difficulties, Ukrainian logistics has demonstrated the ability to adapt, and industry leaders are already laying the foundations for future recovery and development.

One of the key solutions was to create new logistics hubs outside Ukraine. Today, Poland and Romania serve as transit centres for most Ukrainian cargo. Polish ports, such as Gdansk and Gdynia, have become major transshipment points for exports and imports.

In addition, multimodal transport has become not just a trend, but a necessity.

By combining different modes of transport - rail, road and sea - companies have been able to ensure continuity of supply even in the most difficult conditions.

One of the most interesting areas of logistics development is the trans-Caspian route, which allows cargo to be delivered from China to Ukraine bypassing Russia. This route passes through Kazakhstan, Azerbaijan and Georgia, and then by ferry across the Black Sea to Ukraine.

Logistics has always been a key component of the economy, and its importance has only increased during the war. The efficiency of the delivery of goods directly affects the functioning of businesses, job retention and foreign exchange earnings for the country.

Historically, Ukraine has had significant potential as a transit country due to its geographical location. Restoring this status will be an important task after the war.

The transit time is 20-25 days, which is much faster than sea transport (70-90 days). This makes the trans-Caspian route not only safe but also competitive in terms of speed.

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THE IMPACT OF RESILIENCE LEVELS ON THE ADAPTATION OF YOUNG MOTHERS IN A MULTICULTURAL EDUCATIONAL ENVIRONMENT

The concept of resilience in psychology is considered the ability of an individual to adapt to stressful situations, find optimal solutions to various problems, overcome difficulties, and recover from them. Resilience serves as a key indicator of psychological well-being and adaptation—it is not just the ability to withstand stress but also the capacity to grow and change as a result of stressful situations. It is a process that includes elements of psychological flexibility, optimism, and the search for meaning in life [1, c. 52].

The level of resilience significantly affects the adaptation of young mothers in a multicultural educational environment. It is well known that women with a high level of resilience cope better with the stress associated with childcare and upbringing, as well as with integrating into a new environment, especially one with different cultural norms. They adapt more easily to changes and challenges, to a new community, and to a new country with its respective rules, norms, and traditions. Such women also establish social connections more quickly and effectively solve various problems. Supporting and developing resilience can contribute to successful adaptation and improve the psychological well-being of young mothers [2, c. 84].

In today's world, especially now, during wartime, young mothers in Ukraine face a much greater and more diverse range of problems than before. These include concerns about the safety of their children, themselves, and other family members;

anxiety; sleep disturbances; fear for their lives, the loss of loved ones, the destruction or loss of their homes or other property due to military actions; worries about relatives at the front; uncertainty about the future; education and career prospects; social and economic difficulties; and their children's health. All of these factors, either separately or collectively, can lead to stress, anxiety, depression, emotional burnout, and a decline in both mental and physical health.

Amid new challenges, adapting to new living conditions, and bearing overwhelming responsibility for their children, many women have also been left without the support of their husbands—who are either defending Ukraine against the enemy, engaged in volunteer activities to support the Armed Forces of Ukraine, separated from their wives due to new circumstances, wounded and undergoing treatment after the front, or, in the worst case, have already perished. Therefore, understanding the factors that contribute to the development of resilience in young mothers and its impact on psychological stability is crucial for developing effective psychological support programs and strategies [2, c. 125].

A multicultural educational environment creates conditions for the interaction of different cultures, fostering mutual understanding and respect. It takes into account the diversity of students as well as teachers and their cultural characteristics, integrating them into the learning process. This significantly contributes to the development of critical thinking, tolerance, and the ability to function in a multicultural world. An effective multicultural environment involves adapting educational materials, using diverse teaching methods, and well preparing educators. It also encourages all participants in the learning process to study and appreciate other cultures, greatly expanding their worldview and enriching their inner world.

However, in this process, it is also important to maintain one's identity and not lose connection with one's cultural and national environment. This is especially relevant for young women and mothers who, due to the war in Ukraine, were forced to leave their country for safety reasons and now find themselves in the multicultural educational environments of other countries. In this context, the level

of resilience plays a crucial role in their adaptation. Therefore, it is extremely important to support and develop resilience in every possible way.

To enhance the resilience of mothers, it is essential to provide them with support in maintaining a healthy lifestyle, emotional stability, psychological well-being, and adequate social connections. It is also beneficial to expand opportunities for self-realization, unlocking creative potential, engaging in sports, relaxation, and acquiring new useful skills. The combination of emotional intelligence and resilience is one of the key factors that enables individuals to take action and continue developing.

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PSYCHOLOGICAL CHARACTERISTICS OF PROFESSIONAL BURNOUT IN CIVIL SERVANTS

Burnout is a psychological condition characterized by emotional, physical and mental exhaustion that results from prolonged stress in the workplace. In today's world, where rapid changes in the socio-economic environment, political situation and technologies are becoming the norm, the issue of professional burnout is becoming especially relevant. Since public service employees work in a "person-to-person" system, they often suffer from burnout. Today, the relevance of the study of psychological features of professional burnout of civil service workers in conditions of uncertainty is higher than ever. The war has been going on all over Ukraine for almost three years now: missile attacks, active hostilities, power outages, significant price increases for all goods and services, as well as new information about dozens of dead and wounded every day. However, civil servants continue to work for the good of our country every day. Unfortunately, such working conditions can quickly lead to professional burnout. Civil servants, who perform important functions in the management of society, face numerous stress factors that can lead to the development of professional burnout. This phenomenon is characterized by emotional, physical and mental exhaustion, which arises as a result of prolonged and intensive professional activity.

Professional burnout among civil servants is not only a personal problem, but also a serious challenge for organizations, as it can negatively affect work efficiency, quality of service provision, and the general moral climate in the team. In conditions

of constant pressure, high demands and limited resources, civil servants are exposed to the risk of emotional burnout, which can lead to reduced productivity, increased conflict and even physical illness.

We owe it to scientists from all over the world to study such issues as the peculiarities of professional activity and professional burnout. This issue was studied by both foreign and Ukrainian scientists. Among the foreign scientists who studied this issue are H. Freudenberg, O. Ogresta, S. Rusak, L. Zorets, K. Maslach, J. Hpinbeg. As for Ukrainian scientists, such scientists as L. Krupyak, O. Yakymchuk, O. Stelmakh, T. Hruby, T. Zaychikova, L. Karamushka, S. Maksymchuk, T. Tytarenko, S. Arefnia and others.

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COMPREHENSIBLE INPUT IN STUDYING ANY LANGUAGE

The acquisition of a second language has been a subject of extensive research, with numerous theories explaining how individuals develop linguistic proficiency. One of the most influential theories in this field is Stephen Krashen's Comprehensible Input Hypothesis, which asserts that language learners acquire new linguistic structures when exposed to input slightly beyond their current proficiency level. The importance of comprehensible input is not limited to second language acquisition in a classroom setting but extends to naturalistic learning environments, immersion programs, and online language acquisition platforms. Understanding how comprehensible input functions in language learning is crucial for educators, policymakers, and students alike, as it provides insights into the most effective methods for achieving fluency.

Stephen Krashen's Input Hypothesis is a cornerstone of language acquisition research [5]. According to Krashen, language learners progress when they receive input that is understandable but slightly beyond their current level, known as "i+1." This theory contrasts with earlier models of language learning, which emphasized grammar instruction and error correction. Comprehensible input operates through contextual cues, simplification, and meaningful interaction. When learners are exposed to language in a meaningful context—through storytelling, visual aids, or simplified speech—they are more likely to internalize new vocabulary and grammatical structures. Research has shown that explicit grammar instruction alone does not lead to fluency, whereas exposure to comprehensible input enhances natural acquisition processes.

There are several key principles of comprehensible input that support language learning. First, language should be presented in meaningful contexts, making it relevant to the learner's real-life experiences. Second, a low-anxiety environment is essential. Krashen highlights the Affective Filter Hypothesis, which states that learners acquire languages more effectively when they are relaxed and motivated. When students feel anxious or pressured, their ability to absorb new linguistic structures decreases. Third, repetition and reinforcement play a significant role. Exposure to the same structures in different contexts facilitates deeper understanding and retention, ensuring that language acquisition occurs naturally rather than through forced memorization.

The practical applications of comprehensible input in language education are evident in several key areas [1]. In immersion and bilingual education, research from the United States has demonstrated the effectiveness of dual-language immersion programs in enhancing both language proficiency and cognitive flexibility. Studies have shown that students in two-way immersion programs, where they receive instruction in both their native language and the target language, perform better in standardized tests compared to monolingual peers. These programs provide a rich comprehensible input environment, allowing learners to develop linguistic skills naturally while maintaining their cultural and linguistic identities [3].

Another area where comprehensible input plays a crucial role is technology-enhanced language learning. With advancements in digital learning tools, comprehensible input is increasingly integrated into online platforms, podcasts, and video-based learning. YouTube channels dedicated to language learning apply Krashen's principles by exposing learners to authentic yet simplified content. Studies have shown that listening to comprehensible podcasts and engaging with video content significantly improves listening comprehension skills in a target language. These digital resources offer learners an opportunity to receive language exposure in an engaging and non-threatening environment, promoting natural acquisition.

In addition to immersive experiences and technological tools, extensive reading programs have also been identified as effective methods for language

learning through comprehensible input [2]. Krashen introduced the Free Voluntary Reading hypothesis, which states that extensive reading of accessible and engaging materials contributes to vocabulary acquisition and grammatical competence. Research has indicated that learners who engage in self-selected reading in their target language outperform those who follow traditional textbook-based instruction. Reading allows students to process language in a low-stress environment, reinforcing comprehension through repeated exposure to familiar structures and new vocabulary in context.

The findings from comprehensible input research have significant implications for language educators and curriculum designers. Traditional grammar-based instruction is increasingly being replaced by communicative approaches, where students are encouraged to engage with meaningful input rather than memorizing rules. Teachers should prioritize interactive storytelling, visual aids, and real-life communication exercises over rote grammar drills [4]. Language exposure should be maximized by incorporating movies, music, and conversations with native speakers. Assessment methods should shift focus from grammatical accuracy to communicative competence, ensuring that students develop practical language skills rather than simply learning theoretical rules.

Comprehensible input is a fundamental aspect of language acquisition, applicable to learners of all ages and backgrounds. Research by Krashen and other U.S. scholars highlights the importance of meaningful exposure, low-anxiety environments, and repeated input in various contexts. The application of these principles in bilingual education, digital learning, and extensive reading programs has demonstrated significant success in improving language proficiency. Future research should explore how AI and adaptive learning technologies can further enhance comprehensible input methodologies to personalize language learning experiences.

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MARKETING PHILOSOPHY IN THE MODERN BUSINESS ENVIRONMENT

In the modern world, it is impossible to imagine enterprises without marketing activities, which shape the "philosophy" of business and combine science and art. The task of this creative management activity is to achieve agreement between the producer and the consumer. Marketing of an enterprise implies creative activities aimed at solving issues related to the development of the market for goods,

services and labor. At the same time, it assesses the needs of consumers and forms practical measures to meet these needs. Thus, thanks to marketing the enterprise can sell its services and/or products to the end consumer.

Nonetheless, marketing is not only a tool for selling products, but also a strategic element of enterprise management. In a dynamic market, enterprises cannot be limited to tactical actions aimed at short-term profit, therefore they must develop long-term marketing strategies that determine the vector of the company's development, its positioning and competitive advantages. The main strategic approaches to marketing activities are:

- **Differentiation strategy** – the creation of unique goods or services that distinguish the company from competitors;
- **Cost leadership strategy** – cost optimization and ensuring the lowest price for consumers;
- **Concentration strategy** – focusing on a narrow market segment, which allows to better meet the needs of a specific group of consumers.

Due to growing competition, trading companies must focus on understanding consumers and market demands, while ensuring product quality and competitiveness. Marketing activities should provide reliable, accurate, and timely market information; analyze customer demand, tastes, and preferences; and effectively plan production and sales processes. The use of marketing innovations in consumer and industrial markets involves a systematic approach, utilizing innovative tools. The adoption of marketing innovations is an important part of both anti-crisis programs and initiatives to enhance the competitiveness of enterprises during the post-crisis economic recovery.

Marketing communications are changing rapidly today, but there is no single approach because each enterprise has distinct products, processes, and missions. Marketing tools for industrial enterprises can be classified into two primary groups:

- **Marketing tools on the internet;**
- **Internet marketing tools.**

Marketing tools on the internet include company websites, external activities of the company, brand promotion, community marketing, social media marketing, virtual worlds, experimental methods, and search marketing. Modern marketing tools also utilize crowdsourcing and crowdfunding. The use of crowd technologies in communication activities to influence consumer communities to form a specific context of perception is the foundation of crowd marketing.

In today's information economy, the Internet is essential for marketing activities. Internet marketing is crucial to advertising campaigns. Crowdsourcing and crowdfunding engage consumers in creating, testing, financing, and promoting new products, reducing commercial risks.

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EMOTIONAL BURNOUT AND WAYS TO OVERCOME IT AMONG VILLAGE RESIDENTS IN WARTIME CONDITIONS

Emotional burnout is a state of mental and emotional exhaustion that arises due to prolonged stress, overload, or dissatisfaction with activities. In wartime conditions, emotional burnout among village residents is a serious problem that requires a comprehensive approach to overcome. This syndrome is especially common among people whose work involves constant communication and helping others, such as medical workers, psychologists, social workers, teachers, and volunteers. Important steps to preserve the mental health of village residents during wartime include increasing psychological resilience, developing community support, and creating self-support resources. It is crucial to establish conditions for providing psychological assistance and social support.

The causes of emotional burnout among village residents include: High physical and emotional workload: villagers often have to take on additional responsibilities (working on the land, assisting with evacuations), which requires a lot of energy. Constant uncertainty and anxiety due to the war: the lack of security guarantees, fear for the lives of relatives and loved ones. Psychological pressure due to lack of support: the remoteness of rural communities from major aid centres and limited access to psychological services.

The importance of teaching village residents stress and emotion management techniques even before crisis situations arise, implementing psycho-hygiene programs for children and youth to reduce future psychological pressure, raising

awareness about burnout symptoms, and emphasizing the importance of timely help are key measures for preventing emotional burnout.

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THE ROLE OF COMMUNICATION GAMES IN DEVELOPING SPEAKING FLUENCY

Since the end of the twentieth century, English has already been well on its way to becoming a genuine lingua franca, a language used widely for communication between people who do not share the same first (or even second) language. This global dominance of English has emphasised the need for effective teaching strategies that enhance speaking fluency. Speaking fluency is a crucial component of communicative competence. It refers to the ability to produce language smoothly and effortlessly in real-time communication. Unlike accuracy, which focuses on correct

grammar and vocabulary, fluency emphasizes the natural flow of speech, including appropriate pauses, intonation, and the ability to express ideas coherently. Achieving fluency requires continuous practice in meaningful contexts, where communication games play a vital role [2; p. 234]. Communication games are structured activities designed to create a dynamic and interactive learning environment. They encourage interaction, creativity, and spontaneous use of English in real-life situations, allowing learners to develop confidence and fluency in English, helping them overcome anxiety and improve their speaking proficiency [3; p. 10].

The research was conducted in Uman Gymnasium #8 during Teaching Practice. The participants were 21 7th Grade learners aged 12-13 with great potential and desire to learn English. The analysis of the literature enables us to focus the research on testing the following benefits of communication games:

Increased Student Engagement: Games capture students' interest and motivate them to participate actively, reducing the fear of making mistakes.

Authentic Language Use: Many communication games mimic real-world interactions, providing learners with opportunities to use functional language in practical contexts.

Peer Collaboration and Social Interaction: These activities foster teamwork, negotiation, and problem-solving skills, which are essential for effective communication.

Reduced Anxiety and Improved Confidence: The informal and playful nature of games helps lower students' affective filters, making them feel more comfortable speaking in English.

Encouragement of Spontaneity and Improvisation: Unlike scripted dialogues, communication games require learners to think quickly and express themselves on the spot, which enhances their fluency.

The participants were suggested to take part in a variety of games: role-playing games where students assume different roles and engage in simulated conversations, such as ordering food in a restaurant or negotiating a business deal; information gap activities: learners work in pairs or groups to share missing information, requiring

them to ask and answer questions fluently; storytelling and picture descriptions: students create narratives based on images, improving their ability to structure sentences and maintain coherence.

To maximize the benefits of communication games, the activities were carefully selected to meet the following criteria: alignment with students' proficiency levels (games should be neither too easy nor too difficult, ensuring that learners remain engaged and challenged without feeling overwhelmed); encouragement of interaction among students (pair and group activities foster collaboration, peer learning, and meaningful communication). The emphasis was laid on the provision of clear instructions and objectives before each game (helps students understand the rules and stay focused, allowing them to benefit from the activity fully); on giving constructive feedback on pronunciation, grammar, and vocabulary to help learners refine their skills without discouraging them; and on creating a positive and supportive learning environment (when students feel comfortable taking risks and making mistakes, they develop greater confidence and a more natural ability to express themselves in English).

The results of the suggested intervention demonstrated that it increased student engagement: 85% of participants said that the games made classes more interesting. 78% of students said that they became more active in discussions. 70% of students said that they began to use the phrases they learned in real life more often. Spontaneous expressions increased by 30% during oral responses. 80% of participants said that the games contributed to the development of teamwork. 65% of students became more confident in conducting dialogues with their classmates. 75% of students reported being less afraid of making mistakes than before. The number of students who spoke English comfortably increased by 40%. 68% of participants began to formulate thoughts more quickly without prior preparation. The number of long pauses in speech decreased by 25%.

So, communication games are a powerful tool for developing speaking fluency in English language learners [1; p. 46]. Providing an engaging, interactive, and low-pressure environment, these games help students practice real-life communication,

build confidence, and improve their ability to speak fluently. As English continues to serve as a global lingua franca, incorporating communication games in language education will remain an essential strategy for fostering effective communicators in an increasingly interconnected world.

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THE ROLE OF FOREIGN LANGUAGES IN THE EUROPEAN INTEGRATION OF UKRAINE AND POST-SOCIALIST COUNTRIES: CULTURAL AND POLITICAL ASPECTS

The process of European integration in Ukraine and other post-socialist countries has brought about complex changes in the economic, legal and socio-cultural spheres. A key factor in these transformations is the role of foreign languages as a tool for cross-cultural communication, political dialogue and economic

cooperation. Language skills not only enable access to European educational and professional opportunities, but are also a fundamental aspect of national identity and geopolitical self-determination [1].

Cultural Aspects of Foreign Language Learning in the European Integration Process.

Learning a foreign language has greatly contributed to cultural rapprochement between Ukraine and European countries and has promoted deeper mutual understanding and respect for national values. Language acquisition provides access to European literary heritage, philosophical ideas and historical experiences, thereby broadening the worldview of Ukrainian citizens and promoting European identity.

Foreign languages are a tool for expanding intercultural competences, promoting tolerance and breaking down stereotypes about other countries. Language learning integrates Ukrainian citizens into the European cultural space and strengthens their attachment to common democratic and humanitarian values [2]. Knowledge of foreign languages makes it easier for Ukrainian students and researchers to participate in European academic programs such as Erasmus+, Horizon Europe and others. These programs promote the exchange of knowledge, experience and innovative approaches in various scientific fields, thereby accelerating Ukraine's integration into the European education and research sector [3].

Language skills facilitate active participation in international cultural events, including film festivals, literary exchanges and joint artistic projects. This strengthens Ukraine's cultural representation in the EU and reinforces its image as a modern European country [4].

Political and Geopolitical Significance of Foreign Languages in the European Integration of Ukraine.

From a political perspective, the role of foreign languages in Ukraine's European integration is particularly evident in foreign relations, international negotiations, and the harmonization of legislation with EU standards.

Effective diplomatic communication requires fluent English, German, or French, as these languages dominate European political discourse. Language skills

are required for high-level negotiations, drafting international agreements, and participation in EU institutions to ensure Ukraine's active participation in decision-making processes [5]. In the context of hybrid threats and information warfare, the mastery of foreign languages provides access to reliable sources of European information, thereby reducing the impact of propaganda and manipulation. Ukrainian media professionals, analysts, and politicians work with original European sources to contribute to an objective and balanced public discourse on European integration [6].

The implementation of EU regulations and standards requires not only translation but also understanding of the legal terminology of the original language. This is essential for the effective coordination of legislation and avoiding inaccuracies in legal documents that could lead to misunderstandings or inconsistencies in Ukrainian law [7].

Foreign languages play a vital role in the European integration of Ukraine and other post-socialist countries. They promote cultural reconciliation, facilitate diplomatic and political dialogue, and contribute to the successful adaptation of national legal and economic systems to European standards. Promoting multilingual education, improving foreign language skills of civil servants and expanding language learning opportunities for citizens are important components of Ukraine's further integration into the European Community.

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CRITERIA AND FUNCTIONS OF IDIOMS IN THE CONTEXT OF ENGLISH-UKRAINIAN TRANSLATION

The problem of translating idiomatic expressions is one of the most common issues in modern translation studies. The necessity to convey the meaning of a construction that has no direct equivalent requires not only the translator's familiarity with the main ways of adapting the original material to another language but also the ability to find alternative approaches when needed. A successfully translated idiom directly affects the coherence of the statement and the stylistics of the text as a whole, and since the goal of translation is usually to create the most accurate equivalent possible, idiomatic expressions become an important tool in achieving this.

In their work on corpus linguistics, R. Simpson and D. Mendis formulated

three main criteria for identifying idioms: compositeness or fixedness, institutionalization, and semantic opacity [2, p. 423]. Fixedness implies the impossibility of freely replacing or removing any components of the idiom without losing or changing its original meaning. Institutionalization points to the general acceptance of the form and content of a phraseological unit, as opposed to its one-time usage. Semantic opacity denotes one of the key features of an idiom, forming the basis of its definition: the meaning of an idiom is not a direct result of combining its components.

Researchers also claim that idiomatic expressions perform a number of pragmatic functions in speech [2, p. 427–430]. The evaluative function lies in expressing the speaker's opinion about certain observations through phraseological units (*plain as day* – *ясно як день*). The paraphrasing function allows avoiding unwanted repetitions or adding more emotional coloring to the statement than can be achieved with neutral vocabulary (*a dime a dozen* – *хоч зрублю зами*). The descriptive function involves using an idiom to convey characteristic features of the topic of conversation. Emphasis serves as a way of stylistically highlighting a part of the text and may involve the repeated use of an idiom at certain intervals. The collaboration function helps create a desired communicative situation by incorporating idiomatic expressions into speech, particularly humorous ones.

A significant problem is the complexity of translating culturally specific idioms [1, p. 380]. Phraseological units arise from certain socio-historical realities, so different circumstances lead to the development of different idiomatic expressions. For example, the idiom “*straight from the horse's mouth*” (from a reliable source) originates from the British tradition of horse racing, while “*right off the bat*” (immediately) comes from the popular American sport of baseball. Such expressions may not be intuitively understood by representatives of many other cultures.

Thus, idioms are stable phraseological units that have emerged under the influence of specific socio-historical realities and have achieved a high level of semantic independence. Unlike syntactic units, such as phrases and sentences, the meaning of an idiom is not derived from the meanings of its components. Therefore,

identifying such expressions during translation analysis minimizes the risk of incorrectly conveying the text's meaning in another language.

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WOMEN'S SULTANATE IN THE OTTOMAN EMPIRE

Annotation: *The project examines the formation and development of such an unusual period in the history of the Ottoman Empire as a female sultanate. This is a controversial and sometimes mysterious period when women played a significant role in the administration of the state. The influence of harem women on the state and foreign policy aspects of the life of the Ottoman Empire is considered, and the structure of the harem is also described. A special place in this study is the consideration of the influence of the most powerful sultans of that time: Hürrem Sultan, Nurbanu Sultan and Kesem Sultan.*

Key Words: *Ottoman Empire, harem, women's sultanate, great women of Istanbul, Suleiman the Magnificent, Haseki, Valide Sultan, East, historical figures.*

Relevance of the research topic. The Ottoman state, formed at the end of the

13th century, developed quite rapidly, and by the middle of the 16th century, the power of the empire had reached its peak. A major political player made his mark on the international arena, the Ottomans claimed the role of leader of the Muslim East in opposition to the Christian West. The multifaceted political history of the Ottoman Empire is determined not only by its influence on world politics, but also by the variety of events within the Sultan's palace.

The importance of the chosen topic lies, first of all, in the fact that the Ottoman sultan's harem was a kind of socio-political institution that underwent serious changes during the period of its existence, and was little studied in domestic science.

The purpose of my research is to highlight the importance of the period in the history of the Ottoman Empire - the "Women's Sultanate" based on sources that describe the life of women in the harem and their influence on state politics.

To do this, you need to perform the following tasks:

- Analyse the existing historiographical base of the specified issue.
- Highlight the role and significance of the "Women's Sultanate" for the development of the Turkish state.

The study of the problem is complicated by the paucity of reliable information about the harem and the management hierarchy. Many modern popular science works, which study the topic of Ottoman sultans' harems, are based on stories and memories of women who are representatives of the Ottoman dynasty of the 19th - 20th centuries. Therefore, this information can hardly be reliably extrapolated to the events that took place in the harem in the 16th - 17th centuries.

In historiography, the study of the period of the "Women's Sultanate" was mainly carried out by Turks, such as Ahmet Altynai [1], Caroline Finkel [2], Leslie Pierce [3], Lucien Thies-Senochak [4] and others. In domestic historiography, the following were interested in this issue: Agatangel Krymsky [8], Oleksiy Mustafin [10], Vadym Rubel [11], Yaroslav Husakivskyi [7].

Research methodology. The basis of the work is the principles of: historicism, which allows us to consider the development of the "Women's Sultanate" as an integral part of what was caused by the situation in the country; objectivity, which

made it possible, based on the analysis of facts from sources, to determine the patterns of development and formation of this period and the importance of women in it.

These principles were implemented thanks to the use of general scientific methods of analysis, synthesis and comparison.

Presentation of the main material. In modern historiography, the concept of "Kadınlar saltanatı" is interpreted as a "special" period in the history of the Ottoman Empire. It was then that the role of women in the matter of succession to the throne increased, which, accordingly, had a significant impact on state policy [7, p.1]. Originally, the Arabic word "harem" meant "forbidden, sacred". It later acquired a new meaning in the Ottoman Empire, when the role of women in the succession to the throne increased. In Muslim families, the harem, which represented the female half of the house, was not only larger in size than the male part of the house, but also much more luxurious. In the modern European mass consciousness, the harem is an important element of Eastern culture.

The years 1550-1656 are considered to be the chronological framework for the "Women's Sultanate". However, the definition of "Kadınlar saltanatı" was first introduced in the early 20th century by the Turkish historian Ahmet Refik Altınay. In his work of the same name, he argued that this period in the history of the Ottoman Porte can be considered the beginning of the end of the empire. [1, p. 10]. When investigating the causes of the phenomenon of the female sultanate and its further development, a certain duality is observed. On the one hand, it will be considered that the time of the end of the campaigns contributed to the emergence of the phenomenon under study. At the same time, it can be considered that the formation of the female sultanate was facilitated by the extensive struggle against the law "On Succession to the Throne" adopted by Mehmed II Fatih (the Conqueror) in 1478. Its essence was that all the sultan's brothers should be put to death in order to avoid internal turmoil. In the history of the female sultanate, the first representative of the sultanate was Hürrem Sultan (1531 - 1558). According to some sources, she appeared in Topkapi Palace in 1520. Her name is not known for sure, but historians call her

Anastasia/Olexandra Lisovskaya [5, p. 58]. In Europe, this woman is known as Roksolana. Hyurrem was born in the territory of Western Ukraine in the family of a priest. Another raid of the Tatars on the town of Rohatyn actually determined its fate. After being captured, she was bought by slave traders, with the help of which she ended up in the Sultan's palace. However, there is a version that the girl was in the sultan's harem even before Suleiman ascended the throne, in the harem of his father, Sultan Selim I (the Terrible) [1, p. 121].

Already being a sultan, Suleiman Kanuni (legislator) (1520 - 1566) gave his beloved concubine a new name - Hurrem (from Arabic - which means "brings joy"). In 1521, after the birth of the first-born Shehzade Mehmed, Suleiman I gave this woman the title of "Haseki" for the first time in the history of the state. It was also nonsense that the sultan first made the slave a free Muslim, and then officially married her, while she was his only wife. This fact characterizes Hürrem as the first concubine in the history of the Ottoman house who received her freedom during her husband's lifetime. After 1530, there was a series of events that clearly affected the power of the lady. The death of Valide Havsa Sultan - the sultan's mother (1534), the execution of the grand vizier Ibrahim Pasha (1536), and even the departure of Mahidevran Sultan to Manisa together with his son Mustafa opened the way for Hürrem to strengthen his power. She began to fully manage the harem. Thus, the acquired status and authority significantly increased the lady over other representatives of the harem. However, this was not enough to become the head of the harem and have the power to appoint or remove officials.

Many noted that Hürrem was very educated, so she was actively interested in state affairs and international politics [1, p. 49]. Comprehension of diplomacy was facilitated not only by Hürrem receiving foreign ambassadors in the palace, but also by mastering several foreign languages for correspondence with the rulers of other countries. In addition, she hosted a personal reception for the most influential noblemen and artists. The lady contributed to raising the standard of living in the country. Several waqfs were opened by her, and schools, madrasahs and baths were actively built and developed in many regions of Istanbul. During her lifetime, Hürrem

started the construction of mosques in the capital. Suleiman spent a lot of time on trips, it was from Hürrem that he learned all the information about the events in the palace, she was a faithful friend and political advisor for him. As many researchers have noted, Haseki's influence on the Sultan was enormous. The ambassador from Venice, Navajero, noted that Roksolana "held in her hands the bridle of the will of the sultan" [8, p. 204].

Not only the city, but also the whole country was talking about an influential lady. There were rumours that she had bewitched the king, and that he could no longer manage the state intelligently. Often with the help of the lady's word and the support of her influential entourage, the sultan either deposed or executed his officials. One of the consequences of Hurrem's influence on the sultan can be considered the execution of Mustafa (1 son from the concubine Mahidevran) in 1553. But it is worth noting that Haseki did not reach the peak of her power, which she aspired to, by providing power to her son Selim II.

Summarizing, we note that the role and influence of the first lady of the female sultanate can be assessed ambiguously. Haseki Hürrem died during the reign of her husband and did not live to the status of Valide. But it was she who became the basis, the foundation on which the phenomenon of the Women's Sultanate was born. I will emphasize the fact that the woman went against fate, turning a simple slave into a powerful lady, which was nonsense in a Muslim state.

After the death of Sultan Suleiman, I the Magnificent, his son Selim ascended the throne of Osman. Some historians believe that the Ottoman Empire begins its decline with the reign of Selim II (1566 - 1574). If during the reign of Suleiman, Hurrem exerted a significant influence on the affairs of the state, then under Selim II, a number of powerful and decisive representatives of the Sultan's palace influenced the administration of the state. During the period of the female sultanate, Nurbanu Sultan became the first Valide Sultan under Sultan Murad III (1574 - 1595), although her rise began as Haseki Selim II.

Nurbanu came from an aristocratic Venetian family, which was used to luxury from an early age. The girl did not stay in the status of a slave for long. Due to the

fact that the Padishah had little interest in managing the country, Haseki Nurbanu in alliance with the Chief Vizier Mehmed Sokollu Pasha managed the Ottoman Empire. The lady followed the advice of the viziers, actively corresponded with the French queen Catherine de' Medici, establishing good relations between the two courts, and also hosted Venetian ambassadors. Sultan Selim was struck by such a rare combination of beauty, amazing insight and deep intelligence in one girl.

Selim II was a very mild ruler. An interesting fact - after the death of the sultan, his Haseki and the chief vizier hid Selim's body in a refrigerator until the arrival of Murad's son. This was explained by the fact that Sultan Selim had children from other concubines, which created a real threat of losing power to Nurban and her son. It can be argued that Haseki staged a coup d'état in favour of her son to ensure the transfer of power into his hands. This, in turn, allowed her as the sultan's mother to find power and influence in full, which her predecessors failed to do. Nurbanu, becoming Valide, continued to rule the harem and influence her son until her death. This is how the Venetian Paolo Contarini wrote about the influence of this woman: "Murat bases his policy mainly on the advice of his mother... It is quite clear to him that no one but his mother will be so loving and devoted; he bowed before her and appreciated her extraordinary qualities and virtues."

After her death, Nurbanu was awarded all the honours that belong to Valide. People remembered her as a noble, courageous and intelligent woman. The son of Nurbanu Sultan - Murad III inherited from his father the ability to enjoy the pleasures of life, but not the experience in conducting state affairs. Therefore, he could not be called a strong ruler, but by the right of a prince, he can be considered the most fertile. (many children) throughout the history of the Ottoman Empire.

Meanwhile, in the domestic political sphere, further destructive tendencies were observed, such as the increase of bribes and the levelling of sofas. The weakening of this institution is evidenced by the fact that after Sokol Mehmet Pasha, in just a few years of Murad III's sultanate, this position was replaced by seven people, and some of them successfully replaced it several times [2, p. 189].

Women of the sultan's harem, in particular his mother - Nurbanu Sultan and his

concubine - Safiye, played a leading role in solving issues of both foreign and domestic policy of the state under Murad III. Two powerful sultans among their loyal allies were engaged in intrigues directed both against each other. They actively interfered in state affairs, provoking resignations and even executions of many high-ranking officials. The confrontation between the political groups Nurbanu Sultan and Safiye only intensified the problem of corruption, because bribery and nepotism became the norm among officials. It should be noted that this state of affairs had a detrimental effect on the dynamics of the development of the Ottoman state, and in general accelerated the collapse of the empire.

With the death of the padishah's mother - Nurbanu Sultan, the management of the harem actually passed into the hands of the main Haseki Murad III - Safiye (1583 - 1604 (3)). However, I note the fact that Haseki did not become the official wife of the sultan as her predecessor, but remained in the status of the main wife. However, she was respected and loved by the king. He discussed some state issues with her and listened to her advice. According to the memoirs of the Venetian Giovanni Moro, contained in his report of 1590, Safiye had power as the mother of the prince (the future Sultan Mehmed III), so she allowed herself to interfere in internal political affairs. At the same time, Murad III, respecting this "prudent and wise" woman, listened to her advice [5, p. 94].

Safiye's authority at court was strengthened, and while the sovereign was busy with harem pleasures, Pani practically became the head of the state. She contributed to the maintenance of political relations with Venice, actively corresponded with the English Queen Elizabeth I. The rulers corresponded and sent each other expensive gifts. Elizabeth I even sent Safia her portrait. Thanks to the gifts and warm relations of the queens, Safiye Sultan was effectively the main advocate of the English queen in the palace, and the English ambassador Edward Barton played an active role in the distribution of posts in Istanbul. In correspondence with noble rulers, it was signed - "We are the Valide of all Valide! We are Safiye Sultan!", thus emphasizing his status. ("we" in her interpretation meant the state led by Valide) [9]

After the death of Murad III in 1595, the son of Safiye - Mehmed III (1566 -

1603) ascended the throne. During the reign of her son, the lady reached the highest position according to the "career ladder" of the harem - Valide Sultan. With already enormous power and influence, the title of Mother of the Sultan emphasized her greatness not only in the palace, but far beyond it. With the death of Mehmed III and the gradual departure from affairs of Safiye Sultan, in the "political game" the map of power passes from one sultan to another. Playing the role of Valide, each of the sultans (Khandan Sultan, Halime Sultan and Mahfiruz Hatice Sultan) did not play an important role in the political life of the Ottoman Empire because of their short tenure in the position of manager - two years each.

In 1603, the son of Mehmed III and Khandan Sultan - Ahmed I - ascended the Ottoman throne. The young and inexperienced padishah listened to his mother's advice, but the influence of harem women on state affairs was limited for him. But everything changed with the appearance of Mahpeiker (Kesem) Sultan (reign 1623 - 1651) in the harem. As for the figure of Kesem Sultan herself, it is very difficult to find evidence of her life before entering the harem, the date of birth is unknown, but it is assumed that she was the same age as Ahmed, that is, she was 13-16 years old [6, p. 347-359]. Judging by the memoirs of Ambassador Christopher Valier, which date back to 1616, before being Valide Sultan, she already had a huge influence on Ahmed I, receiving no refusals from him in anything [3, p. 247]. This woman went down in history as the most influential, strongest and most powerful sultan of the Ottoman dynasty.

The sultan's rapid career resembled the fate of Hürrem Sultan. But, unlike her predecessor, Kesem found real strength in the years when she was Valide Sultan, not Haseki [3, p. 36]. During the reign of her husband, Ahmed Kesem, Sultan influenced the course of politics behind the scenes. The king consulted with Haseki, and she, in turn, in order not to lose the status and position of the sultan, showed restraint and great wisdom in her actions.

In 1617, Sultan Ahmed I died and the younger brother of Padishah Mustafa I (1617 - 1618 and 1622 - 1623) - the son of Mehmed III and his concubine Halime Sultan - became the head of the state. Thus, the "Law of Fatih" was violated, and in

the future all applicants for the throne in the male line were placed in a special "cage" - a cage. I believe that Mustafa was not killed for several reasons: first, his mental illness was known, so he was not a political threat. Secondly, the representatives of the Ottoman court cared about the fate of the dynasty, since Ahmed had no children at the beginning of his reign, and in the event of his death, the Ottoman line could be interrupted. Thirdly, it was Kesem Sultan who saved the minor shehzade (crown prince) from inevitable death, thus building a strategy in the hope of protecting her children from possible fratricide in the future. Eventually, due to political instability, Mustafa was dethroned, allegedly by the Kesem faction under her personal leadership, in favor of her son Murad IV, causing her to officially report to the judges for her actions.

The Sultansha's innocence was proven, which freed her from accusations of creating a palace coup. The Sultansha was in power for a long time, she became Valide Sultan twice, the first time she was given the title - "buyyuk", that is, the elder Valide (grandmother of the ruling Sultan). An innovation was that during the entire history of women's rule, it was Kesem Sultan who single-handedly ruled the empire as regent. The lady was a skilled diplomat, she corresponded with ambassadors and monarchs of other states, in addition, the sultana received dignitaries, took part in the meeting of the "divan", where she directly decided on the internal and external policy of the empire. In addition to Kesem's personal qualities, which contributed to her advancement on the "career ladder", I would also like to note her high fertility, thanks to which her authority at the court increased significantly. Of the large number of male children, only two were lucky enough to become sultans - Murad IV the Bloody (1623 - 1640) and Ibrahim I the Mad (1640 - 1648), under whom Kesem was forced to leave the main palace: Sultan Ibrahim I was condemned for political and economic calculations, for bad management of the state, Sheikh ul-Islam issued a letter in which Ibrahim could be strangled, people considered him indifferent to corruption", "idle in the face of the enemy" and those who were too much influenced by the harem [11, p. . 487]

Daughters of sultans in the Ottoman Empire, as a rule, became a bargaining

chip in political intrigues. Kesem herself followed such tactics. She passed off her young daughters (one of them was only two years old at the time of marriage) for influential statesmen, providing them with further support and strengthening her own position. The ambitious lady did not forget about the common people. During her reign, many free food places for the poor were organized in Istanbul. Kesem Sultan helped orphans and women in every possible way. Undoubtedly, the life story of the most powerful sultansha was full of upheavals, secrets and intrigues, but her visionary policies led to great changes in the country and important strategic victories in the international arena.

With the death of Padishah Ibrahim I in 1648, a minor prince - Mehmed IV the Hunter (1648 - 1687) appeared on the Ottoman throne. Until this time, Sultan's grandmother Kesem was strong and powerful. But she had competition, which was taking effect in the harem and beyond, the sultan's mother - Turkhan Sultan. I note that the political situation at the court in the first years of the reign of Mehmed IV was not distinguished by stability due to endless palace intrigues, which were provoked by the struggle for power between Kesem and Turkhan. The result of their confrontation was decided in favor of Turkhan in 1651, when Kesem was killed in her chambers by the loyal servants of Turkhan. However, her participation in this was never proven.

Mustafin successfully notes, regarding the situation in the Ottoman Porte after the death of Kesem: "The sultan's governors in the provinces also felt increasingly independent. Mamluk beys once again ruled in Egypt, self-governing principalities were formed in Lebanon as well. The conquered peoples of Europe also raised their heads" [10, p. 268-269].

Turkhan Sultan marked the sunset of the era of the Female Sultanate. This woman was ambitious, so she regained the title of Valide with the help of a fierce struggle. Due to his young age, Sultan Mehmed IV could not fully rule the country, so the Sultana, following the example of her predecessor, ruled the Great Ottoman Empire as a regent until her son came of age, after which Valide Sultan transferred the management of all state affairs to Vizier Mehmed Keplür, who put an end era

And according to history: one era was replaced by another - the era of the Caplyur family.

Having withdrawn from the affairs of big politics, Valide concentrated her attention on construction. Its first project was the construction of two fortresses at the entrance to the strait, as a response to the Venetian blockade of the Dardanelles [4, p. 15]. The implementation of this project made it possible to recognize Turhan Sultan as equal to other sultans, such as Mehmed II the Conqueror. The completion of the construction of the New Valide Mosque in Istanbul, started by Safiye Sultan, allowed Turhan Sultan to achieve the greatest recognition. This complex was immortalized as the first Imperial Mosque built by a woman.

With the rise of the Grand Viziers, the status of Valide and Haseki lost its former grandeur and importance. However, the end of women's rule in the Ottoman Empire did not mean the end of their influence on management. Only now, Valide was assigned the role of mentor to the future heir to the throne, as it should have been.

The lady was also in charge of philanthropy and the improvement of the empire.

The multi-ethnic and multi-confessional Ottoman Empire demonstrates the successful and sometimes unsuccessful experience of civilizational interaction in the past. In general, we can say that currently there is no single historical assessment of the influence of the female sultanate on the evolution of the Ottoman Empire. On the one hand, this phenomenon contributed to the demise of the empire, its political fragmentation and chaos. The power of the sultan itself was undermined, turning into a bureaucratic apparatus. On the other hand, it became rather a consequence than a cause of the decline of the country. The women who ruled the country in that period managed to preserve the established monarchical order, according to which the power of the sultans was transferred within the framework of one dynasty - the Ottomans.

Taking into account the combination of positive and negative consequences, we can conclude that the female Sultanate in the Ottoman Empire became a rather stabilizing political factor. Therefore, the period of Ottoman history, which was

named "Kadınlar saltanatı" (Sultanate of women), was quite natural.

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STAGES IN THE DEVELOPMENT OF PROFESSIONAL BURNOUT

Professional burnout is increasingly recognized as a critical issue in modern psychological research and practice, as it undermines job performance and affects specialists across diverse fields. Effective detection, prevention, and intervention are vital for both individual professional efficiency and collective stability. A key characteristic of burnout is its phased progression, which allows for targeted responses at different stages and informs the development of preventive and corrective strategies.

Introduced into scientific discourse in the 1970s, the concept of “professional burnout” was first defined by American psychiatrist H. Freudenberger. In 1974, he used the term “burnout” to describe the depletion of energy resources under excessive work demands among volunteers at a drug rehabilitation clinic [5, p. 159], noting various physical and psychological symptoms [5, p. 160]. This study spurred the development of standardized diagnostic tools, such as the Maslach Burnout Inventory (MBI) by C. Maslach and S. Jackson in 1981. Today, burnout is widely regarded as the result of chronic occupational stress that remains unresolved [7, p. 397].

Freudenberger’s twelve-step model, developed with G. North, outlines a detailed sequence in which burnout progresses from initial enthusiasm and overcommitment to chronic stress and eventual collapse [5, pp. 159–165]. In its early phases, individuals work intensively, often sacrificing rest and personal life. Over time, frustration and disappointment increase. Eventually, cynicism and depersonalization set in, as the individual emotionally withdraws from colleagues or

clients. In the final stages, a profound sense of emptiness arises, potentially leading to psychological or physical breakdown.

Other researchers propose similar concepts with fewer stages. For instance, J. Edelwich and A. Brodsky describe four phases: enthusiasm, stagnation, frustration, and apathy [4, p. 37], reflecting a transition from active engagement to complete exhaustion.

C. Maslach's three-component model emphasizes emotional exhaustion, depersonalization, and reduced personal accomplishment [7, p. 399]. Originally developed for people-oriented professions, this model suggests that accumulated fatigue leads to emotional distancing, which in turn diminishes feelings of professional competence [6, p. 331]. Although often presented as a symptom structure rather than a strict sequence, many studies indicate that these elements tend to emerge progressively.

In conclusion, burnout develops gradually as a result of prolonged stress, beginning with over-involvement and culminating in total exhaustion and detachment. Recognizing its stages is essential for early intervention, as burnout rarely emerges suddenly. By addressing chronic overload and promoting work-life balance, both individuals and organizations can reduce burnout's harmful effects. Stage-based models proposed by various researchers highlight the importance of detecting early warning signs and adopting preventive measures to sustain well-being and productivity.

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HYBRID WORK: EFFICIENCY OR NECESSITY?

Hybrid work integrates both in-person and remote collaboration. This approach allows employees to alternate between working from home and attending the office. For instance, an employee can work from home one day and then go to the office the next day for an in-person meeting (link).

Hybrid work can take several forms, including:

- Most of the working time spent in the office

- Most of the working time spent remotely
- All working time focused in the office
- A flexible model where employees independently choose their work schedule.

Several companies have implemented this approach even before it became a mandatory measure, for example:

Microsoft – offers employees to work remotely several days a week;

Google – allows employees to work in the office 3 days a week, the rest of the time – remotely;

Apple – uses the 3+2 model (three days in the office, two days remotely).

Transcontinental companies attracted specialists to promote products in new markets without having offices there. To save resources on office rental, utilities, and other expenses, they hired professionals who could work from their own homes or cafes. This led to the rise of co-working cafes that provided necessary amenities like Internet access, comfortable workspaces, snacks, and office equipment. NeueHouse in New York is an example of a private working and social space for creators, innovators, and thought leaders. It offers iconic buildings, timeless design, cultural experiences, and high hospitality (NeueHouse).

Betahaus (Germany, Berlin) - Provides coworking spaces in Berlin for individuals engaged in creative work and entrepreneurship. (<https://www.betahaus.com/>)

Coffice (Hungary, Budapest) - Offers a combination of café, coworking space, and bar within one location (<https://www.betahaus.com/>). This establishment caters to different functions at various times of the day. The spaces adapt in size and openness according to users' needs while maintaining distinct atmospheres. Despite these changes, there remains a sense of coziness for daytime students and an alternative venue for evening cocktail enthusiasts. It serves as a versatile location for studying, working, or enjoying coffee during the day. The routine could be summarized as: work, drink, sleep, repeat (<https://archello.com/project/coffice-budapest>).

Most cafes require booking a workplace through apps or websites, which can

be expensive. Decide if you need simple coffee shops for just a cup of coffee or professional office coffee shops equipped for meetings and client interactions. Also, consider the challenges that come with hybrid work models.

- **Control.** It is necessary to be sure that the employee working in a hybrid work environment is provided with technical components, such as electricity, Internet access, and the reliability of a confidential connection, when using open Internet networks.

- **Team.** The synergy of the work of the team working remotely, their motivation and control.

- **Result.** The distribution of responsibilities, communication between departments and a strategic vision of the current state of the project, in which all specialists are involved, remains an important component of the manager, to ensure the required result.

While some companies might return to offline work due to challenges like cybersecurity, low productivity, and corporate culture, others will adopt hybrid models. These companies may incur higher costs but must establish processes to efficiently manage this combined approach:

- Assess the company's needs in the tactical and strategic period
- Develop job descriptions, clear schedules, reporting forms, and the work mode of all employees working remotely
- Provide all employees with the necessary power of office equipment and platforms for communication, data exchange and video conferencing
- Develop clear KPIs for employees
- Mentoring and coaching for new employees

A hybrid work model, shaped by time and circumstances, offers a way to blend work with personal life, boosting company efficiency. to fully harness its benefits, prioritize clear communication, trust, and ongoing technological adaptation.

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INTERCULTURAL COMMUNICATION AND MENTAL HEALTH: OVERCOMING STIGMATIZATION IN MULTICULTURAL WORKPLACES

Mental health remains one of the most stigmatized spheres of human being, especially in the context of a professional environment. This problem is particularly acute in multicultural work teams, where different cultural paradigms of perception of psychological problems, emotional well-being and methods of their support intersect.

Studies show that cultural differences have a significant impact on the attitude to mental health problems. In some cultures, an open discussion of psychological difficulties is considered taboo, while in others this process is normalized. According to Zimov, ZO, "communicative tolerance is an important component of intercultural interaction, especially in the context of overcoming mental health stigmatization" [1, p. 43]. This creates unique challenges for intercultural communication in the work environment, where employees with different cultural backgrounds should interact effectively and maintain a healthy psychological climate.

Stigmatization of mental health problems in a multicultural working environment is manifested in various forms: from direct discrimination to more sophisticated mechanisms of social exclusion. An important factor in this process is communicative barriers that arise because of the difference in cultural codes of perception of emotional distress and psychological assistance. Bepalova NV and Yakovlev T emphasize that "effective intercultural communication involves understanding not only verbal but also non-verbal aspects of cultural expression of mental distress" [5, p. 62].

Grubov V. and Kulagin Y. in his study state that "the crisis of multiculturalism policy in Europe is partially related to the inability to find a balance between preserving cultural identity and the creation of conditions for the psychological well-being of representatives of different cultures" [4, p. 108]. This observation is especially important for understanding the difficulties of forming a psychologically safe multicultural working environment.

Overcoming stigmatization requires a comprehensive approach based on the principles of cultural competence. This involves not only knowledge of the features of different cultures, but also the development of empathy, tolerance to the uncertainty and skills of effective intercultural communication. Organizations seeking an inclusive environment for workers from different cultures should introduce policies that take into account cultural differences in mental health perception and provide access to cultural and sensitive support resources. Korisko I. A It emphasizes that "modern challenges of European politician of multiculturalism require a rethinking of mental health as a socio-cultural phenomenon" [3, p. 95].

Empirical studies show that organizations with a high level of intercultural competence create more favorable conditions for the psychological well-being of employees. This is manifested in reducing the level of stress, increasing work satisfaction and reducing professional burnout cases. In the monograph "New Teacher - a happy student - a successful new Ukrainian school" A authors staff notes that "the formation of competence of intercultural communication is a key element of professional training of specialists to work in a multicultural

environment" [2, p. 156].

At the same time, effective mental health communication strategies contribute to the formation of trust between employees of different cultural groups and increase their willingness to seek help as needed. Zimovets Z.O emphasizes that "the development of communicative staff tolerance is an important factor in overcoming mental health stigmatization in multicultural organizations" [1, p. 72].

The introduction of cultural and sensory practices of maintenance of mental health in a multicultural work environment requires a systematic approach, which includes educational programs to raise awareness of cultural differences in the perception of psychological problems, trainings on intercultural communication for managers and HR-specialists, as well as the creation of safety. As stated in the study of Bespalova NV and Yakovlev TI, "intercultural communication in the context of mental health requires special attention to cultural and specific manifestations of psychological well-being and distress" [5, p. 63].

Thus, overcoming the stigmatization of mental health in a multicultural working environment is an important element of creating an inclusive organizational culture, which contributes to the psychological well-being of all workers, regardless of their cultural origin. Effective intercultural communication on mental health not only reduces stigma, but also creates conditions for revealing the potential of cultural diversity as a resource for organizational development and innovation.

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LEADERSHIP IN MANAGEMENT

Leadership is a key aspect of successful management in the modern business environment, which is identified as a property or set of skills that allow a person to effectively manage, motivate and influence a group of people, directing their efforts to achieve common goals and objectives. This topic is studied and investigated not only in the context of economic and organizational aspects, but also from the point of view of social and psychological interactions in the team, and includes the ability to inspire, coordinate team actions, make strategic decisions and lead the group to success. Effective leaders in management are also able to create a sense of community and cooperation, develop talents and understand the importance of interaction with their team to achieve success.

A leader is not only an individual who issues commands, but also someone who is able to inspire, motivate and lead a group towards achieving common goals.

Leadership is the process of influencing and even inspiring people to conduct joint activities and achieve a common goal or complete tasks. It is the art of leading,

motivating, directing, influencing others, and managing a group or team toward achieving a set goal or objectives. A leader is not only shown in their ability to make decisions, but also tendency to listen, inspire, and develop others.

Management is a set of actions and strategies aimed at effectively managing resources, processes, and human resources to achieve set goals. In the context of business and organizations, management encompasses a few key aspects, such as planning, organizing, coordinating, controlling, and making strategic decisions.

According to J. Peter Lawrence: "Many are called managers simply because they lead teams or are at the top of the administrative pyramid. But being at the top only defines the appearance of management, not its essence" [2].

Leadership is a key element in the successful functioning and development of management. Management and leadership, although interrelated, perform different functions and have their own characteristics. Leadership in management is focused on providing direction, motivation and improvement of the team to achieve common goals.

One of the important features of leadership is the ability to inspire faith and enthusiasm in the team, creating an atmosphere of trust and cooperation. A leader in management not only makes decisions but also considers the needs and views of their team, promoting mutual understanding and joint development.

There are quite a few specializations in management related to the level, object and subject of management. Effective managers must also be good leaders, since the concepts of leadership and management are associated with various characteristics that provide different aspects of the organization's strengths. A manager, as a rule, builds a system of relationships with subordinates that is based on the position of authority and its sources. Leadership is primarily based on a certain type of managerial interaction that arises in the process of the leader's social influence on the group, without necessarily having a job system. This process is somewhat complicated, since it involves the presence of followers of the leader, not his subordinates [4].

The key function of a leader in management is also to create a vision and strategy that meets the goals and objectives of the organization. Leadership contributes to the formation of a strong corporate culture and develops in the team the ability to adapt to changes in the business environment.

Leadership is formed on interpersonal contact between people and their individual initiative and provides a person with informal authority.

A leader is perceived for their ability to lead a team, for their unique features, which include dedication to the goal, honesty, openness, the ability to listen and accept other points of view, the ability to teach, inspire and motivate others to achieve success, as well as for the ability to see the big picture and the ability to make important decisions.

Justifying our expectations – people expect the leader's behavioural actions to be consistent regardless of the changing circumstances, they want the leader to always be true to their word and not to deviate from the course approved by the group. Every leader, regardless of their level of management, bears great responsibility to the members of their team, like how the CEO bears responsibility for the entire company. This responsibility includes making strategic decisions, setting an example of ethical behaviour, creating a favourable working environment and ensuring the achievement of goals. The leader must be responsible not only for his own actions, but also for the success and well-being of his team.

It should be noted that management and leadership are recognized as important professions that require special knowledge and skills. Modern countries that have transitioned to an industrial society actively use the engineering and managerial approach to decision-making. This reflects the importance of information and technology in modern management.

There is also a change in the composition of the workforce, where the role of small and medium-sized entrepreneurs, management and knowledge workers is increasing. This reflects the objective trends of modern society, where innovation and creativity are becoming key elements of success.

Therefore, leadership in management is important for successful management and the formation of a cohesive and productive team. An effective leader manages and motivates the team, develops cooperation and joint development to achieve common goals.

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ECOSYSTEM DYNAMICS OF THE TOVKACHIVSKY AREA OF THE OVRUCH QUARTZITE DEPOSIT

Intensive quartzite mining induces significant transformations in the landscape, disrupts natural ecosystems, and contributes to environmental pollution, necessitating comprehensive research and continuous monitoring. The Tovkachivska area hosts diverse plant and animal species, including rare and endemic ones, emphasizing the need for biodiversity conservation strategies.

Quartzite extraction influences the quality and availability of both groundwater

and surface water in the region. Investigating ecosystem dynamics is essential for assessing these effects and formulating effective mitigation measures. Furthermore, climate change may exacerbate the negative impact of mining activities, making it crucial to predict potential consequences and develop adaptive strategies.

The socio-economic development of the region is also significantly affected by quartzite mining. A thorough study of ecosystem dynamics can facilitate a balance between economic interests and environmental protection requirements. The Tovkachivska site provides a unique opportunity for scientific investigation, enabling the analysis of ecosystem restoration processes, the impact of geological factors on biodiversity, and other critical ecological and environmental issues.

Research findings can inform the development of effective environmental protection measures aimed at preserving biodiversity and restoring degraded ecosystems. Regular monitoring of ecosystem dynamics is essential for evaluating the effectiveness of conservation initiatives and identifying emerging environmental threats in a timely manner.

Raising public awareness regarding ecosystem conditions in the Tovkachivska area can enhance environmental consciousness and promote active public engagement in addressing ecological challenges. Additionally, studying ecosystem dynamics in this region may contribute to international collaboration in environmental protection and the exchange of scientific expertise.

Thus, the investigation of ecosystem dynamics in the Tovkachivska area of the Ovruch quartzite deposit is of paramount importance for environmental preservation, the rational use of natural resources, and the sustainable development of the region.

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THE HISTORY OF TOURISM DEVELOPMENT IN THE WORLD AND UKRAINE

Tourism has evolved significantly over the centuries, becoming one of the world's largest industries. Its roots can be traced back to ancient civilizations, where travel was primarily for trade, pilgrimage, or conquest. The Greeks and Romans were among the first to travel for leisure, visiting their cities and coastal resorts.

In the Middle Ages, travel declined due to instability and the fall of the Roman Empire. However, with the Renaissance and the Age of Exploration, people began to explore new territories and cultures. The Grand Tour, a journey through Europe taken by young aristocrats, became popular in the 17th and 18th centuries, marking a significant shift towards leisure travel.

The Industrial Revolution in the 19th century transformed travel with the advent of steam trains and improved infrastructure, making it more accessible to the middle class. This period saw the establishment of organized travel services and the first

travel agencies. Thomas Cook is credited with founding modern tourism by organizing the first package tours.

The 20th century brought further advancements in transportation, particularly with the rise of commercial aviation. This revolutionized international travel, making it faster and more affordable. The post-World War II era saw a boom in global tourism, driven by economic growth and increased leisure time.

In Ukraine, the history of tourism is closely linked to its cultural and historical heritage. The country boasts a wealth of natural beauty and historical sites, from the Carpathian Mountains to the ancient city of Kyiv. In the Soviet era, tourism was largely state-controlled, with a focus on promoting domestic travel among citizens.

Following Ukraine's independence in 1991, the tourism sector began to develop more freely. The government implemented reforms to promote tourism, leading to an increase in both domestic and international visitors. Key attractions include Lviv, Odesa, and the historical sites of Kyiv.

In recent years, Ukraine has worked to enhance its tourism infrastructure and promote its unique cultural heritage, such as the Cossack traditions and the vibrant arts scene. Despite challenges, including political instability and the impact of recent conflicts, Ukraine continues to be recognized for its potential as a tourist destination.

Overall, the evolution of tourism reflects broader social, economic, and technological changes. Today, tourism remains a vital part of the global economy, contributing to cultural exchange and economic development in countries around the world, including Ukraine.

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ORGANIZATION AND PLANNING OF MARKETING ACTIVITIES AT THE ENTERPRISE

Marketing activities are an integral part of the overall enterprise management system, since it is it that ensures the effective interaction of the enterprise with the market environment [1, p. 167]. Through marketing, the enterprise studies the needs and behaviour of consumers, analyses competitors, identifies the most promising market segments and forms an offer that best meets the requirements of the market. Marketing includes not only advertising or sales, but also strategic planning, brand management, pricing, product assortment format

The relevance of the topic «Organization and planning of marketing activities at the enterprise» is due to growing competition in the market, rapid changes in consumer preferences and the constant development of digital technologies. In modern conditions, enterprises cannot ensure stable functioning and development without clear planning of marketing activities focused on the needs of the target audience. ion, logistics and service. The main objectives of marketing activities are: studying and satisfying consumer needs, increasing the competitiveness of products or services, as well as ensuring the profitability of the enterprise [2]. Thanks to properly organized marketing, the enterprise can effectively adapt to changes in the market, respond to customer requests in a timely manner and achieve strategic development goals.

Marketing planning involves the sequential passage of several key stages, each

of which plays an important role in achieving the effectiveness of the entire marketing strategy of the enterprise. At the first stage, an analysis of the market and the competitive environment is carried out, which allows you to assess demand, identify major competitors, determine industry development trends and identify external threats and opportunities. Next, market segmentation is carried out and the target audience is determined, after which a clear positioning of the product or service in the market is formed. The next stage is the development of a marketing strategy, which determines the general direction of the enterprise's actions in the market. On its basis, a set of marketing activities (marketing mix) is created, covering product, price, promotion and distribution policies. The final stage is the assessment of the results of the implementation of marketing decisions and, if necessary, adjustment of plans. This allows you to increase the effectiveness of marketing activities and quickly adapt to changes in the external environment [2].

Of course, constant monitoring and evaluation of effectiveness are critical to the success of any marketing activity. Without systematic tracking of the results of the efforts invested and the funds spent, the company will not be able to objectively assess whether it is moving in the right direction and achieving the set marketing goals. Monitoring allows you to timely identify deviations from planned indicators, analyse the causes of their occurrence and promptly make the necessary adjustments to marketing plans and strategies. This may include redistributing the budget between different communication channels, changing the creative materials of advertising campaigns, adjusting the pricing policy or even reviewing the target audience.

Evaluating the effectiveness of marketing activities involves the use of various key performance indicators (KPIs), which depend on specific goals and marketing tools used. Such indicators may include sales volume, market share, brand awareness, new customer acquisition, customer acquisition cost (CAC), conversion rate, customer retention rate (CRR), return on marketing investment (ROMI), and many others [3, p. 168-171]. Regular monitoring of these indicators, their analysis, and comparison with previous periods or with competitors' indicators allows you to obtain valuable information about the effectiveness of marketing efforts. Based on

this data, informed decisions are made regarding the further development of the marketing strategy, optimization of marketing processes, and improvement of the overall effectiveness of the enterprise's marketing activities.

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A LINGUISTIC OVERVIEW OF THE INFLUENCE OF NATIVE GRAMMAR ON IRISH ENGLISH

Irish English, or Hiberno-English, is a distinctive variety of English spoken in Ireland, shaped by the influence of the Irish language. This unique English and Irish grammar blend create a rich linguistic system with features not commonly found in

Standard English. The influence of Irish can be seen in aspects such as word order, auxiliary verbs, temporal forms, and pronoun usage. This overview explores the key grammatical characteristics of Irish English, shedding light on how these elements set it apart from other English varieties. Understanding these nuances can enhance one's ability to comprehend and appreciate Irish speaker's communication.

There is substantial evidence that during its contact period with English, various features from Irish have been transferred into Irish English. These influences span a range of linguistic elements, from individual lexical items to phonological and syntactic variations. The relationship between Irish and English need not be adversarial, particularly given that many new speakers of Irish are also native English speakers [3]. As such, research into the impact of Irish-on-Irish Englishers is invaluable for enhancing our understanding of the current linguistic landscape in the Republic of Ireland.

Irish English (Hiberno-English) uniquely blends English and Irish (Gaelic) grammatical structures. This integration manifests in various linguistic features, distinguishing Irish English from Standard English. In this overview, we explore some of the most prominent characteristics of Irish English grammar, shaped by the influence of the Irish language.

While the basic word order in Irish English adheres to the conventional Subject-Verb-Object (SVO) structure found in Standard English, there are occasional deviations influenced by the Irish language, allowing for more word order flexibility. One notable feature is the inversion of the subject and verb. For example, instead of the standard "I have a car," a native Irish speaker might say, "A car I have." This word order mirrors the structure found in Irish (e.g., "Tábhair mé carr" — literally, "Have I car"), where the verb often precedes the subject for emphasis or stylistic purposes.

The use of auxiliary verbs in Irish English also differs from Standard English. One striking feature is the omission of the auxiliary verb "do" in question formation. For instance, instead of "Do you like tea?" an Irish speaker might simply say, "You like tea?" This construction reflects a more direct sentence structure, characteristic of

Irish syntax.

Additionally, the expression "do be" is used to indicate habitual actions. In Irish English, the phrase "I do be going to the gym every day" (equivalent to Standard English "I go to the gym every day") reflects the Irish language's use of repetitive or habitual actions, often conveyed through the verb "bí" (to be) in various forms. This syntactical pattern influences Irish English speakers to employ similar constructions, emphasizing the habitual nature of an action.

Another distinctive feature of Irish English is its use of temporal constructions. Whereas Standard English would employ the phrase "After I have finished my work," Irish English speakers may prefer the structure "After I will finish my work," placing the auxiliary verb "will" in a position it typically wouldn't occupy in Standard English. This usage reflects the influence of Irish grammar, where the future tense is often used in temporal constructions to indicate planned actions or sequences.

The verb "to be" in Irish English can take on a habitual form, which differs from its Standard English counterpart. In addition to the standard forms (am, is, are), Irish English often uses the verb "to be" in a habitual sense with the auxiliary verb "do" or "does." For example, "I do be at home in the evenings" can be understood as "I always am at home in the evenings." This construction, originating from Irish, is employed to describe a regular or habitual state rather than a single event or action.

In some instances, Irish English speakers replace the Present or Past Simple tense with forms of the conditional verb "would." For example, instead of saying "We lived in one city when we were five years old," an Irish English speaker might say, "We would have lived in one city when we were 5 years old." This substitution mirrors the frequent use of conditional forms in Irish, where the conditional mood may be used in place of simple past tenses to express habitual or customary actions.

A distinctive construction in Irish English involves the use of the auxiliary verb followed by the gerund. For instance, the sentence "If I had the doing of that exam again, I would prepare better" would be structured differently in Standard English as "If I had to take that exam again, I would prepare better." The use of "the doing" in Irish English reflects a more indirect and descriptive form of expression that aligns

with constructions found in Irish, where certain actions are described with a noun phrase and a verbal form.

Pronoun usage in Irish English exhibits some variation from Standard English. The pronoun "you" can be used in two forms: "you" for the singular, and "ye" for the plural. For instance, an Irish speaker might ask, "Did ye go to the party last Saturday?" This distinction in pronoun forms is typical in Irish English, particularly in more informal contexts.

In the Dublin area, a further distinction arises, where "ye" is used in the singular, and the plural form "yous" or "youse" is used in more informal contexts. This feature contributes to the distinctiveness of Dublin Irish English, as evidenced in the sentence, "Did you all go to the party last Saturday?"

The grammatical features of Irish English reflect a rich interplay between English and Irish linguistic structures. This blend results in unique constructions such as word order inversion, the habitual use of "do be," temporal forms with future tense, and the frequent use of gerunds and auxiliary verbs. Moreover, the distinctive pronoun system further distinguishes Irish English from Standard English. For those seeking to understand Irish English, exposure to native speakers through podcasts, films, and conversation will provide valuable insights into these fascinating linguistic nuances.

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A ROLE OF HARDINESS IS IN MAINTENANCE OF PSYCHOLOGICAL PROSPERITY IN THE CONDITION OF WAR

Life of every Ukrainian changed after military aggression of Russia. Society ran into many problems and calls that in turn resulted in the serious loading for the psyche of man. Despair, fear, vagueness, anger, alarm and many other emotions, felt on itself Ukrainians.

One of resources that helps to fight to the man with the calls of present time there is hardiness. Negative events and crises accompany us during all life, but only from a man depends this situation of her life will prang or vice versa will open new possibilities. A man with the developed hardiness arrives at aims, builds plans on the future, living valuable life, using the internal potential and personality resources. Authors underline, that hardiness shows a soba personality description that is based on active going near own life, confidence in a soba and forces. She plays an important role valuable development of personality, as helps to get along at difficulties, that arise up stress situations in life [3].

War strongly influenced on all layers of population and them psychological prosperity. People were privation of feeling of safety and must accept not simple decisions. Feeling of alarm, inability to influence on the course of these frightful events, fear on it to the eyelid and life of the near compelled people to change the residence. Part of people was inwardly moved and plenty of Ukrainians searched defence abroad. People that drove out outside Ukraine ran into many difficulties of adaptation to the new environment. Became main problems: financial pressures, not

knowledge of language, search of work, accommodation [1].

One of main problems of refugees that drove out a language barrier became for a border. He causes fear and uncertainty in a soba and becomes an obstacle that influences on personality and difficulties are related to it with communication and adaptation to new society. Extraordinarily important it became study and use of English and as she is international. People had that certain luggage of knowledge from this language and were not afraid of her to use, easier found a common language in a new country and felt less psychological pressure and better got along at difficulties [2]

Developing own hardiness, a man takes life in own hands, finds an exit from different situations in difficulties sees possibility but not surmountable force and finds new possibilities for development of personality and self-realization. The Ukrainian legislation began the way and integrates English in the different spheres of life. Due to a new law in Ukraine English is confessed as a language of international communication that pushes slightly all more Ukrainians to study a foreign language for the future in fact knowing language new prospects are opened in life.

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MORPHOLOGICAL CHANGES IN TARGET ORGANS IN RATS AT EARLY STAGES OF DIABETES MELLITUS TYPE 2

Diabetes mellitus (DM) is one of the most prevalent diseases worldwide, with its incidence steadily increasing. According to the World Health Organization (WHO), its prevalence ranges from 1.5% to 4% of all diseases, with a significant rise observed in developed countries. DM ranks among the leading conditions not only among endocrine disorders but also among non-endocrine diseases, placing third after cardiovascular and oncological conditions. Notably, approximately 90% of all DM cases correspond to type 2 diabetes mellitus (T2DM).

The primary objective of this study is to investigate the morphological changes occurring in the tissues of the lungs, heart, liver, duodenum, and kidneys in an experimental model of DM in rats. The study aims to compare the obtained results with existing literature and comprehensively analyse the data.

To examine the morphological alterations associated with T2DM, an experimental model was established using 50 rats, in which T2DM was induced over a 28-day period. Morphometric analysis was conducted using an Olympus Imaging CORP Model No. E-410DC7: 4VD56547931.

In the group of rats with T2DM, a significant weight loss of 21.7% was observed compared to the control group. The weights of the liver, kidneys, and lungs decreased, whereas the heart exhibited an increase in mass. Liver steatosis was identified, with hepatocytes containing focal or widespread fat vacuoles, enlarged sinusoids, and progressive structural disorganization. Inflammatory changes were evident, as lymphocytic infiltration was present in 50% of histological liver samples, while fibrosis was observed in 15% of cases.

In the lungs, thickening of interalveolar membranes, sclerosis of microcirculatory vessel walls, and the presence of both interalveolar and alveolar edema were noted. The kidneys exhibited initial damage to the afferent arterioles of the glomeruli, along with impairment of the efferent arterioles, leading to the development of diabetic nephropathy. Diffuse glomerulosclerosis was also observed.

Characteristic myocardial alterations included an increase in the number of damaged cardio myofibrils, accompanied by their simultaneous proliferation. Vascular changes involved thinning of the intima, as well as structural modifications in the middle and outer layers of the vessel walls. Additionally, myocardial edema and moderate diffuse lymphocytic infiltration were detected. Disorganization and deformation of cardio myofibrils, along with diffuse expansion of connective tissue, were also noted.

Histological examination of the small intestine wall revealed a smoothing of the mucosal surface. The epithelial cells of the villi appeared enlarged due to uneven vacuolization, with increased cytoplasmic basophilia. Cellular boundaries were slightly blurred, and the ciliated border was occasionally indistinct. In some regions, the nuclei of basal epithelial cells had migrated toward the apical side, creating a pseudostratified appearance of the epithelium. Additionally, swelling of the lamina propria of the mucous membrane was observed.

The analysis of biopsy material facilitates the early detection of T2DM-related tissue transformations, even during clinically asymptomatic stages. This enables timely therapeutic interventions to mitigate the effects of hyperglycaemia on target organs, thereby improving disease management and patient outcomes.

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SOCIAL-PSYCHOLOGICAL ASPECTS OF MACHIAVELLIANISM IN INTERPERSONAL RELATIONSHIPS

Interpersonal relationships play a key role in the formation of a personality, especially in the aspects of emotional and social development. They contribute to the strengthening of trust, mutual support, the formation of self-esteem, emotional regulation and the development of social skills necessary for effective communication. At the same time, the use of manipulative strategies can significantly complicate this process, disrupting the harmony and stability of relationships. Machiavellianism as a personality trait is manifested through a tendency to manipulate, control and emotional detachment, which makes it possible to achieve one's own goals at the expense of others. Such traits can have a destructive effect on interpersonal relationships, undermining trust, complicating cooperation and contributing to the emergence of conflicts.

P. Hornostai and T. Tytarenko define interpersonal relationships as psychological connections based on individuals' readiness for a certain type of informal communication and interaction, accompanied by feelings of sympathy or

antipathy. These relationships can have both evaluative and practical characteristics, being realized through interaction [1].

Psychological manipulation is a form of emotional influence used to gain benefits through indirect pressure on a person during interaction, forcing them to take certain actions. The primary goal of manipulation is to achieve benefits by any means [3]. Manipulation is a tool for influencing public moods, thoughts, and the psychological situation, ensuring the desired behaviour that is advantageous to the manipulator [2].

R. Christie and F. Geis argue that Machiavellianism is a combination of cognitive, motivational, and behavioural characteristics that form a unified syndrome. They believe that this phenomenon includes two main components: the belief in the justification of manipulating others and the ability to implement it through manipulative skills [5].

People with a high level of Machiavellianism often possess social skills but use them for manipulation. They seek to achieve their goals through manipulation and control, while having a low level of emotional involvement in relationships, often lacking empathy and perceiving others as tools to achieve their own interests. Such relationships are often exploitative, accompanied by distrust and conflict. This behaviour makes it difficult to build stable and harmonious relationships, as Machiavellians rarely show sincerity and support. Machiavellianism fosters the development of manipulative strategies and complicates the formation of trust-based and stable connections [4;5].

Therefore, Machiavellianism manifests itself through manipulative behaviour, lack of emotional involvement, and a desire to achieve one's goals at the expense of others, which makes it difficult to establish stable and trusting relationships, causing conflict, exploitation, and distrust. Close interpersonal relationships play an important role in shaping personality, influencing emotional, social, and cognitive development. At the same time, traits such as Machiavellianism can complicate interactions between people, causing manipulation and emotional detachment, which destroys trust and support in relationships and prevents their harmonious development.

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MODELING AND NUMERICAL RESEARCH OF CANCER TUMOR GROWTH

Cancer remains undoubtedly one of humanity's greatest challenges. Researchers from various disciplines are uniting to make an effort in overcoming this formidable and deadly disease. Mathematical and computer modeling of tumor growth has emerged as a crucial tool in modern oncology and biomedical research, enabling a

deeper understanding of the complex processes involved in tumor development and aiding in the creation of innovative treatment strategies.

We have different approaches to construct mathematical models, with differential equation-based models being the most common. Broadly speaking, these models fall into two categories: those formulated as initial value problems (Cauchy problems) and those expressed as boundary value problems, each offering its own set of advantages and limitations. Cauchy problems are particularly useful for preliminary analysis and for modeling the temporal dynamics of tumor growth without delving into spatial details [1, 2]. They are ideal for rapid computations and for exploring the influence of various factors. In contrast, boundary value problems enable more detailed modeling by incorporating both spatial and temporal dimensions along with complex boundary conditions.

The complexity of a tumor growth model largely depends on the assumptions made regarding the impact of vascular substrate transport on tumor development. Accordingly, models are typically categorized as either vascular or avascular [4]. For avascular tumors, which tend to be simpler, parabolic-type equations are usually employed to describe the desired functions. However, Friedman's work [6] has demonstrated that, in practice, the influence of terms containing the time derivative is minimal. Therefore, for simplicity, elliptic-type equations can often be adopted.

Although the study of tumor size dynamics is ideally performed in a three-dimensional setting, for clarity and ease of analysis, we focus on a two-dimensional model. In general, these models are developed within an arbitrary domain of living tissue that may contain one or more tumor subregions whose internal boundaries evolve over time. This evolution is driven by physical changes at the cellular level, which can cause these subregions to merge or split. Here, we concentrate on a simplified scenario featuring a single tumor subregion within a tissue region of any shape, as illustrated in Figure 1.

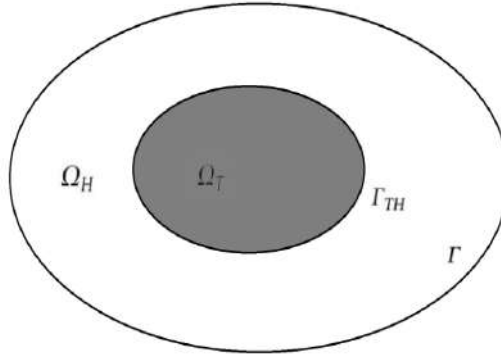


Fig. 1. Schematics of area.

We assume that the spatial distribution of nutrient concentration within the region Ω_H is characterized by a system of differential equations [4],

$$D_T \Delta c_T - c = 0 \text{ in } \Omega_T, (1)$$

$$D_H \Delta c_H - c = 0 \text{ in } \Omega_H, (2)$$

where Δ – is a Laplace operator. At the boundary of the examined domain, a constant concentration is prescribed.

$$c = c_H \text{ on } \Gamma. (3)$$

We assume that at the interface between the tumor and healthy tissue is denoted by Γ_{TH} , there is an ideal contact, which is described by the following conditions:

$$c_H|_{\Gamma_{TH}} = c_T, (4)$$

$$\frac{\partial c_H}{\partial \bar{n}} \Big|_{\Gamma_{TH}} = - \frac{\partial c_T}{\partial \bar{n}}. (5)$$

In the equations presented above, the following notations are used: c_H - represents the concentration of nutrients in healthy tissue, c_T - denotes the nutrient concentration in tumor tissue, D_T and D_H are the diffusion coefficients, and \bar{n} is the outward normal to the domain. After formulating the variational problem and solving for the nutrient concentration and partial pressure, the displacement of points on the interface Γ_{TH} in their respective normal directions is determined by the relation:

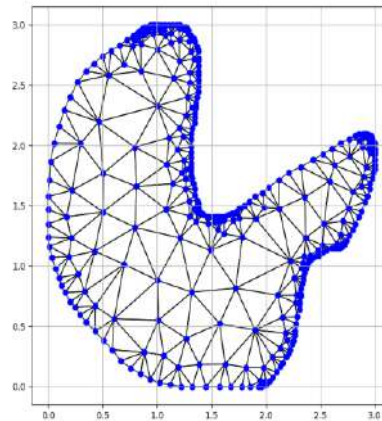
$$V = -n \cdot (\nabla p)_{\Gamma_{TH}} + G n \cdot (\nabla c)_{\Gamma_{TH}} - AG \frac{(x \cdot x)_{\Gamma_{TH}}}{d}. (6)$$

The following notations are introduced: A – the strength of apoptosis, G – the

strength of mitosis, x – the location, d – the dimension, p – the partial pressure, χ – the chemotaxis coefficient, k – the mass transfer coefficient.

The solution algorithm begins with initializing the tumor region and substrate concentration, followed by discretizing the domain using finite elements and solving the differential equations at each time step. The boundary is updated by calculating its normal velocity based on concentration gradients and partial pressure, with adaptive refinement of the discretization when significant changes occur. Variational formulation is used to obtain a weak solution via quadratic approximations and serendipity elements. A Python-based software application, leveraging libraries such as numpy, triangle, scipy, and matplotlib, allows users to define the domain and its subregions through both image recognition and manual input.

For example, a study was conducted on a domain with a complex geometric configuration, as illustrated in Figures 2.3, using the following physical model parameters: $A=1$, $G=1$, and $D=1$.



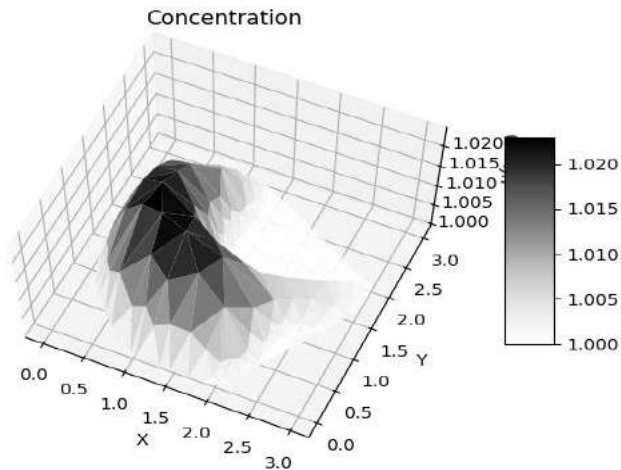


Fig. 2, 3. Toomer area and calculated nutrient concentration.

In conclusion, we can summarize that of the numerical algorithm that was developed for solving the avascular tumor growth problem in a two-dimensional domain with complex geometry. The computed nutrient concentration and partial pressure distributions revealed that the method is sensitive to the number of discretization points along the boundary when determining partial pressure.

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PUBLIC-PRIVATE PARTNERSHIP AS A PROMISING DIRECTION OF PUBLIC ADMINISTRATION MODERNISATION IN UKRAINE

A public-private partnership (PPP) is defined as a form of cooperation between public authorities and the private sector aimed at implementing projects to improve public services or infrastructure. It involves the pooling of resources, sharing of risks, and distribution of benefits between the parties to achieve common objectives [1].

Key forms of PPPs include:

- Concession – the private partner receives the right to operate a facility constructed at its own expense for a specified period [2].
- Management contract – a private company manages public assets under a contractual agreement and receives compensation based on the achievement of predefined performance indicators.
- Joint venture – the establishment of a new legal entity co-owned by the state and private sector entities [4].

The analysis of public-private partnerships encompasses the examination of the institutional environment, assessment of project effectiveness, and the study of international practices with the aim of adopting relevant experience [1].

Legislative reforms have positively influenced Ukraine's position in international PPP rankings, indicating a gradual convergence with global standards. To enhance coordination and project implementation, institutions such as the Public-

Private Partnership Support Agency and the SPILNO Public-Private Partnership Office under the Ministry of Infrastructure have been established.

International experience illustrates the effective application of PPPs in countries such as the United Kingdom, where they have been instrumental in infrastructure modernization, particularly in the transport sector, attracting considerable private investment. In the United States, PPPs have facilitated the development of key infrastructure projects, including airports and water supply systems, thereby contributing to economic growth and improved efficiency [3].

Successful implementation of PPPs depends on transparency, effective governance, and the clear allocation of risks and responsibilities between partners. The Olvia Port concession represents the first large-scale and successful PPP project in Ukraine, serving as a model for future initiatives. However, challenges persist, particularly regarding the enhancement of legislative frameworks and institutional capacity.

PPPs have the potential to address critical infrastructure and social challenges, especially the issue of insufficient public funding. Their integration into the strategic planning and management system of public administration could position them as a core component of state development strategies and programs [1].

To ensure the effectiveness of PPPs, modern management tools should be adopted, including performance monitoring and evaluation systems, digital platforms for ensuring transparency, and specialized training in PPP mechanisms [5].

Ultimately, PPPs stimulate economic development by mobilizing private capital in strategic sectors such as transport, energy, housing and utilities, and healthcare.

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THE APPLICATION OF THE PLANNING FUNCTION IN ENTERPRISE MANAGEMENT SYSTEMS

Planning is a crucial process for any business, as it helps efficiently allocate resources, set realistic goals, and achieve them. Without proper planning, companies

may face financial losses, supply chain issues, and inefficient workforce management. This is especially important for large retail chains like "ATB-Market," where rapid market changes, evolving consumer preferences, growing competition, and new technologies demand constant adaptation.

In retail, planning allows businesses to analyse demand, manage inventory, logistics, and workforce efficiently. Mistakes in forecasting can lead to shortages or excess stock, resulting in financial losses. Key aspects of planning also include assortment management and pricing strategies, considering seasonal fluctuations and economic conditions.

ATB is the largest supermarket chain in Ukraine, with 1,250 stores nationwide. Effective planning is crucial for such a large company, particularly in logistics, where automated systems help distribute goods across stores. Planning also optimizes costs, controls pricing, and ensures stable revenue. Advanced forecasting technologies help minimize shortages and surplus stock, positively impacting financial performance.

Increasing competition and changing consumer preferences require businesses to enhance their planning methods. Automation and digital technologies improve management efficiency. Additionally, market instability, such as the impact of the COVID-19 pandemic, has demonstrated the need for flexible planning systems that allow quick adaptation to new conditions.

The study aims to examine ATB-Market's planning system, identify its strengths and weaknesses, and propose improvements. The main tasks include:

1. Defining planning and its functions.
2. Exploring planning methods in retail.
3. Analysing ATB's planning system.
4. Identifying issues in its operation.
5. Suggesting ways to improve it.

The object of the study is the management and planning processes at ATB-Market. The subject is the company's planning system and ways to enhance it.

The study employs comparative analysis, statistical analysis, case studies, and forecasting to evaluate potential development scenarios.

The findings can be applied to improve retail management processes. A flexible planning system enables businesses to respond quickly to economic changes, maintain stability, and sustain competitive advantages. For ATB, effective planning ensures growth, competitive pricing, and continuous expansion of its store network.

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MARITAL LIFE OF MILITARY FAMILIES: SOLDIERS' NEEDS AND PSYCHOSOCIAL SUPPORT

Marriage within military families presents a distinct set of challenges and experiences that differ substantially from those encountered in civilian life. The demands of military service, including frequent relocations, extended deployments, and the psychological impact of combat, can exert significant pressure on marital relationships. However, these challenges often contribute to the development of resilience, adaptability, and strong interpersonal bonds between partners. Understanding the dynamics of military marriages is essential not only for the well-being of service members and their families but also for broader societal stability, as family support plays a crucial role in military personnel's operational effectiveness.

Military family life is characterized by emotional variability, often influenced

by external stressors such as deployment-related separations and concerns regarding the safety of the service member. The prolonged absence of a spouse may lead to increased psychological distress, including anxiety, loneliness, and emotional detachment. Military spouses frequently assume multiple roles within the household, necessitating considerable emotional resilience and adaptability to maintain family stability in the absence of their partner.

Returning service members may experience significant psychological adjustments, including symptoms of post-traumatic stress disorder (PTSD), emotional dysregulation, and shifts in cognitive and affective functioning. These changes can create barriers to effective communication and intimacy, potentially resulting in marital conflicts and emotional withdrawal. Military spouses, in turn, may encounter difficulties in reintegrating their partner into family life and providing adequate psychological support. Research indicates that reintegration is a complex process requiring mutual adaptation, patience, and structured psychosocial interventions.

The inherent unpredictability of military service introduces additional stressors into relationships. Families must frequently adjust to relocation orders, uncertainty regarding deployment schedules, and the potential dangers associated with military operations. Studies suggest that these factors contribute to elevated levels of psychological distress among military spouses, including symptoms of anxiety, depression, and emotional exhaustion. Coping strategies such as social support networks, structured communication interventions, and resilience-building programs have been identified as essential in mitigating these stressors.

The transition from deployment to home life is often challenging for both service members and their families. Difficulties in re-establishing routines, discrepancies in expectations, and altered psychological states can lead to family tension and maladaptive coping behaviours. Literature on military family dynamics underscores the importance of structured reintegration programs, therapeutic interventions, and peer support groups in facilitating successful readjustment.

Despite these challenges, empirical studies highlight the resilience observed in many military marriages. Factors such as effective communication, emotional

support, and access to professional counselling services contribute to the maintenance of stable and fulfilling relationships. Community-based support systems, including military spouse networks and veteran assistance programs, serve as critical resources in promoting marital stability and overall family well-being.

Marriage within a military context presents both challenges and opportunities for personal growth and relational resilience. While military families face unique stressors, the implementation of targeted psychosocial interventions, enhanced support structures, and effective communication strategies can significantly improve marital outcomes. Recognizing the specific needs of military couples and ensuring access to appropriate support mechanisms is crucial for fostering long-term relational stability and overall well-being.

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TOURIST ATTRACTIVENESS OF CITIES AND COUNTRIES: FACTORS AND INDICATORS

Tourism has become a major global industry, playing a vital role in the economy of many cities and countries. The attractiveness of a destination is determined by a

variety of factors that influence travellers' choices. Understanding these factors and the key indicators of tourist attractiveness can help cities and countries develop strategies to boost tourism.

One of the most important factors in a city's or country's tourist appeal is its natural and cultural attractions. Natural wonders like mountains, beaches, national parks, and rivers often serve as major drawcards for tourists. For instance, countries like Switzerland are famous for their Alps, while tropical islands like the Maldives attract visitors for their stunning beaches and coral reefs.

Cultural attractions also play a key role. Historical landmarks, museums, art galleries, and religious sites add to the richness of a tourist experience. Rome, for example, attracts millions of visitors each year due to its ancient ruins, including the Colosseum and the Roman Forum, while Japan draws tourists with its temples and traditional festivals.

Infrastructure is another crucial factor. Tourists are more likely to visit places that are easy to access. Well-developed transport systems, including airports, train stations, and highways, make a destination more attractive. For example, cities like Dubai and Singapore are known for their world-class airports and efficient public transport systems, which contribute to their popularity as tourist destinations.

In addition to transport, hospitality infrastructure-hotels, restaurants, and other services-needs to meet high standards. Tourists often seek comfort, convenience, and safety, and countries with well-developed infrastructure tend to rank higher in terms of visitor satisfaction.

Safety is a critical concern for tourists when choosing a destination. Travelers tend to avoid areas affected by political unrest, high crime rates, or natural disasters. Countries with stable governments and low crime rates, such as Canada or New Zealand, are generally viewed as safe and thus more attractive to tourists.

The cost of travel is also an important indicator of tourist attractiveness. Affordable destinations with a favourable exchange rate or lower costs for accommodation, food, and transportation tend to attract more budget-conscious

travellers. Southeast Asian countries like Thailand or Vietnam are popular among tourists looking for affordable yet rich cultural experiences.

Tourists are increasingly seeking unique and personalized experiences. Countries or cities that offer something distinct-whether it's an adventurous activity, a cultural immersion, or a world-famous festival-often stand out. For example, Brazil's Carnival, India's Holi festival, or Finland's Northern Lights are major attractions that provide visitors with one-of-a-kind experiences.

The tourist attractiveness of a destination is shaped by a complex mix of factors. Natural beauty, cultural richness, infrastructure, safety, affordability, and unique experiences all contribute to the decision-making process of potential visitors. By focusing on these key indicators, cities and countries can enhance their appeal and ensure sustained growth in tourism.

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TOOLS FOR IMPLEMENTING STATE YOUTH POLICY AT THE LOCAL LEVEL

Modern youth policy is an important element of public administration, aimed at creating favourable conditions for the development of youth, their social integration and active participation in public life. The implementation of youth policy at the local level is of particular importance, because it is here that a direct connection between youth and government bodies is ensured. Effective implementation of youth policy requires the use of various tools that allow adapting state initiatives to the real needs of youth communities.

One of the key tools for implementing youth policy is local programs and strategies that are based on national priorities, but take into account regional characteristics. As noted by O.V. Goncharenko, “the success of youth policy at the local level largely depends on its compliance with the socio-economic conditions of the region” [1, p. 112]. Thus, the development of strategic documents allows for effective coordination of the actions of local authorities, public organizations and business within the framework of youth policy.

An important mechanism is the creation of youth councils under local government bodies. These bodies provide young people with the opportunity to participate in decision-making, express their needs and initiatives. According to Sydorenko L.V., “institutionalization of youth self-government contributes to increasing the level of civic activity among young people and the formation of a responsible attitude to social processes” [2, p. 85].

Financial instruments also play an important role in the implementation of

youth policy. These include grant programs, youth initiatives and municipal participatory budgets. For example, according to the research of Koval I.M., “involving young people in the budget process through participatory budgeting mechanisms allows to increase the level of trust in local authorities and promotes social cohesion” [3, p. 134].

No less important is the information and communication aspect, which includes the development of youth media platforms, online consultations and social networks to involve young people in discussing current problems. As Ivanchenko Y.V. emphasizes, “effective communication between the authorities and youth is the key to the successful implementation of youth policy and the development of civic activity” [4, p. 67].

Thus, the effective implementation of state youth policy at the local level requires a comprehensive approach, including regulatory, financial, institutional and informational tools. The use of these mechanisms contributes to the creation of favourable conditions for the development of youth and their active participation in public life.

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MANIFESTATIONS OF EMOTIONAL BURNOUT IN PARENTS RAISING CHILDREN WITH AUTISM SPECTRUM DISORDER

Modern understanding of the families that raise children with autism spectrum disorder have the potential for making favourable conditions for the whole actual world. Raising a baby with autism spectrum disorder is a constant physical and emotional tension not only for the parents, but for the whole family. Those people often experience not only stress and exhaustion, but also big psychological and emotional burdens, that can lead to different problems with health [3].

Children with autism often have specific needs and require stable responsiveness to their emotional and physiological states. That's why parents need to search for new methods and approaches to the child's education and development. They must not only understand and accept their children as they are but also find the support for themselves [1].

In this consideration, emotional burnout in parents can have serious consequences, such as depression, anxiety disorders, panic attacks, feelings of hopelessness. This not only affects the quality of life, but also the health of children, because emotional and physical exhaustion of parents affects their ability to adequately respond to the needs of the child, support them and help in development [2].

So, emotional burnout of parents raising children with autism spectrum disorder is a serious problem that requires a comprehensive approach to solving it. In addition to support at the level of institutions and social services, it is important to encourage the creation of a safe environment for parents that allows them to maintain

their mental health and balance. Only in this way can effective help be provided to children and create conditions for their full development.

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THE CULTURE OF COMMUNICATION AS A FACTOR IN SUCCESSFUL BUSINESS MANAGEMENT

In the modern business environment, which is characterized by a high level of competition, dynamic changes and globalization, the culture of communication is of particular importance. It is not only a tool for exchanging information, but also an important factor in forming a positive image of the company, building an effective team and establishing fruitful cooperation with partners and clients. For a manager of any level, the ability to communicate competently and ethically is a key condition for

achieving management goals and ensuring the stable development of the organization. The growing complexity of management processes, the expansion of international cooperation and the active implementation of digital technologies put forward new requirements for the culture of communication in business [1]. A low level of communication culture can lead to conflicts, loss of clients, and a decrease in the efficiency of the team. That is why the issue of forming, developing and improving the culture of communication as an important element of management is extremely relevant and requires in-depth analysis.

The culture of communication plays a key role in the management process, since it is through communication that the main management functions are implemented: planning, organizing, motivating and controlling [1]. Effective communication allows a manager to clearly convey goals, objectives and expectations to employees, receive timely feedback and promptly respond to changes in the internal or external environment. The ability to competently express thoughts, listen, persuade and conduct a dialogue helps to avoid misunderstandings, conflicts and contributes to making informed decisions. Therefore, the culture of communication directly affects the quality of management processes and their effectiveness.

In addition, the culture of communication is the basis for the formation of corporate culture - a set of norms, values and rules of behaviour in the team. It is through daily communication between employees and managers that behavioural models, interaction styles, levels of trust and mutual respect are established. Open, friendly and professional communication helps create a positive psychological climate in the team, strengthen team spirit and increase employee motivation [2, p. 61]. As a result, a strong corporate culture is formed that supports the company's strategic goals, stimulates personnel development, and ensures the successful functioning of the organization in the long term.

In the business sphere, the culture of communication with clients and partners is extremely important, since it is the quality of interaction that determines the level of trust in the company, its reputation and loyalty of the target audience. Compliance

with the norms of business etiquette is the basis of professional communication. This includes respect for the interlocutor, punctuality, correctness in statements, the ability to listen and answer with arguments [3]. Clear structuring of information, logical sequence of presentation of thoughts and the ability to choose the right tone of communication create the impression of a confident, reliable and responsible organization. Politeness, tolerance and diplomacy in business communication are no less important [3]. A successful manager must be able to show restraint, understanding and tolerance for different points of view, cultural characteristics or behavioural models. This is especially important in international business, where any carelessness in communication can lead to misunderstanding or conflict. Demonstrating respect for a partner or client at all stages of interaction helps build trust, which is the foundation for long-term and stable business relationships. Reliable partnerships and customer satisfaction, in turn, ensure the company's sustainable growth and competitive advantages in the market.

Communication culture is an integral part of successful business and effective management. It is through high-quality communication that management functions are implemented, internal company values are formed, partnerships are established and relationships with clients are built. Compliance with the principles of business etiquette, politeness, tolerance and diplomacy contribute to creating a positive image of the organization and ensure its stable development.

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PECULIARITIES OF COGNITIVE BIASES IN INDIVIDUALS OF ADOLESCENT TYPE

Adolescence is a critical period in human life marked by the intensive formation of cognitive, emotional, and social structures that will determine future behaviour and decision-making. During this time, individuals face numerous challenges: the necessity of independently choosing a life path, forming social identity, adapting to complex social situations, and processing large volumes of information. A crucial aspect of this developmental stage is the ability to think critically, evaluate one's actions, and make decisions. However, alongside intellectual development, adolescents often exhibit a tendency toward cognitive biases—systematic errors in assessing and interpreting information.

Cognitive biases are an inherent part of human thinking, arising from the automation of cognitive processes that allow for faster information processing but can also lead to distortions of reality. In adolescence, these biases may be particularly pronounced due to underdeveloped mechanisms of self-regulation and critical thinking. Moreover, adolescents are often influenced by their social environment, which can exacerbate these cognitive biases through stereotypes, peer pressure, or misperception of societal norms.

Researchers such as M. Alli, D. Ariely, G. Becker, R. Selten, D. Kahneman,

H. Markowitz, M. Rabin, P. Slovic, R. Thaler, A. Tversky, Y. Fama, E. Fehr, R. Shiller, and others have studied cognitive biases. However, despite existing publications and substantial scientific developments in this area, insufficient attention has been paid to studying the peculiarities of cognitive bias in adolescents, which justifies the choice of this research topic.

In today's context, this issue draws attention to problems of cognitive bias (O. Mazyar, O. Chepeleva, T. Tytarenko, S. Chaikovska, L. Balabanova, and others).

Studying cognitive biases in adolescence is essential because they can significantly influence decision-making in key life situations, such as career choice, social interactions, conflict resolution, or even the perception of one's capabilities. Erroneous judgments can not only lead to personal failures but also contribute to the formation of negative social patterns, such as stereotyping, discrimination, or social alienation.

In the modern world, characterized by information overload, rapid changes, and social networks where information is often distorted or manipulative, youth become vulnerable to various cognitive traps, further complicating the process of making well-founded decisions.

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EFFECTIVENESS OF AROMATHERAPY ON STUDENTS' MENTAL HEALTH DURING THE WAR

Currently, Ukrainians often find themselves in a state of chronic stress. The fast pace of life, the rapid development of technology, science, and medicine, as well as the emotionally exhausted state caused by the war, undoubtedly have an impact on the overall health of individuals. Scientists have proven that stress reduces the efficiency of all body systems, triggers serious illnesses, and lowers the quality of life. Prolonged emotional tension leads to worsened memory and concentration, sleep disturbances, digestive disorders, chronic fatigue syndrome, and apathy. This, in turn, leads to panic attacks, exhaustion, feelings of inner emptiness, and social isolation.

A survey of students at Zhytomyr Medical Institute showed that in today's conditions, 19% of young people more often use natural remedies for recovery and

treatment, such as plant-based products, herbal teas, warm baths, self-massage, essential oils, and aromatherapy. This trend is also present among older individuals.

Research Objective: To theoretically analyse and justify the use of aromatherapy, specifically the application of essential oils, for reducing stress, fatigue, and insomnia during the ongoing war in Ukraine, and to promote the use of aromatherapy for normalizing the emotional and psychological state of young people.

Aromatherapy is rightfully called the "therapy of harmony" as it heals the mental, emotional, and physical spheres of the human body. Aromatherapy is a treatment method that uses natural essential oils, which enter the body through the respiratory tract, skin, and mucous membranes. Today, the art of aromatherapy has spread worldwide.

It is believed that aromatherapy provides excellent results in treating people of all ages with a variety of disorders—from serious diseases to the common cold. Aromatherapy can help alleviate the condition of people suffering from chronic illnesses that do not respond to traditional treatments.

Aromatherapy can be used both independently and in combination with reflexology, physiotherapy, massage, and medication. Although people claim that essential oils are natural remedies for many diseases, there is insufficient research to determine their effectiveness for human health.

During World War I, thyme and lavender essential oils were used to treat gunshot wounds and sterilize instruments. Being natural antibiotics, essential oils not only kill bacteria and viruses but also stimulate the immune system. Although aromatherapy played a significant role in major ancient civilizations, today, it is not merely a return to traditional medicine from the past. We now observe the use of well-known, time-tested knowledge about aromas, as well as the introduction of new, scientifically grounded methods based on a deep understanding of anatomy, biology, and medicine.

Scientists argue that each essential oil has a wide range of actions and general functions: antiseptic, anti-inflammatory, bactericidal, stimulating self-regulation processes, and positively impacting the nervous system. Essential oils affect the

hypothalamus, promoting the production of serotonin—the hormone of happiness and positive mood.

Aromatherapy methods utilize the properties of pure aromatic oils, influencing the sense of smell and touch, and restoring harmony to the body and soul.

Aromatherapy provides quick relief to individuals who have experienced stress, depression, anger, or complain of poor emotional states.

Aromatherapy products and compositions are used by psychotherapists in vapor form (inhalations, aroma lamps, aromatherapy necklaces), in external treatments (massage, baths, compresses), for gargling and irrigating, or internally in complex preparations (syrups, capsules, aqueous solutions, candles, and incense).

Essential oils are complex organic compounds consisting of terpenes, alcohols, and aldehydes, produced by essential oil plants. Currently, there are about 200 different essential oils, which, when used correctly, have a pronounced therapeutic effect and no side effects. The chemical composition of essential oils is very complex, and the number of different organic and inorganic substances in their composition varies. This makes it impossible to artificially replicate them. Therefore, synthetic oils do not have the healing properties of natural essential oils.

Based on the analysis of scientific literature, we found that to alleviate anxiety and worry, oils containing vetiver, neroli, sage, or geranium should be selected. Lavender, chamomile, and rose oils promote relaxation and healthy sleep. Peppermint essential oil, as research has shown, increases energy and concentration. It stimulates and invigorates, making it indispensable when one needs to be alert and focused. Oils with eucalyptus, mint, rosemary, cypress, and cardamom add energy and improve mood. Lime, grapefruit, sandalwood, and ylang-ylang oils help to relax and improve mood. Oils with vetiver, mint, immortelle, and pine help alleviate headaches after sleepless nights and relieve muscle pain. However, improper use of these remedies can lead to allergic reactions to essential oils, among other side effects.

Aromatherapy is called the "therapy of harmony" because it affects both the physiological and psychological condition of a person. Undoubtedly, aromatherapy cannot replace classical medicine with its vast array of pharmaceutical agents.

However, without dismissing the use of medication, it has been scientifically proven that the biologically active substances of plants have undeniable advantages over pharmaceutical drugs in the prevention and treatment of a range of pathological processes. The effectiveness of aromatherapy in psychotherapy practice has also been proven experimentally.

Since the production of essential oils is very labour-intensive and expensive, some manufacturers release synthetic aromatic oils that mimic the scent of natural oils or plants.

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TEACHING INTERNSHIP: OBSERVATIONS AND STRATEGIES

Teaching internship – important stage in the professional development of future teachers. It is during this stage that theoretical knowledge is transformed into practical experience. During the internship, student-teachers not only observe the educational process but also participate in planning lessons, managing the classroom, and evaluating students' knowledge.

One of the most important observations was the need to adapt lessons to different learning styles. Some students showed better results with visual materials, while others preferred interactive activities or verbal explanations. Understanding these differences helped to develop more inclusive and effective strategies. Another challenge was classroom management. Young teachers often face difficulties in maintaining discipline and motivation. Practical strategies such as clear rules, consistent feedback, and positive reinforcement proved to be useful tools for managing student behaviour [2].

Cooperation with mentors also played a crucial role. Experienced teachers provided valuable feedback, shared teaching materials, and demonstrated effective lesson structures. This collaboration allowed student-teachers to reflect on their own practices and improve their teaching techniques [3].

Technology integration has become an essential skill for modern teachers. During the internship, using digital tools such as interactive whiteboards, presentations, and online platforms helped make lessons more engaging and accessible [1]. Teaching internship is a key stage in teacher education. It helps future educators to gain real classroom experience, develop effective strategies, and build confidence in their teaching abilities. Systematic observation, reflective practice, and cooperation with mentors contribute to the successful transition from student

to teacher.

The teaching internship is a valuable experience that allows future teachers to apply theoretical knowledge in real classroom settings. Through observation and active teaching, interns develop important skills such as lesson planning, classroom management, and the use of technology in education. Individual learning styles and student needs require flexible strategies, while support from mentors helps interns to grow professionally. Overall, the internship builds confidence, improves teaching quality, and prepares student-teachers for their future roles in education.

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FEATURES OF YOUNG PARENTS' COPING STRATEGIES: A THEORETICAL ANALYSIS

Raising children is a complex and responsible process that requires significant emotional, physical, and psychological resources from parents. In this regard, studying the coping strategies they use to overcome difficulties is important both for understanding adaptation mechanisms and for developing effective psychological

approaches to support.

Many scientists have studied coping strategies, including Lazarus R., Folkman S., Komarova N., and Kryukova T., who studied mechanisms for overcoming stress and adaptation [2]. However, the issue of the effectiveness and specifics of the use of coping strategies specifically for young parents in modern conditions remains unresolved, which requires further detailed analysis.

It is important to note that the main approaches to the study of coping behaviour include the oriented theory of K. Menninger, which considers coping as a mechanism that helps a person get rid of internal tension. He analysed various coping mechanisms and determined their pathological nature. The ego-oriented approach to the study of coping was presented in the works of A. Freud and D. Vaillant, who focused on the protective mechanisms of the psyche. [4]. The broadest definition of coping strategies was proposed by R. Lazarus, who considered “coping” as a means of psychological protection that determine a person’s behaviour in specific conditions. In his opinion, coping strategies are formed in response to traumatic events. In modern scientific and psychological literature, coping is interpreted as a dynamic process, stable models of which influence the reactions and behaviour of a person [1].

Researchers note that parents' choice of coping strategies in upbringing is largely determined by their individual psychological characteristics, such as the level of reflection, empathy and self-regulation. Scientists emphasize that increasing the effectiveness of parental coping strategies is possible by expanding their repertoire, in particular by using socio-psychological training methods, such as socio-psychological training [2].

Therefore, we can conclude that the study of coping strategies of young parents is an important aspect of psychological science, since they directly affect the emotional state of parents, their ability to adapt to new roles and the effectiveness of raising children.

In order to increase the effectiveness of parental coping strategies, it is advisable to introduce psychological training programs that include the development

of stress resistance skills, emotional regulation and adaptive behaviour in stressful situations. In addition, an important component of supporting young parents is the formation of communities and self-help groups, where they can exchange experiences, receive advice and psychological support.

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INTERCULTURAL COMMUNICATION AS A TOOL FOR OVERCOMING CONFLICTS IN MILITARY FAMILIES: SOCIO- PSYCHOLOGICAL ASPECT

Military families live a unique life, where military discipline, patriotism and the challenges of frequent separation and potential trauma are intertwined. In this

context, cross-cultural communication becomes not just a tool, but a necessity for overcoming conflicts and strengthening family ties.

Military culture often permeates family life. As H. Hofstede notes in his work “Cultures and Organizations: The Software of the Mind”, each culture has its own values and norms that influence the behaviour of its members. In the case of the military, this can lead to misunderstandings with civilian family members who are not familiar with these norms [2].

Combat can leave deep psychological scars that affect communication. Military personnel who have experienced traumatic events may have difficulty expressing their emotions or may show detachment.

Contemporary Ukrainian prose, especially works published after 2014, deeply reflects the traumatic experience of war and its impact on families. Authors such as Serhiy Zhadan in “Internat” (2017) or Tamara Horikha Zernya in “Dotsia” (2019), show how war destroys familiar patterns of communication and creates intercultural barriers even within the same family.

From these works, one can single out the socio-psychological aspect of intercultural conflict in military spouses, namely: military experience radically changes the worldview and language of military personnel, creating misunderstandings with civilian family members, trauma and post-traumatic stress disorder (PTSD) affect the ability to empathize and communicate openly, the need to adapt to new realities requires families to develop intercultural communication skills, such as active listening, empathy, and the ability to express emotions [2].

Cross-cultural communication can help military families overcome these challenges. As M. Bennett argues in her model of cross-cultural sensitivity, developing empathy and understanding of cultural differences is key to effective communication.

Cross-cultural communication can help military families overcome conflict in several ways:

Increasing empathy: Understanding cultural differences can help family members develop empathy and compassion for each other's experiences.

Improving communication: Learning effective communication skills can help family members express their needs and feelings clearly and respectfully.

Reducing misunderstandings: Understanding cultural differences can help prevent misunderstandings and conflicts that arise from different expectations or assumptions.

Strengthening bonds: Participating in shared activities and experiences can help family members strengthen their bonds and create a sense of community.

Promoting healing: Open and honest communication can help family members process traumatic experiences and promote healing [1].

Intercultural communication is an important tool for resolving conflict in military families. Understanding military culture, the impact of trauma, and developing empathy can help families strengthen their bonds and create a safe and supportive environment.

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THE ROLE OF MARKETING STRATEGIES IN ACHIEVING COMPETITIVE ADVANTAGE

In a world where markets are saturated and consumers have a multitude of choices, competitive advantage is not just a desirable outcome, but a necessity for survival. Companies that fail to stand out risk getting lost in a sea of similar offerings. And this is where marketing strategies come into play, which, like a compass, point the way to success. They not only help you understand customer needs, but also allow you to create unique value that will make your brand irreplaceable.

Marketing is not just advertising or selling. It is the art of creating and maintaining customer relationships built on trust and mutual benefit. Effective marketing strategies allow companies not only to attract new customers, but also to retain existing ones, turning them into loyal supporters. They help form a unique brand image that will stand out from the competition and create a sense of value that will encourage customers to choose your product or service. In this article, we will look at how marketing strategies can be a key factor in achieving competitive advantage, and how they help companies not only survive, but also thrive in a fiercely competitive environment [2].

Competitive advantage is the ability of a company to offer products or services that are perceived by consumers as better than those of its competitors. It is critically important because it provides the company with a stable position in the market, allows it to attract and retain customers, and also increases profitability [3]. In conditions of fierce competition, when consumers have a wide range of choices, the presence of a competitive advantage becomes a determining factor in the survival and

success of the company.

There are several main types of competitive advantages. Price advantage is achieved by reducing production costs and offering goods or services at lower prices than competitors [4]. Quality advantage is the creation of products or services that surpass competitors in their characteristics, reliability and durability. Innovation advantage is achieved by developing and implementing new products, technologies or processes that create unique value for consumers. Customer service advantage is the provision of high-quality and personalized service that contributes to the formation of customer loyalty. Each of these advantages can be a key factor in the success of a business, depending on the specifics of the market and the needs of the target audience.

One of the fundamental strategies that determine the vector of a company's development is the strategy of differentiation [1, p. 33]. It involves creating a unique value proposition that distinguishes a product or service from many similar ones. Companies that choose this path seek not only to satisfy customer needs, but also to exceed their expectations by offering something special. This can be achieved through innovative technologies, high quality, exclusive design or an exceptional level of service. An example is Apple, which does not just sell smartphones, but creates an entire ecosystem of products that are distinguished by their style and functionality.

In contrast to differentiation, the cost leadership strategy focuses on achieving minimum production and sales costs [1]. Companies that adhere to this strategy strive to offer their customers the lowest prices on the market, attracting them with their accessibility. This is achieved by optimizing all business processes, from the purchase of raw materials to logistics and marketing. Walmart, for example, successfully uses this strategy, offering a wide range of products at competitive prices.

In a world where globalization is blurring the boundaries between markets, the niche strategy is becoming increasingly relevant. It involves focusing on a narrow segment of the market with unique needs and desires. Companies that choose this

path strive to become experts in their niche, offering specialized products or services that perfectly meet the needs of the target audience. This allows them to build a loyal customer base and avoid stiff competition from large players.

And, finally, in the era of digital technologies, a digital marketing strategy is gaining increasing importance. It involves the use of various digital channels and tools to attract and retain customers. Social networks, search engine optimization, content marketing, email - all this is becoming an integral part of marketing activities. Companies that successfully use this strategy are able to effectively interact with their target audience, build strong relationships, and increase brand awareness.

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METHODS OF STUDYING DRAMATIC WORKS IN EDUCATIONAL INSTITUTIONS

The study of dramatic works is not only an acquaintance with the text, but also a deep immersion in the world of images, emotions and ideas created by the author. Using different methods, it is possible to make this process not only cognitive but also exciting, which will contribute to the personal development of students [1, p. 154]. Studying drama contributes to the development of important student competences.

Playwrights use various psychological approaches to create convincing and lively characters. The main psychological methods in drama are:

- Realism: characters reflect typical representatives of certain social groups or epochs. The focus is on the psychological motivations of actions. The inner world is detailed.

- Naturalism: the influence of the environment and heredity on the psyche is analysed.

- Symbolism: symbols are used to reflect the inner world of the characters. The emphasis is on subconscious and irrational elements.

- Expressionism: characterized by exaggeration of emotions and deformation of reality to convey a state of mind. The focus is on subjective perception. The peculiarities of psychology in drama are monologues and dialogues. Through them, the characters express their thoughts, emotions and experiences.

The perception of drama by students is a complex process that depends on age,

experience, individual characteristics and many other factors. Younger schoolchildren perceive drama as a game, are easily emotionally involved, but are not yet ready for deep analysis. Teenagers begin to be interested in the psychology of works, looking for meaning, but can be emotionally unstable. High school students are capable of analysing, comparing and expressing their own opinions. Reading different types of literature helps to better understand drama. Students who are interested in history, literature and art can more easily understand the context of works. Active teaching methods such as role-playing, discussions, and dramatization engage students.

The variety of methods of studying literature allows you to take into account the age of students, their interests and level of training. Among the most effective approaches are several. Traditional methods involve a detailed analysis of the text, including consideration of plot, composition, characters and language. Comparative analysis involves comparing different works, finding similarities and differences. Active methods include role-playing activities such as dramatization, improvisation and theatrical performances. Discussions and debates allow students to discuss current issues and express their own opinions. Creative projects can include creating comics, videos or presentations.

Dramatic works are a special genre of literature created for stage performance. They depict life through the actions and dialogues of characters, creating vivid pictures of events. In his tragedy "Kateryna", Taras Shevchenko depicts the fate of a woman who became a victim of social injustice [2]. Volodymyr Vynnychenko, in plays such as "Disharmony", "The Great Moloch", "The Ladder of Life" and "Sin", explores social inequality, moral decline, the search for truth and the meaning of life, as well as the internal conflicts of the characters [3, p. 77]. Imagination development: dramas help to imagine the world created by the author. Deep understanding of characters: through dialogues and actions, we better understand their thoughts, feelings and motives. Empathy development: dramas teach us to sympathize with the characters and understand their problems. Critical thinking development: by analysing dramas, we learn to formulate our own opinions and defend them.

The study of dramatic works is a multifaceted process that contributes not only to the development of literary competences, but also to the formation of the personality as a whole. Thanks to various methods, students have the opportunity not only to gain knowledge but also to develop their creative abilities, emotional intelligence and communication skills.

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KINETICS OF THE INTERACTION BETWEEN ILMENITE CONCENTRATE AND POTASSIUM SALTS

Ilmenite (FeTiO_3) is a crucial raw material for titanium dioxide production, widely used in pigment, aerospace, and chemical industries. The interaction of ilmenite concentrate with potassium salts is of significant interest in metallurgical and chemical processes, particularly in chloride and sulphate methods of titanium extraction. Understanding the kinetics of these interactions helps optimize reaction conditions and improve titanium recovery efficiency.

Reaction Mechanism. The reaction between ilmenite concentrates and

potassium salts primarily occurs through solid-state diffusion and thermal decomposition. Potassium salts, such as KCl or K₂SO₄, act as fluxing agents that facilitate the breakdown of the ilmenite structure, promoting the formation of intermediate titanium and iron compounds. These intermediates further react under elevated temperatures, leading to the formation of potassium titanates and iron oxides [1].

Kinetic Factors. Several key factors influence the kinetics of this reaction:

Temperature: Higher temperatures enhance diffusion rates and reaction kinetics, typically in the range of 800–1200°C [3].

Salt Concentration: An increased potassium salt concentration can accelerate the reaction by providing a more reactive environment.

Reaction Time: Prolonged exposure leads to a more complete transformation of ilmenite.

Particle Size: Smaller particles exhibit higher surface area, leading to faster reaction rates.

Experimental Studies. Studies have shown that the reaction follows a mixed control model, incorporating both diffusion and chemical reaction mechanisms. Thermogravimetric analysis (TGA) and X-ray diffraction (XRD) techniques confirm the progressive formation of potassium titanates and hematite (Fe₂O₃) as reaction products. Activation energy calculations indicate a dependence on the specific potassium salt used, with KCl generally exhibiting a lower activation barrier compared to K₂SO₄ [2].

The kinetics of ilmenite interaction with potassium salts is a complex process governed by temperature, salt concentration, and diffusion mechanisms. Optimizing these parameters can significantly enhance the efficiency of titanium extraction and processing, making this study relevant for industrial applications. Future research should focus on refining reaction pathways and developing eco-friendly process modifications to reduce energy consumption and byproduct formation.

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THE ROLE OF SOCIAL NETWORKS IN SHAPING CONSUMER HABITS DEPENDING ON MARITAL STATUS

Social networks create an environment in which information about goods and services is disseminated instantly, and this process is largely governed by content personalization algorithms. The algorithms take into account the marital status of users by analysing their posts, likes, search queries, and pages viewed. This means that social networks not only reflect existing consumer habits but also actively shape them, creating a kind of “digital resonance” between the user and

commercial content.

For single people, social media often serve as a socialization and emotional engagement tool. They are more prone to impulse purchases, especially if the product is accompanied by emotionally coloured reviews or evokes a sense of belonging to a certain community. That's why brands targeting this category of consumers often use influencers and viral content to facilitate instant decision-making [1, p.164].

Social connections and collective experience play an important role in the decision-making process. Married consumers are more likely to join thematic communities dedicated to family budgeting, household issues, and healthy lifestyles. They look for real feedback from other people, pay attention to expert recommendations, and carefully analyse alternatives before making a purchase. This is changing the very role of social networks: they are no longer just an entertainment medium and are becoming an important information space where you can find brand comparisons, get advice, and avoid rash spending.

Social media plays an important role in the decision-making process. Parents actively seek out recommendations for children's products, discuss parenting issues, and share experiences in thematic communities. They pay attention not only to advertising, but also to real user reviews, expert advice, and brand ratings. This behaviour is explained by a high level of responsibility: any purchase related to a child must meet the highest standards of quality and safety [2, p.87].

Interestingly, the level of activity on social media also depends on marital status. Single people tend to spend more time on social media, interact with content more often, and make online purchases more often. At the same time, married couples and families can use social media more selectively, focusing on certain platforms and groups that meet their needs.

Changes in marital status, especially divorce, have a significant impact on consumer behaviour as people adapt to a new lifestyle. This period is often accompanied by a revision of priorities, which is reflected in purchasing habits. While previously a significant portion of spending was related to family needs, after a divorce, the focus shifts to personal desires, self-realization, and comfort. People start

to pay more attention to goods and services that emphasize their individuality, help them feel confident, or help them establish a new social life [3, p.31].

Thus, social media play a key role in shaping consumer habits that largely depend on family status. They act not only as a platform for obtaining information, but also as a mechanism of influence that determines people's lifestyle, priorities and consumption behaviour. Understanding these features allows companies to create more effective marketing strategies and build long-term relationships with their customers.

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COMMUNICATIVE ASPECT OF ELLIPTIAL STRUCTURES IN ENGLISH LITERARY TEXT

The ellipsis is a grammatical device used to avoid repetition, create concise sentences and, as a result, make speech sound more natural. It is often used in colloquial speech, literature, and in grammatical constructions such as short answers,

relative clauses, coordination of clauses, etc. An ellipsis is a punctuation mark consisting of three dots (. . .) that indicates omitted words, signifies a pause, or implies that something remains unsaid. Ukrainian linguists identify elliptical structures as «*Expressive syntactic devices include elliptical sentences, which are sentences with an omitted word or phrase that is clear from the context or from a particular situation*» [2; c.75]. The ellipsis is often used in grammatical constructions, where it performs its direct function, namely:

1. In short answers: A: Do you like coffee? B: Yes, *I do*. (Instead of I like coffee too).
2. In Comparative constructions: She runs faster than *he* (does), I know her better than *you* (know her).
3. In Coordination: She likes apples, and *he* (likes) *oranges*, John can play the guitar, and *Mary* (can play) *the piano*.
4. In Relative Clause ellipsis: The *book* (that) *I bought* yesterday is interesting, I know the *person* (who) *you were* talking about.
5. In " So" and "Neither/nor: I love chocolate. B: *So do I*. (instead of I love chocolate too) and A: I don't like horror movies. B: *Neither do I*. (instead of I don't like horror movies either).
6. In infinitive constrictions: I wanted to go, but I *couldn't* (go). She said she would call, but she *forgot* (to call) [1].

Ellipsis is frequently used in dialogues to mimic real speech, where speakers often omit words for brevity and fluidity. This contributes to a conversational, spontaneous tone, making character interactions feel more authentic. For example, Ernest Hemingway in his book "Hills Like White Elephants" used ellipsis: "*What did you say?*" "*I said we could have everything.*" "*We can have everything.*" "*No, we can't.*" [4; c.4]. By avoiding unnecessary repetition, ellipsis makes dialogues more engaging and truer to life.

So, ellipsis is an important tool in English literature that makes writing more expressive, dynamic, and engaging. In dialogue, it helps create natural speech, while in internal thoughts, it shows emotions and fragmented thinking. In descriptions, ellipsis keeps writing short and focused, drawing attention to key details. By leaving

out certain words, writers can control the tone, speed, and flow of a story. This makes ellipsis a powerful way to create strong emotions and deeper connections with the audience, proving that sometimes, what is not said is just as important as what is written.

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ENGLISH FOR MATHEMATICS APPLICATIONS

Imagine how wonderful it would be if people from all over the world could communicate using international languages that everyone understands. English is one of these languages. It helps people in many countries to understand each other. English has become so popular that it is now spoken by approximately 400 million people around the world. It is a language of communication, business, academic and scientific research.

In addition to English, there is another universal language in the world: mathematics. Let me explain my ideas. First of all, mathematics is a universal

language that is understood all over the world. Therefore, it is also the best way to describe the world around us in a way that everyone can understand. For example, without mathematics, it would not have been possible to create the music notation that helped bring the classical works of Mozart or Bach into the present time. The musical scale is divided into quarters, which fill the eighths and sixteenths. To understand how composition works, you need to understand the basic principles of mathematics. Besides, mathematics brings together a number of other areas. For example, geometry, which is needed in architecture, or combinatorics, which is used in sociology. It's hard to find a profession where you can completely avoid this science" [2].

Nowadays, it is very popular among teachers to use apps and online services to teach various subjects. Let's take maths as an example. This is the science on which the world is built. Various services are used to make its learning easier and more interactive. Let's have a look at Study.com for instance [3]. This service allows you to learn mathematics, algebra and geometry in an interactive way. It is very popular at the moment because NUS teachers are using it a lot today. But this service has a disadvantage. It is in English. For some people, this might not be a problem, because the interface of the site is clear and the language is very simple. But for others, even this level of English is difficult to understand. That is why learning English and other languages is so important nowadays. Another advantage of this service is its interactivity. It will be interesting for a child to learn maths with a virtual character.

Let's take a look at WolframAlpha, a service popular abroad and gaining popularity in Ukraine [4]. At first sight, the interface may seem overloaded and incomprehensible. But this service allows you to study mathematics and other sciences. Such as art, linguistics, history, etc.

Our world is developing very quickly, and therefore we must keep up with the times. Therefore, it is necessary to learn not only the native language, but also other languages. Nowadays it can be done easily and quickly. There are many courses and services that allow you to learn a foreign language for work, study and self-development.

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THE IMPACT OF CORPORATE CULTURE ON THE PERFORMANCE OF EMPLOYEES

Corporate culture is a system of values and beliefs shared by all employees of a company, which determines its functioning and the type of life of the organization. The goal of corporate culture is to ensure high profits for the company through the effectiveness of production management and quality improvements throughout the company.

Corporate culture includes the following structural components:

- Language and communication systems (oral, written, non-verbal communication and the use of gestures and facial expressions);
- Recognition of your role in the organization. Some cultures influence the incomprehensibility of internal intentions by employees, while others, on the contrary, promote external symptoms. Some companies hire for cooperation, while others aim to promote individualism and independent performance;
- Looks of the worker (special clothes, uniforms, distinguished dress code).
- Compliance with everyday life;
- Organization of corporate meals (including their frequency), availability of a canteen for all employees, as well as certain perks for permanent employees (wider selection of dishes, extra portions, discounts, etc.);
- Teambuilding and internal relations (including different genders, ages, religions, social status and ways of resolving conflicts);
- Organizational standards and values;
- Motivation and work ethic (responsibility for the work performed, quality of work and quality control (QC), work evaluation and reward, career advancement);
- System of corporal beliefs (belief in success, support, mutual assistance, justice, strength of the team and company);
- Symbols in the organization – rituals, slogans, organizational taboos;

J. Sonnenfeld singled out the following types of corporate culture:

“Baseball team” which arises in a business environment with a high degree of risk. In companies with this type of corporate culture, decisions are made very quickly, talents, innovation and initiative are encouraged. Local CC is characterized by loyalty, dedication and staff cohesion, which ensures effective teamwork.

“Academic culture” that involves gradual career growth of employees within the company. Companies with an academic style of corporate culture usually choose to hire young employees who are interested in long-term cooperation and prefer balanced career ladder advancement.

“Defensive culture” (“fortress”) that can arise in a situation where the company is simply trying to survive (for example, during a general

industry downturn).

The corporate culture at the National Labor Office (USA) integrates a system of professional interests and social policy values within the implementation of the CC. This structure separates the dominant influence of certain entities from the organization's employees and affects their behavioural strategies and acceptable models of conduct. The company's culture is reflected in its unique organizational identity, characterized by a distinct communication style that creates a recognizable image for employees and a particular approach to customer service interactions.

An effective corporate culture in labour services requires all employees to share common values, including the mission, strategy, main tasks, methods for achieving goals, systems of dependence and stimulation, criteria for assessing success, a reliable information system, and joint action control and coordination.

Corporate culture is built on employee exchange in the Employment Centre, work details, ethics code, and work centre priorities. Key elements include customer profit priorities, professional accessibility, conflict resolution, high-quality service, accurate customer information, cooperation style, empathy, employee well-being, emotional resilience, partner support, communication, know-how sharing, and innovation.

Developing corporate culture is a gradual process and cannot be achieved spontaneously without risks. Gallup research indicates that engaged employees are more productive and teams with higher commitment are 21% more profitable. When employees understand and embrace company values, they take responsibility, leading to increased productivity and teamwork.

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THE DEFINITION OF PROBABILITY IN THE SCHOOL MATHEMATICS COURSE AND ITS INTERPRETATION IN THE MODERN PRESENTATION OF PROBABILITY THEORY

One of the most important aspects of modern education is the development of students' mathematical culture, including an understanding of fundamental concepts such as probability. Knowledge of probability theory is essential for solving various applied problems, making decisions under uncertainty, and developing critical thinking. The study of probability in the school mathematics course lays the foundation for further in-depth study of this section of higher mathematics and its application in various fields.

In the modern world, the role of probability has increased significantly due to the progress of computer technology, modeling of complex processes and analysis of large amounts of data. This necessitates adapting the school curriculum to new realities, improving methods of teaching probability, and integrating modern scientific approaches into the educational process.

Object of study: Teaching the topic “Probability” in the school mathematics course.

The subject of the study: Definition of probability and ways of its interpretation

in modern teaching.

Objective of the study: To analyze the methods of teaching probability in the school mathematics course and to identify opportunities for their improvement by integrating modern approaches of probability theory.

Objectives of the study:

- To study the history of the development of the concept of probability.
- To analyse the definitions of probability used in the school mathematics course.
- To study examples of the application of a modern approach to teaching probability in the school curriculum.
- To offer recommendations for improving the methodology of teaching the topic “Probability” at school.

Research methods: Analysis of scientific and methodological sources, comparative analysis of school programs, systematization and generalization of the data obtained.

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THE ROLE OF POLITICAL ORIENTATIONS IN THE FORMATION OF LANGUAGE POLICY AND THE STUDY OF FOREIGN LANGUAGES AMONG MILITARY AND CIVILIAN

Ukrainians in the conditions of war undergo deep internal transformations in their beliefs and views. In such a difficult time, political convictions of citizens who actively resist the enemy at the front and those who have to work, develop the country and educate the new generation are important. The language issue, which occupies one of the leading positions among the political views of the population, is particularly acute. Also, a significant impetus for the active study of foreign languages was a full-scale invasion, as a significant number of civilians Ukrainians were forced to migrate to other countries. Participants of combat operations should also be aware of and expand their knowledge of languages, as they travel abroad to improve their skills and exchange combat experience.

The involvement and attention of a large number of foreigners in the problem

of war in Ukraine requires knowledge of a foreign language, which encourages Ukrainians to learn something new from the carrier of this information and for barrier-free communication.

Orientation means knowing the situation around you, understanding your place in the world and space. In general, competence, understanding and understanding of events around is an important component of personality formation and contributes to successful socialization. Politics remains an important topic, as it forms a person's attitude to power and social processes, reflecting his values and beliefs.

Political orientations are the result of a complex relationship between the socio-political context in which a person lives and personal characteristics. External factors, such as the political system, economic conditions and cultural norms, form the general context in which political views are formed. Internal factors, such as psychological characteristics, values, and beliefs, determine an individual response to this context [2].

G. Purog notes that the ability to assess socio-political reality, political orientations allow to analyse the external political space in which they are, in a clear and accessible way for the individual [3].

Political orientations are characterized as a dynamic process, changing under the influence of various factors and events. A person can adapt his political views to new conditions, and change them, guided by his own experience, information and circumstances [1].

For combatants, the use of the Ukrainian language and foreign languages is gaining importance in communication, since international battalions from other countries are also fighting for the independence of Ukraine.

Thus, the formation of language policy and the study of a foreign language among all segments of the population is an important factor in strengthening national identity, especially in wartime, since the political orientations of civilians and combatants are aimed at European trends. Language is an important element of communication, protection against external threats and an element of public administration. Knowledge of foreign languages expands opportunities in

professional activities and education, international cooperation, increases the level of education of citizens and makes it possible to spread their own knowledge and experience.

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LANGUAGE AS A RESOURCE FOR PSYCHOLOGICAL ADAPTATION: LEARNING ENGLISH AMONG IDP FAMILIES

In the context of military conflicts and crisis situations, many families are forced to change their place of residence, which entails numerous socio-psychological challenges. The adaptation of internally displaced persons (IDPs) to new conditions is an extremely complex process that often requires significant psychological resources. Understanding these resources and the factors that facilitate or hinder adaptation can help develop more effective psychological support programs

for IDPs.

The study of psychological adaptation resources also has practical value, as its results can be used by psychologists, social workers, government institutions, and non-governmental organizations to create conditions that promote the successful integration of IDPs into new communities and reduce the level of psycho-emotional tension in society.

One of the important resources for adaptation is learning new languages, particularly English, which opens up new opportunities for professional growth, education, and communication in the international space.

Theoretical Aspects of Adaptation Through Language Learning

Forced displacement due to war is a significant stress factor that affects the psychological state of IDPs. One of the tools for adaptation is learning a language, particularly English, which creates new opportunities for education, employment, and socialization.

Learning a new language expands opportunities and helps reduce stress levels for individuals with IDP status. Knowledge of English allows access to international educational programs and online resources. Additionally, language proficiency enhances employment prospects in the new community and promotes social activity.

It is important to convey to IDPs that English language proficiency will facilitate better adaptation in host communities, contributing to their social integration and improving their quality of life. Expanding access to free educational programs tailored to the needs of internally displaced persons is essential.

Beyond the direct benefits for socialization and employment, language learning also significantly impacts the cognitive and emotional aspects of adaptation. Acquiring a new language helps IDPs quickly develop new skills and adapt to changes. Moreover, the learning process can serve as a form of therapeutic practice, reducing anxiety and boosting self-esteem. Additionally, group language learning fosters social connections, which positively influences psychological resilience.

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ASTROFIZYCZNE MODELE WSZECHŚWIATA I ICH ZNACZENIE W PROCESIE EDUKACYJNYM

Astrofizyczne modele Wszechświata są fundamentalnym elementem współczesnej nauki, które wyjaśnia naturę, strukturę i ewolucję całego kosmosu. One odgrywają kluczową rolę w kształtowaniu naukowego światopoglądu studentów i uczniów, rozwijając krytyczne myślenie oraz umiejętności analityczne.

Badania naukowców pokazują, że wykorzystanie astrofizycznych modeli pozwalają lepsze zrozumieć złożone procesy fizyczne, takie jak ekspansja Wszechświata, oddziaływania grawitacyjne i powstawanie różnych galaktyk. Jak zauważa Michniowski [1, s. 10], „Nowoczesne modele kosmologiczne są potężnym narzędziem do wizualizacji abstrakcyjnych pojęć w fizyce i astronomii”. Jest to bardzo ważne w kontekście współczesnej edukacji, w której innowacyjne podejścia do nauczania nauk przyrodniczych i fizycznych stają się głównym priorytetem.

Różne kosmologiczne modele są znaczącymi w metodologii nauczania

astronomii. Na przykład model Wielkiego Wybuchu, zgodnie z którą Wszechświat powstał około 13,8 miliarda lat temu [5, s. 36], jest ważnym punktem do wyjaśnienia pochodzenia i ewolucji Wszechświata. Jednak według najnowszych badań wiek Wszechświata może zostać zrewidowany, gdyż nowe badania sugerują, że może on wynosić 26,7 miliarda lat [6, s. 9]. Klymchuk zauważa [2019, s. 76], „Popularyzacja alternatywnych modeli astrofizycznych pozwala studentom lepiej zrozumieć metodę naukową i znaczenie dowodów empirycznych w tworzeniu teorii”. Wykorzystanie takich modeli w procesie edukacyjnym rozwija umiejętność analizowania hipotez naukowych i krytycznej oceny informacji u uczniów i studentów.

Jednym z kluczowych aspektów jest integracja modeli astrofizycznych z cyfrowymi platformami edukacyjnymi. Tambor zauważa [2, s. 148], „Wykorzystanie symulacji i wirtualnych laboratoriów pozwala nam wizualizować koncepcje kosmologiczne, co znacznie zwiększa poziom przyswajania materiału”. Właśnie dlatego interaktywne metody nauczania pozwalają lepiej zrozumieć takie pojęcia, jak: ciemna materia, czarne dziury i promieniowanie kosmiczne.

Połączenie fizyki, matematyki i informatyki pozwala studentom i uczniom głębiej i lepiej analizować prawa Wszechświata. Na przykład Gos [3, s. 32] podkreśla, że „Modelowanie matematyczne jest podstawą współczesnych badań astrofizycznych, a jego wdrażanie w procesie edukacyjnym pomaga rozwijać myślenie techniczne u uczniów”.

Astrofizyczne modele są nie tylko narzędziem do łatwego badania Wszechświata, ale też ważnym i potężnym środkiem poprawy jakości edukacji w szkołach i uniwersytetach. Ich wykorzystanie w procesie edukacyjnym pozwala rozwijać naukowe myślenie i motywuje do dalszych badań w dziedzinie astronomii.

Astrofizyczne modele Wszechświata odgrywają istotną rolę nie tylko w podstawowych badaniach naukowych, ale także w procesie edukacyjnym. Ich stosowanie przyczynia się do lepszego zrozumienia złożonych i skomplikowanych procesów fizycznych, rozwoju krytycznego myślenia i ukształtowania naukowego światopoglądu. Włączenie modeli kosmologicznych do nowoczesnych metod nauczania, obejmujących technologie interaktywne i matematyczne modelowanie,

pozwała zwiększyć motywację uczniów i studentów do studiowania nauk przyrodniczych, fizycznych i matematycznych.

Interdyscyplinarne podejście łączące fizykę, matematykę, informatykę i technologie cyfrowe zapewnia kompleksowe zrozumienie praw Wszechświata i pozwalają rozwijać innowacyjne edukacyjne strategii. Wprowadzenie astrofizycznych modeli do procesu edukacyjnego nie tylko polepsza wiedzę uczniów na temat struktury kosmosu i Wszechświata, ale także pomaga im opanować nowoczesne metody badań naukowych [4, s. 85].

Systematyczne wykorzystywanie modeli astrofizycznych w edukacji jest zatem warunkiem koniecznym kształcenia wysoko wykwalifikowanych specjalistów w dziedzinie nauk przyrodniczych i przyczynia się do ogólnego podniesienia poziomu wiedzy naukowej społeczeństwa.

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METODOLOGICZNE PODSTAWY KSZTAŁTOWANIA POLITYKI ZARZĄDZANIA JAKOŚCIĄ W WARUNKACH WSPÓŁCZESNEGO ŚRODOWISKA BIZNESOWEGO

Wprowadzenie systemu zarządzania jakością (SZJ) stanowi fundament nowoczesnego podejścia do zarządzania organizacją i jest jego bardzo ważnym elementem. Jest to proces, który integruje wszystkie działania przedsiębiorstwa i firm, które mają na celu osiągnięcie wysokiego poziomu jakości swoich produktów i usług i pełne zadowolenie klienta. Koncepcja SZJ opiera się na kompleksowym podejściu do planowania, wdrażania, monitorowania i ciągłego doskonalenia procesów w oparciu o jasno określone standardy i procedury. Kluczowe znaczenie mają tu zarówno aspekty teoretyczne, jak i praktyczne, takie jak analiza czynników wpływających na jakość, struktura i funkcjonowanie systemu oraz wykorzystanie odpowiednich narzędzi zarządzania.

System zarządzania jakością definiowany jest jako zbiór struktury organizacyjnej, metod, procesów i zasobów niezbędnych do zarządzania jakością [2, s. 9]. Opiera się na ośmiu podstawowych i ważnych zasadach zarządzania jakością, takich jak: orientacja na klienta, przywództwo kierownictwa, zaangażowanie pracowników, podejście procesowe, podejście systemowe do zarządzania, ciągłe doskonalenie, podejmowanie decyzji w oparciu o fakty oraz wzajemnie korzystne

relacje z dostawcami [1, s. 95]. Wdrożenie SZJ przyczynia się do zwiększenia konkurencyjności przedsiębiorstwa, zapewnienia stabilnej i dobrej jakości produktów i usług, a także umocnienia zaufania klientów.

Na efektywność funkcjonowania SZJ wpływa wielu czynników, wśród których można wyróżnić takie: otoczenie zewnętrzne, wewnętrzna kultura organizacyjną, poziom kwalifikacji personelu, procesy technologiczne oraz dostępność niezbędnych zasobów [3, s. 6]. Kluczowymi elementami SZJ są takie: określenie polityki i celów w zakresie jakości, dokumentowanie procesów, zarządzanie zasobami, monitorowanie i pomiar wskaźników jakości oraz podejmowanie działań korygujących i zapobiegawczych [5, s. 4]. Ważnym i fundamentalnym aspektem jest również zarządzanie wiedzą organizacyjną, które obejmuje instrukcje robocze, listy kontrolne, pakiety szkoleniowe i bazy wiedzy, zapewniające skuteczne funkcjonowanie SZJ [4, s. 2].

Wprowadzenie SZJ wymaga kompleksowego podejścia, które obejmuje analizę kontekstu organizacji, identyfikację zainteresowanych stron i ich potrzeb oraz ocenę ryzyk i możliwości. Kierownictwo odgrywa też kluczową rolę w tym procesie, zapewniając przywództwo i angażując pracowników w procesy zarządzania jakością. Do narzędzi funkcjonowania SZJ można zaliczyć takie: audyty wewnętrzne, analizę danych, benchmarking, stosowanie statystycznych metod kontroli jakości oraz wdrażanie systemów informatycznych do zarządzania procesami. Wykorzystanie międzynarodowych norm, takich jak ISO 9001 czy ISO 14001, sprzyja harmonizacji procesów oraz zwiększeniu zaufania ze strony klientów i partnerów.

Podsumowując, wdrożenie SZJ jest złożonym procesem, który wymaga uwzględnienia podstaw teoretycznych, analizy czynników wpływających oraz wykorzystania nowoczesnych narzędzi zarządzania jakością w celu osiągnięcia strategicznych i niezbędnych celów organizacji.

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RELIGIJNOŚĆ JAKO CZYNNIK PRZEWYCIĘŻANIA STRESU W WARUNKACH WOJNY

Wojna jest ekstremalnym społecznym i psychologicznym zjawiskiem, które bardzo wpływa na emocjonalny stan człowieka. Osoby znajdujące się w strefie działań wojennych doświadczają znacznego stresu psycho-emocjonalnego, który może prowadzić do zaburzeń stresowych, depresji, a nawet zespołu stresu pourazowego (PTSD) [1, s. 29]. Jeden z ważnych mechanizmów przewyższania stresu w takich wojennych warunkach jest religijność, która zapewnia w człowieku wewnętrzną równowagę, sens życia i wsparcie emocjonalne.

Badania naukowców pokazują, że religia może pełnić rolę swoistego mechanizmu ochronnego w trudnych sytuacjach życiowych. Jak zauważyli Ptaszek i Piwowarczyk [2, s. 194], „Wiara umożliwia człowiekowi interpretację zdarzeń w

pozytywny sposób lub transcendentalny, co ułatwia przystosowanie się do trudnych sytuacji”. W sytuacji wojny religijność pomaga ludziom bardzo zmniejszyć lęk, utrzymać psychiczną równowagę i odnaleźć sens w wyzwaniach i próbach.

Zachowania i rytuały religijne, takie jak modlitwa, medytacja, udział w nabożeństwach religijnych lub czytanie pism świętych (Biblia, Koran i td), pomagają zmniejszyć poziom stresu. One też mogą pełnić funkcję samoukojenia emocjonalnego i zmniejszenia napięcia. Jak wynika z badań naukowców, osoby regularnie modlące się lub medytujące wykazują większą odporność na stres i niższy poziom stanów depresyjnych [3, s. 76]. Praktyki duchowe pomagają ustabilizować emocjonalny stan i budują poczucie nadziei nawet w krytycznych warunkach wojennych.

Poza poziomem indywidualnym religijne organizacje i religijne wspólnoty odgrywają ważną rolę w nadaniu wsparcia społecznego w czasie wojny. Jak zauważają profesorzy uniwersytetu Jagiellońskiego [4, s. 85], „Wspólnoty religijne tworzą atmosferę wzajemnej pomocy, która jest niezwykle ważna dla stabilności psychicznej ludzi w czasach kryzysu”. Wiara przyczynia się do konsolidacji społeczeństwa, wzmacnia więzi społeczne i daje wielkie poczucie przynależności do wspólnoty.

Wojna stawia człowieka przed egzystencjalnymi pytaniami o życie i śmierć, co może zwiększać poczucie strachu i niepewności. Wiara w siły wyższe (Boga, aniołów, Karmę i td) czy ideę sprawiedliwości daje człowiekowi wewnętrzny spokój i ułatwia zaakceptowanie nieuniknionych strat [5, s. 36]. Badania naukowców pokazują, że osoby o głębokich religijnych przekonaniach częściej wykazują odporność na szoki psychiczne i zachowują optymizm nawet w trudnych warunkach [6, s. 9].

Dlatego religijność jest ważnym czynnikiem psychologicznego przetrwania i adaptacji w warunkach wojny. Ono spełnia kilka kluczowych funkcji: zapewnia wsparcie emocjonalne, pomaga zmniejszyć poziom stresu poprzez praktyki duchowe, wzmacnia więzi społeczne i pomaga w rozwiązywaniu egzystencjalnych problemów. Zrozumienie wpływu religijności na stan psychiczny człowieka może być pożyteczne i ważne przy opracowywaniu strategii wsparcia psychospołecznego ludności w czasie

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PROPERTIES OF ILMENITE ORE, METHODS OF PROCESSING TITANIUM-CONTAINING MINERAL

Ilmenite is a mineral with the general formula FeTiO_3 , containing the following main elements: Fe (36.8%), Ti (31.6%) and O (31.6%). It can crystallize in a rhombohedral or hexagonal cell. The chemical composition of ilmenite ore depends on the deposit of its extraction, which affects further processing methods.

The valence states of Ferrum (Fe) and Titanium (Ti) in the composition of ilmenite change an important role, after which, under extreme conditions (for example, elevated pressure or high temperature), charges change and crystal defects are formed. Oxidation and erosion processes can transform the crystalline structure of ilmenite into an amorphous mixture of FeO, Fe₂O₃ and TiO₂. This process occurs through natural weathering.

To date, several basic methods have been developed for the processing of ilmenite concentrate, which can be divided into acidic and alkaline, regardless of the leaching reagent used. Among the acidic methods, the most common are chloride and sulfate methods. Acid methods are used to completely extract titanium from ilmenite, which requires a sufficient amount of the appropriate acid and prolonged heating [1].

The choice of processing method is influenced by the phase composition of the source ore.

Each of these methods has advantages and disadvantages that must be used when choosing an ore that has its own unique chemical composition.

For the synthesis of potassium titanate, which, together with titanium dioxide, is of great importance in industry and technology, the most advantageous method is alkaline melting.

Research [2] proposed a new method for obtaining high-strength granules of ilmenite concentrate with an increased content of calcium and magnesium. The use of magnetite concentrate as an additive and bentonite as a binder allowed to increase the strength of the pellets.

It was found that:

- The pseudo-brookite solid solution formed during high-temperature firing creates crystal bridges that strengthen the pellets.
- Oxidation of magnetite concentrate with the formation of hematite promotes recrystallization and increases the strength of the granules.
- The addition of magnetite accelerates the firing process, allowing to obtain pellets of high strength even at fairly low temperatures (Fig. 1).

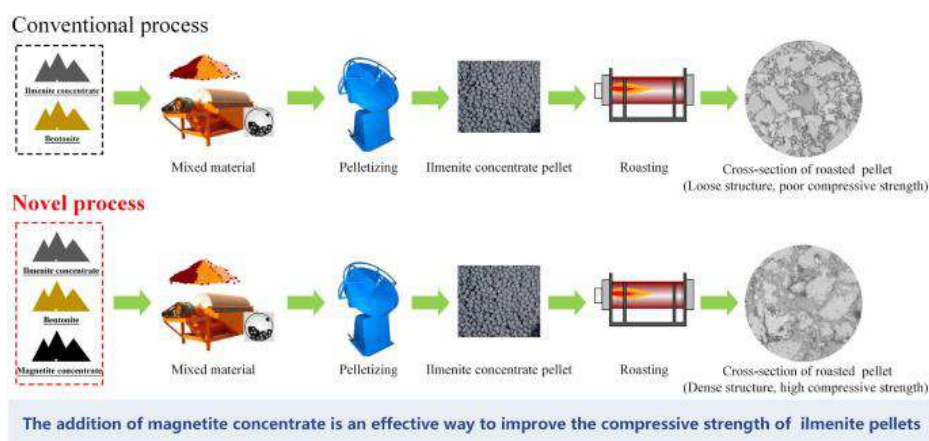


Fig. 1. Scheme of preparation of high-strength granules of ilmenite concentrate

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ELEMENTS OF CROSS-CULTURAL COMMUNICATION AT WORKPLACE

Nowadays, the need for a high level of communicative culture of any professional is conditioned by the worldwide trends of market globalization, cross-cultural integration, intensification of information exchange, and workforce mobility at the international labour market.

An efficient specialist's employability kit should include ability to constantly and systematically search for new ideas and implement them in practical activities. Both the ability to creatively solve various issues in the sphere of professional activity and the skill of establishing constructive interpersonal interaction can also contribute to an employee's competitiveness.

Such social phenomenon as communicative culture is of great importance when it comes to working in a cross-cultural office (e.g. IT companies). It involves communicating ideas and exchanging information with colleagues and customers from different countries, preparing business documentation, and participating in team meetings. So, it makes communicative culture a significant prerequisite for professional and self-development of any specialist.

Therefore, future professionals must be ready for various international business contacts, based on principles of mutual respect, justice and objectivity considering cultural diversity aspects. It should be taken into account that each national culture encompasses the lifestyles inherent to a particular nation.

According to C.J. Mruk and J.C. Moor: "Cultural diversity is a much broader concept than just differences based on race or ethnicity, as it may also include equally powerful and important differences in gender, religion, and socioeconomic status." [1].

So, understanding cultural peculiarities of a particular community and a foreign language proficiency can serve as a basis for a cross-cultural competence of a competitive professional at the international labour market.

D.K. Deardorff defines cross-cultural competence as "the ability to communicate effectively and appropriately in intercultural situations based on one's intercultural knowledge, skills, and attitudes" [2].

Thus, cross-cultural competence of a specialist can be considered as a set of concepts and skills that facilitate a person's choice of communicative means to correlate with the intention, and verification of the received messages. It can ensure the absence of cultural shock in the course of cross-cultural communication at the workplace.

To sum up, under conditions of the growing influence of business interactions between people of diverse cultural backgrounds, it is important to take into account the new trends in the multicultural context. With the growth of cultural integration, the expansion employment scope and increased population mobility, mastering foreign languages and developing cross-cultural competence are becoming not only important soft skills, but also a critical necessity for a competitive professional.

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THE USE OF ENGLISH IN LABORATORY PRACTICE AT A PHARMACEUTICAL COMPANY

English plays an important role in the pharmaceutical industry, especially in laboratory work, where accuracy, standard procedures, and global communication are essential. Pharmaceutical laboratories follow strict international regulations, such as

Good Manufacturing Practice (GMP) and ISO standards [1]. Since English is the main language of scientific research, regulatory guidelines, and technical documents, knowing it well is necessary for laboratory staff. Most Standard Operating Procedures (SOPs), laboratory manuals, and quality control guidelines are written in English. Laboratory technicians must understand and follow these documents carefully to meet industry standards [2]. Many pharmaceutical regulations, including those from the U.S. Food and Drug Administration (FDA) and the European Medicines Agency (EMA), require documentation in English. Accurate reporting and detailed record-keeping in English are key to ensuring compliance and passing inspections.

Additionally, English is the common language used for communication with international suppliers, regulatory authorities, and research institutions. Laboratory staff often write emails, reports, and give presentations in English. Researchers and laboratory employees also rely on English-language scientific articles, patents, and international conferences to stay updated on the latest developments in the field. Most laboratory training materials, professional development courses, webinars, and industry certifications are available only in English, making good language skills important for career growth and technical expertise.

Nowadays, laboratory work, knowing English is not just useful but necessary. Almost all laboratory reagents, equipment manuals, and safety data sheets are provided in English. Additionally, new methods in analytical chemistry, the latest pharmaceutical technologies, and important scientific discoveries are mostly published in English. Laboratory professionals need to understand complex technical documents to correctly perform procedures, maintain high-quality standards, and introduce new technologies. The ability to read and understand scientific papers, testing procedures, and pharmacopoeia guidelines in English is essential for following industry best practices and meeting strict regulations [3].

Although English proficiency is very important, some laboratory staff may find it difficult to understand complex technical terms or highly specialized regulations. To solve these challenges, regular language training, courses in technical English,

and access to industry-specific glossaries can greatly improve understanding and professional communication. Improving language skills among laboratory staff helps ensure compliance with regulations, increases work efficiency, and supports smooth cooperation within the global pharmaceutical industry.

In conclusion, English is a necessary tool in pharmaceutical laboratory work, helping with compliance, professional communication, and scientific research. It plays an important role in following regulations, working with international colleagues, and keeping up with industry progress. By improving English language skills, pharmaceutical laboratories can strengthen compliance, improve communication, and support professional development, ultimately leading to better pharmaceutical quality and patient safety worldwide.

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DEVELOPMENT OF PROFESSIONAL POTENTIAL: TRAINING FORMS FOR PRESCHOOL EDUCATORS

In a preschool institution, there is a constant search for effective technologies for the professional growth of pedagogical staff. It is through the organization of interactive, dynamic forms of work with pedagogical staff that the experience of preschool educators is updated and a new perspective and their own professional resources are integrated. To ensure the quality of preschool education, it is important to provide professional development and initiate self-development of teachers by motivating them to participate in master classes, colloquiums, brain rings, workshops, and other forms of dynamic adult learning [1].

A preschool pedagogical worker must constantly learn and self-improve. An important aspect of their professional activity is the knowledge of foreign languages, which can be used to study foreign experience, learn about modern technologies for teaching and educating preschool children, and innovative approaches of educators from different countries to the education of the youngest.

Knowledge of a foreign language can facilitate participation in various international educational conferences, projects, workshops, etc., during which there will be an opportunity to exchange one's own experience and professional achievements with colleagues abroad, as well as enrich one's knowledge, diversify personal experience, and carry out continuous professional interaction with foreign colleagues. Language proficiency allows one to study scientific literature in the original language, learn about the latest research and trends. Knowledge of foreign languages is necessary for a modern educator and is a requirement of the times.

The skilful implementation of innovations and best global practices will contribute to changes in the organization of the educational process and its improvement, effective professional activity, and will ensure meaningful and interesting cognitive activity with preschoolers.

Among the dynamic forms of work with educators, workshops are actively implemented in the institution. They often take the form of a seminar or workshop, during which participants acquire knowledge on a specific topic independently. During the workshop, all educators actively participate, creating an opportunity for the exchange of experience, which contributes to finding new solutions and ideas.

At the end of the workshop, the group has the necessary tools and an algorithm of behaviour in a specific situation.

The selection of effective forms of work with pedagogical staff ensures the actualization of their internal potential, readiness to study global experience, readiness for innovative professional and pedagogical activity, and triggers internal motivation and the development of self-efficacy, to create their own new ideas that meet modern requirements and trends in education.

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STUDY OF PERSONAL ANXIETY IN PSYCHOLOGICAL SCIENCE

Anxiety is one of the most studied mental characteristics in psychology, after which it significantly affects the emotional state, behaviour and mental health of a person. The definition of anxiety as a psychological phenomenon requires considering it as a personality trait, as well as symptoms of various mental disorders. Psychological science is actively researching various aspects of anxiety, its causes, manifestations and impact on human life, in particular, in childhood and adulthood.

Anxiety, as a personality trait, is a feeling of experiencing worry, fear or nervousness in various situations. It differs from situational anxiety in that it is a more stable personality trait and manifests itself in behaviour and perception of the world around us. Researchers point to the importance of anxiety as a trait that interacts with other personality traits, such as openness, extraversion, or neuroticism.

One of the main approaches to studying anxiety is to separate its cognitive, emotional, and physiological components. According to the theory of the cognitive triad, anxiety is closely related to perceptual disorders, in particular, the tendency to negatively predict and filter information through the prism of fears and worries.

In childhood, anxiety is often a reaction to uncertainty or changes in the environment, such as adapting to new conditions (starting school, changing residence, parental divorce). In children, anxiety can manifest itself in various forms, including night fears, refusal to go to school, fear of unknown situations, and physical symptoms such as headaches or aches and pains.

The peculiarities of anxiety in children are related to age-related changes that occur in the process of their mental development. In the early stages of childhood

development, anxiety can be a normal stage that adapts children to a new environment. However, if anxiety is severe and affects the child's social and emotional adaptation, psychological help may be needed.

In adulthood, anxiety is more stable and can be associated with specific life events, such as career changes, relationship difficulties, or financial problems. It can also be a symptom of disorders such as generalized anxiety disorder, panic attacks, or social phobia. Anxiety can have long-term negative effects on the cardiovascular system, contributing to the development of hypertension and other cardiac problems. Moreover, anxiety is often accompanied by physical symptoms such as muscle tension, sleep disturbances, headaches, and other somatic disorders. Recent studies have shown that anxiety levels in adults can be closely related to high levels of stress, which increase due to workload, problems in work and family relationships, and the social situation in the country.

Thus, anxiety is a complex psychological phenomenon that has research implications for mental and physical health. Studying anxiety as a personality trait and as a symptom of mental disorders allows us to better understand the mechanisms of its occurrence and development. In addition, recent studies have shown the importance of cognitive and neurobiological aspects of anxiety, as well as its impact on physiological processes. The peculiarities of experiencing anxiety in childhood and adulthood indicate the diversity of its manifestations and the need for an individual approach to the treatment and correction of anxiety disorders.

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FIREBASE AS AN ALTERNATIVE FOR A LOCAL DATABASE

During the development of mobile apps or web programming, there inevitably comes a moment, when a database connection becomes necessary for the project. Sometimes this is a crucial part of the task, so you should pay due attention to it and create a local database using the capabilities of a personal computer. This approach provides flexibility in the development process and allows you to fully control the information.

However, in some situations setting up a new database is only an intermediate stage of the task. If the project is at the prototype or layout stages, it is advisable to focus only on the main interaction functions. In such a situation, the database is used only to handle specific functions and contains a small amount of variable data with responding only to key requests. If developing the whole server part is unnecessary, but dynamic management is required, online database services offer one of the best solutions to handle such situations.

Nowadays online services offer nearly identical or sometimes even more advanced functionality compared to local databases. Using such services reduces the load on the developer's personal computer, significantly shortens processing time and improves code efficiency. All calculations are performed on the server side without consuming the user's computer resources. Thanks to this, even large-scale programs can be tested effectively.

One of the most popular online alternatives for mobile app and web developers is Firebase. It is a modern and, most importantly, free service with ability to buy

upgraded version of profile. But free account still allows everything crucial for efficient work. Even the free version supports any platform, e. g., iOS, Android or Web [1]. Firebase supports core programming languages, and can be easily integrated into a project and has a large user community with a vast amount of open-source documentation. It gives developers an ability to customize the server settings for their needs, giving them full control over database and its functionality.

In addition, Firebase is backed by Google, which provides a set of already built tools that can be activated on the site with a single click. For example, Google authentication or two-step authentication makes it much easier to set up and work with the security of the application. This service greatly simplifies the work with the server side, allowing developers to focus on specific programming tasks. Intuitively understandable site interface and a vast amount of learning materials make database usage accessible even for backend beginners [2]. One of Firebase's main advantages is updating database information in real time, which makes the project management more flexible.

In conclusion, Firebase has all the advantages of a local database, while reducing the load on the user's computer and greatly simplifying the process of developing web resources and mobile applications.

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CURRENT TRENDS OF DEVELOPMENT OF HR-MANAGEMENT

Today's highly effective personnel departments are undergoing transformation with the help of innovative technologies. This is due to the increasing number of employees working digitally, the expansion of the workforce, and the increasing need for remote work. HR managers understand that in order to successfully compete in the hiring market, they need to use new technologies. Daniel Waite, vice president of human operations at SH Hotels and Resorts, emphasizes that “automation makes HR’s work much easier” [3].

Today, companies are faced with a changing workplace situation, just as human resource management is changing in the world of employment relations in general. According to a Deloitte survey of more than 10,000 business leaders and HR managers from 140 countries around the world, it is clear that it is important for companies to focus on areas of business development and orienting people to new principles of work in the era of digitalization of society. In the near future, we are facing significant internal changes in the field of new technologies. The main question is how to use advanced technologies to search, collect, attract people and, possibly, replace them, since for many years technology has been used as tools for everyday work, but in the near future the main attention will be paid to technology as a way of life in the workplace [2].

Of course, working with personnel is a key component of the effective operation of any company, and harmonious cooperation of a team of like-minded specialists is the driving force of business development. In addition, the skill and creative potential of each team member, their interest and enthusiasm, belief in success and the final result are the key to the successful development of the company. Therefore, ensuring productivity requires from the HR manager a deep understanding

of the company's strategy, possession of professional knowledge and skills, as well as the ability to find an individual approach to each employee.

It should be noted that the role of HR management is not only to find talented candidates and form effective teams, but also to implement professional development methods that promote the adaptation of new employees and create conditions for their self-realization.

Personnel is the main link in the production process at the enterprise. Despite the latest technologies and innovative ideas, they will not be effective and will not bring maximum benefit without highly efficient work, proper training and qualification of human resources. Personnel management is a complex process, since people have intelligence and the ability to think. They constantly develop relationships with each other, which often affect labor productivity, production and the internal climate of the enterprise [4].

Let's consider the structure of the human resources (HR) department at the enterprise (Fig. 1).

Personnel marketing at the enterprise includes a scientifically based determination of the needs for personnel with the necessary qualifications and relevant experience in a certain field.

One of the most complex and responsible processes is personnel recruitment, which includes several consecutive stages, including: determining the needs for an employee with the necessary qualifications; collecting information about candidates; conducting interviews or testing; making a decision on hiring [1].

In the modern business environment, the role of the human resources (HR) department has shifted from a traditional functional aspect to a strategic partner in human capital management. The use of modern technologies and innovations in the field of HR, such as HR platforms, analytics, electronic personnel management systems, virtual reality, artificial intelligence and automation, allows you to increase the efficiency of the department and improve interaction with personnel [5].

Therefore, the modern business approach to human resources management includes not only traditional aspects, but also new technologies that contribute not

only to efficiency, but also to the creation of a sustainable and productive corporate culture.

For a successful career in the field of human capital management, it is important to constantly learn and improve your skills. Therefore, we recommend considering HR manager courses that will help improve your knowledge and acquire the necessary skills for the effective performance of tasks in this area.

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THE ENGLISH-LANGUAGE FAIRY TALE DISCOURSE IN THE CONTEXT OF MODERN SCIENTIFIC TRENDS

One of the most important issues considered in linguistics is the image of the world formed by a particular ethnic group, namely its universal and nationally specific components, religious and mythological representations of the world of a particular people. Folklore sources, in particular folk tales, play an exceptional role in the study of these issues.

In recent studies conducted in the framework of discourse analysis, “fairy tale discourse” is defined differently. This is due both to the ambiguity and complexity of the concept of “discourse” itself, which has been repeatedly noted by researchers, and to the pragmatic attitudes of the authors. Thus, in the works of Yu. Mamonova [2, p. 81], fairy tale texts are considered as a certain type of discourse in order to identify the leading concepts of English household fairy tales. Accordingly, the author understands the fairy tale discourse utilitarianly, as “a source of cultural and axiological information expressed by lexical means, the conceptual organization of which is being studied” [2, c. 82]. In N. Akimenko’s thesis, fairy tale discourse is interpreted as “an active medium for the realization of specific parameters of the category of fairy tale, which are verbalized at different levels of the language structure” [2, p. 83]. In the works of O. Plakhova, fairy tale discourse is defined as a complex linguistic and semiotic formation, a product of the speech and thought process of a collective linguistic personality, which is realized in multi-genre works of folk art in conjunction with extralinguistic factors [1, p. 86].

After analysing other definitions of the concept of “fairy tale discourse”, we can conclude that the precedent of studying fairy tale discourse is heterogeneous, and

its individual cases affect different aspects of the phenomenon, which seems to be multidimensional and has no fixed boundaries. In modern linguistics and linguacultural studies, fairy tale discourse is studied as a source of information about national specificity, concentration of pragmatic information (entertainment orientation, didactic effect), a medium for the formation of implicative linguistic units that encode all the above extra-linguistic phenomena, etc.

When considering fairy tale discourse, it is necessary to identify the main factors of its development. We share the opinion that the evolution of fairy tale discourse took place under the influence of two processes, the interaction of which determined its nature and led to the fact that a fairy tale, regardless of the place and time of its creation, has common features along with national and local peculiarities. Both processes are important at the moment of performing a fairy tale and act as a whole. On the one hand, it is following folk poetic traditions, on the other hand, it is deviating from them and improvising, due to circumstances and certain goals.

Turning to the genesis of the British fairy tale discourse, which is the object of our study, we join the opinion of modern linguists who see the main source of both Celtic (Scottish, Welsh and Irish) and English fairy tales in the Celtic folklore and mythological tradition. Thus, I. Mautkina argues that, studying the origin and development of the British fairy tale, the text of which is a direct result of the practice of fairy tale discourse, it is necessary to turn “to Celtic mythology and folklore (in particular, to the Irish sagas, which tell about the arrival of the tribe of the goddess Danann (Tuatha De Danann) to the islands) as a source material that allows us to identify the primary national features of the fairy tale tradition of Great Britain, which was born and later developed into a full-fledged genre” [1, p. 87].

In English, there are 2 terms for fairy tales: fairy tale and folk tale [1, p. 87]. According to American and Western European researchers, the most important property of such a fairy tale as a folk tale is the oral sphere of everyday life, which is, on the one hand, due to the criteria of belonging to folk culture dominant in foreign folklore studies (unintentional creation and oral form of existence), and, on the other hand, the nature of the development of this genre on a certain ethno-cultural basis (R.

Dorson, A. Dundes, W. Harmon, S. Holmans, F. Utley).

Folk tale is an oral narrative that includes legends, tales, stories about dogs, fairies, ghosts, giants, demons, dragons, witches, stories about husbands and wives, masters and servants. Accordingly, the term folk tale is used in relation to folk texts of different genres in the traditional sense (fairy tales of various kinds, local legends) and in terms of content is identical to fairy tale discourse in its textual representation.

Fairy tale discourse is characterized by its multidimensionality, specific composition and subordination to certain laws, and is aimed at achieving a pragmatic effect.

In fairy tale discourse, the author intends to express the idea of his/her work through the characterization of his/her characters. The means of creating a fairy-tale image are traditional: constant epithets, metaphorical or comparative formulas. The hero in fairy tales manifests himself through deeds, actions, and relationships with other characters.

Thus, fairy tale discourse is a significant part of folklore discourse, which is derived from myth. Two main factors influencing the development of fairy tale discourse are: improvisation and following folk traditions modified folklore in polar but complementary directions, bringing to it generality along with individuality and variability of perception.

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**THE IMPACT OF EDUCATIONAL WORK WITH PARENTS ON THE
DEVELOPMENT OF ADOLESCENTS' SELF-ESTEEM IN THE PROCESS
OF LEARNING ENGLISH**

Learning English plays an important role in the lives of adolescents, because it is at this age that their skills, abilities, comprehension and planning for the future are actively formed. Knowledge of English opens up a maximum of opportunities: from obtaining a quality education and participating in international programs to building a successful career in the modern world. The ability to speak English in everyday life is very important, especially for a teenager, because it is in this form that they can identify themselves as a person, which is a key aspect in the formation of their self-awareness and self-esteem.

Adolescence is a period of active personality development. Self-esteem is formed on the basis of one's own experience, social comparisons, and feedback from significant adults, especially parents. Parents are usually the first motivators and mentors for adolescents, since it is they who make necessary and important plans for their child for the future, orient them in certain social needs and challenges of the present. Their support, belief in the teenager's capabilities, constructive criticism, and the ability to create a favourable emotional background at home contribute to the formation of a positive attitude towards themselves [2, p. 12]. Unfortunately, parents often do not know and do not understand the age and psychological needs of their children, which as a result disrupts the child-parent relationship. All attempts by parents to force them to perform in a forced tone only cause a backlash in them. Excessive criticism, comparison with others, or vice versa - inflated expectations can cause a child to be insecure or afraid of making mistakes, especially in learning a foreign language, where the feeling of "failure" is quite common [1, p. 54-67].

Learning English involves a fairly wide range of types of work and tasks, including communication in groups, writing dialogues, and preparing short speeches. For this type of work, a teenager must feel confident and self-sufficient, otherwise, dissatisfaction with their actions leads to the formation of inferiority in them and, as a result, self-esteem decreases. Therefore, teenagers especially need support, understanding, and the right approach from their parents, first of all.

In this context, an important factor is educational work with parents, which contributes to a better understanding of the characteristics of their children's behaviour, support in the educational process, and the establishment of family relationships. Educational work involves providing reliable information for its further use and implementation, familiarizing parents with the characteristic features of adolescence, as well as with the needs and possible difficulties that children may encounter when learning English. These can be various information meetings, trainings or seminars. Discussion of specific examples of effective support for a child at home, in particular: how to create a favourable atmosphere for learning, how to respond to difficulties and mistakes without criticism, how to encourage independence, maintain interest in the English language through games, watching films, joint completion of tasks, and how to form a positive attitude towards the educational process in general [3, p. 85].

Quite relevant and effective will be various quests and competitions, where both parents and children will be involved. This type of activity should also include performing exercises and tasks in English to emphasize the importance and relevance of this issue.

One of the types of help for parents can be online platforms, where at a convenient time you can get acquainted with algorithms and examples that allow you to avoid mistakes when encouraging them to learn English [4, p.234]. There you can also gain experience on how to properly inspire a child, what words to choose to motivate.

In the process of working with parents, it is advisable to use consultations as one of the effective forms of interaction. Individual consultations allow you to focus

on the specifics of a particular child: to identify the reasons for the decrease in their self-esteem, difficulties in learning English, and also to develop personal recommendations for parents on supporting the child at home. Group consultations, in turn, provide an opportunity to discuss typical difficulties faced by adolescents and their parents, to exchange experiences, to find common ways to solve problems, and to form in parents an understanding of the importance of cooperation with the school to achieve positive results in learning and the formation of healthy self-esteem in children. Therefore, educational activities among parents of adolescents are an effective factor in increasing awareness of the peculiarities of adolescence, overcoming unwanted problems, creating harmonious relationships in the family and, as a result, the formation of healthy self-esteem and effective learning of English in adolescents.

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EMOTIONAL BURNOUT OF YOUNG PARENTS WITH DIFFERENT EXPERIENCES OF DOMESTICK VIOLENCE

Emotional burnout among young parents is a pressing problem characterized by a loss of energy and motivation. Traumatic experiences, particularly domestic violence, significantly increase the risk of burnout by intensifying stress and reducing emotional resilience. This negatively affects parents, their relationships, and the family as a whole.

Individual reactions to life events vary due to unique experiences, values, and personality traits. Even when individuals share common goals, the emotions that arise trigger physiological and psychological changes, influencing thinking, behaviour, and decision-making. According to the cognitive-physiological theory, emotions are shaped not only by external stimuli and physiological processes but also by past experiences and cognitive evaluation of a situation. This evaluation depends on how well the situation aligns with a person's needs and interests. Lazarus and Smith identify six parameters of this evaluation, two of which determine the significance of an event for personal well-being.

Emotional burnout is a gradual depletion of emotional, cognitive, and physical resources. It manifests as mental and emotional exhaustion, physical fatigue, detachment, and a loss of satisfaction in work and life. The causes of burnout are not fully understood, but personality traits and organizational factors play a significant role.

Traumatic childhood experiences, particularly violence, greatly complicate

parenting. This manifests in emotional detachment, low self-esteem, and distorted perceptions of children's behaviour, which exacerbates stress and burnout. Parents suffering from depression or anxiety disorders experience fatigue, hopelessness, and difficulties in childcare, leading to feelings of guilt and further lowering self-esteem. Anxiety disorders intensify fears, making daily responsibilities and interactions with the child more challenging [2].

Experiencing violence significantly complicates the adaptation of young parents to new roles and responsibilities. Past traumas lead to difficulties in managing emotions and building healthy relationships, increasing the risk of depression and anxiety, which hinders coping with parental stress. These factors contribute to emotional burnout.

Research shows that domestic violence often has long-term negative effects on family dynamics. This manifests in disruptions to normal interaction patterns, conflicts, and an inability to resolve problems constructively. Without proper support, young families struggle to establish healthy relationships and develop a positive parenting role. This worsens parents' emotional well-being and contributes to their burnout due to feelings of helplessness [1].

The connection between emotional burnout and the traumatic experience of domestic violence in young parents is a complex web intertwining emotional wounds, stress, adaptation difficulties, and lack of support. This network of problems significantly increases the risk of burnout, undermining parents' psychological well-being. Understanding this intricate interaction is key to developing effective support strategies that help young parents restore emotional and psychological resilience.

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MARKETING COMMUNICATIONS: MEANING, FUNCTIONS, COMPONENTS

Marketing communications is not just a set of tools for promoting goods or services. It is a complex, dynamic system that combines strategic planning, a creative approach and analytical methods. Their main task is to create an effective dialogue between the brand and its target audience, ensuring not only the transfer of information, but also the formation of stable, emotional connections [1]. The role of marketing communications in modern business is difficult to overestimate. They are an integral part of any successful strategy, because they ensure the effective communication of the value of the product to the consumer. In a world where information spreads instantly and consumers are becoming increasingly demanding, it is important not only to inform about the product, but also to create a story that will touch emotions and convince them of the need to purchase. Marketing communications help companies not only increase sales, but also build long-term relationships with customers, ensuring their loyalty and trust [2, p. 131]. Marketing communications are an important tool for achieving marketing goals. They help companies not only inform consumers about their products and services, but also convince them of their value, stimulate sales and create a positive brand image.

Marketing communications play a key role in building interaction between the company and its target audience, because they form the brand image, ensure product recognition and create conditions for long-term relationships with consumers [1]. Their functions cover several important aspects that directly affect the effectiveness of the company's activities. First of all, this is the information function, which

consists in conveying information about the product, its characteristics, advantages and purchase conditions to potential customers. Without a well-developed information strategy, consumers may remain unaware of the company's offers, which, in turn, will negatively affect the level of sales and the overall competitiveness of the brand.

In addition, the persuasive function is important, which is aimed at changing or strengthening the behavioural attitudes of potential buyers, their ideas about the brand and the product. It is based on the use of psychological methods of influence, such as creating an emotional connection, emphasizing the unique advantages of the product and forming a sense of trust in the company. Thanks to this, the company can not only attract new customers, but also retain existing ones, stimulating them to repeat purchases and forming brand loyalty.

The regulatory function of marketing communications is manifested in the coordination of the company's actions in accordance with changes in the market environment. It allows the company to adapt its strategies in accordance with new consumer requirements, competitor activities or changes in legislation. Thanks to effective communications management, the company can timely adjust its policy, update advertising messages, change the emphasis in promotion and find new ways of interacting with its audience. The marketing communications system is based on a set of interconnected components, each of which plays its role in the complex process of interaction between the company and the market. One of the main components is advertising, which, due to its mass presence and wide audience coverage, allows you to quickly draw attention to a product or service. It can be presented in various forms, ranging from traditional television and print ads to modern digital promotion methods that use personalization algorithms and consumer behaviour analytics [3, p. 510-511].

An equally important element is sales promotion, which is aimed at activating the sales process by providing discounts, bonuses, promotional offers or loyalty programs. This approach helps not only to interest buyers, but also to push them to make a purchase decision, which is especially relevant in a highly competitive environment where consumers have a wide choice of alternatives [3, p. 513]. A

separate place in the structure of marketing communications is occupied by public relations, or PR, which plays a crucial role in forming a positive image of the company, maintaining its reputation and establishing trusting relationships with customers, partners and society as a whole. Using press releases, corporate social responsibility activities, cooperation with the media and opinion leaders, a company can create a favourable information background around its brand, which contributes to increasing its recognition and trust among consumers.

The integration of all these components into a single marketing communications system allows a company to effectively interact with its audience, create strong competitive positions and ensure stable growth in dynamic market conditions.

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THE IMPACT OF EMOTIONAL BURNOUT ON THE EFFICIENCY OF PROFESSIONAL FOREIGN LANGUAGE TRAINING OF FOREIGN LANGUAGE TEACHERS

Burnout among foreign language teachers is one of the main problems that directly affects the quality of teaching and the professional training of students. Teachers of foreign languages, in particular English, often face additional stressors: high demands on the level of language competence, the need for constant improvement of methods, as well as the emotional complexity of working with students with different levels of knowledge and motivation. In this regard, it is important to investigate how emotional burnout affects foreign language teaching and what strategies can be used to reduce this impact.

One of the main factors contributing to the development of emotional burnout in foreign language teachers is excessive workload. Foreign language teachers often work in large groups, which requires a lot of time for checking work and preparing for classes. In addition, the requirements for a high level of language competence, the constant updating of lesson materials, the organization of extracurricular activities and other administrative tasks create a serious burden that leads to emotional exhaustion. Teachers often experience constant stress due to the need to fulfil various tasks and expectations, which can cause burnout [1].

The second important factor is insufficient support from the administration. The lack of proper feedback, a feeling of isolation and lack of recognition of merit lead to a decrease in professional motivation and a feeling of powerlessness. This

increases stress and worsens the psychological state of teachers.

The manifestations of burnout in foreign language teachers can be diverse. Physical symptoms include constant fatigue, headaches, sleep disturbances, and other health problems. This can lead to physical exhaustion, which affects the ability of teachers to work effectively. Cognitive symptoms include difficulty concentrating, memory loss, which are critical in the profession of a foreign language teacher, where it is important to constantly work with a large amount of information and communicate at a high level. At the same time, emotional symptoms include depression, lack of interest in work, cynicism, and decreased motivation [2].

Emotional burnout reduces the effectiveness of foreign language teaching, as teachers are unable to maintain the appropriate level of emotional involvement in learning. This can lead to students not receiving the proper motivation to learn a foreign language, and the quality of lessons significantly deteriorates. Burnout in foreign language teachers particularly affects their ability to create an intercultural learning environment, which is critical for the development of students' language skills [3]. A decrease in teachers' professional motivation, their loss of interest in the profession can lead to lessons becoming less interactive, and interaction with students - superficial, which reduces the effectiveness of teaching.

To prevent emotional burnout, it is necessary to implement comprehensive prevention methods. An important component is psychological support for teachers through the provision of resources for the development of emotional resilience and stress management. Psychological training, group therapy, and team support contribute to reducing stress levels. In addition, the availability of effective administrative support, in particular, providing feedback and recognition of teachers' professional achievements, can significantly reduce the level of burnout [4]. It is also important to create conditions for improving the qualifications of teachers, providing them with the opportunity for professional growth without excessive workload.

Emotional burnout is a serious problem for foreign language teachers, which directly affects the quality of their professional activities and the effectiveness of foreign language training. Preventing burnout becomes an important task that

requires a comprehensive approach, including psychological support, organizational assistance, and the development of emotional resilience among teachers.

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TOOLS FOR IMPLEMENTING STATE SUPPORT POLICY

State support policy plays a key role in ensuring sustainable development of society, regulating social processes and implementing strategic initiatives of the state. Effective implementation of this policy requires a systematic approach, the use of innovative management methods and the introduction of modern technologies.

Research shows that the effectiveness of state support policy largely depends

on the quality of institutional mechanisms for its implementation. As noted by Ivanenko O. V., “the effectiveness of state policy is determined not only by its strategic justification, but also by the ability of state institutions to respond promptly to social challenges” [1, p. 42]. In this context, such tools for implementing state support policy as regulatory and legal regulation, financial and economic levers, information technologies and mechanisms of public participation are important.

One of the key areas is the improvement of regulatory and legal support. As noted by Petrova L. M. and Sydorenko T. V., “the clarity of the legislative framework and its compliance with real social needs are the basis for the effectiveness of the support policy” [2, p. 78]. State bodies must ensure the harmonization of national legislation with international standards for the effective implementation of political initiatives.

Financial and economic instruments play an important role in supporting the implementation of the state support policy. According to the research of Hrytsenko I. P., “state financing of strategic programs is a determining factor in their successful implementation, especially in conditions of decentralization” [3, p. 91]. Such instruments include budget allocations, state subsidies and grant programs.

Modern information technologies significantly expand the capabilities of public administration. The use of digital platforms allows to increase the level of transparency of decision-making and involve the public in the processes of policy formation. As noted by Kovalchuk V. A., “the digitalization of public administration contributes to increasing the efficiency of public services and ensuring an open dialogue between the authorities and society” [4, p. 135].

Public participation is an important aspect of the state support policy, because involving citizens in the decision-making process contributes to increasing trust in the authorities. According to the research of Boyko L.S., “active participation of citizens in public administration creates conditions for social cohesion and ensures the legitimacy of political decisions” [5, p. 88]. Among the key mechanisms of public participation are consultations, electronic petitions and public hearings.

Thus, the implementation of the state support policy requires the

comprehensive use of regulatory, financial and economic, information and technological and socio-communicative instruments. The integration of these mechanisms allows for an effective response to modern challenges and ensure the sustainability of public administration.

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MOTIVATIONAL FACTORS FOR SUCCESS IN LEARNING POLISH AMONG UKRAINIAN PUPILS IN POLAND: THE INFLUENCE OF PARENT-CHILD RELATIONSHIP EXPERIENCES

Due to the large number of Ukrainians, especially children, moving to Poland, one of the key tasks is their successful integration into the Polish school system.

Mastery of the Polish language remains a necessary condition for success in education and integration into Polish society. Numerous studies highlight the importance of parental support in this process. Without knowledge of the Polish language, pupils cannot fully engage in education within Polish schools. Support from parents is recognized as critically important for overcoming the language barrier and ensuring psychological stability, which influences success.

As parent-child relationships directly impact motivation to learn, it is important to determine how these relationships either support or limit the success of Ukrainian pupils in Poland.

Research conducted by the Migration Research Centre (CEO) and UNESCO indicates that children whose parents are actively involved in the educational process tend to have greater motivation to learn new languages. However, this process can be complicated by a language barrier among parents themselves, limiting their ability to support their children. If parents are not fluent in Polish, they find it difficult to assist their children at school. UNESCO recommends enhancing family support by creating specialized programs for parents aimed at learning Polish and integrating into the Polish educational system [2]. To this end, special courses are being developed for migrant parents so they can learn the language and better understand how the Polish education system works.

Psycho-Emotional State of Pupils Children who have experienced the stress of migration often face emotional difficulties that reduce their motivation to learn. Based on research, UNESCO emphasizes the importance of providing psychological support for pupils during their adaptation process. Programs that help reduce stress and support emotional resilience significantly improve learning effectiveness [2].

Social integration is an important factor in the success of learning Polish. Pupils who have the opportunity to integrate into the Polish environment can adapt more quickly to the learning process. According to CEO data, the successful socialization of children into a new environment includes active interaction with peers and participation in cultural and social activities, which enhances language motivation [1].

Inclusive interventions, in which various individuals and contexts involved in the social life and academic integration of refugee children collaborate to promote and support their specific social and developmental needs, become highly significant in achieving successful outcomes in their support.

The success of Ukrainian pupils in learning Polish largely depends on parental support, social integration, and psychological adaptation. Family support, ensuring emotional stability, and participation in social activities greatly enhance children's motivation to learn. Considering these factors will allow for the effective optimization of adaptation strategies for Ukrainian pupils in Polish schools.

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ENGLISH AS A FOUNDATION FOR A CAREER IN IT

In today's world of information technology (IT), English has become not only a useful skill, but also the basis for building a successful career. It permeates all aspects of the IT industry, from programming to project management, creating numerous opportunities for professional development. English language skills are crucial for

success.

Today's IT industry is dynamic and global. Many companies operate in the international market, having clients and colleagues from different countries. In this situation, knowledge of English becomes essential, as it is the language of business around the world. Without English, professionals have much less opportunity to communicate, exchange ideas, work on joint projects and expand their professional network.

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It should be noted that English is not only a pass to international projects, but also a means of establishing relationships with potential partners and clients. Many large companies, such as Google, Microsoft, and Facebook, have English-speaking teams and use English as their primary language of communication. This confirms the importance of language skills for employees who want to become part of global companies.

Most training materials, technical documentation, online courses and articles in the IT field are available in English. This includes popular resources such as Coursera, Udacity, and edX, where users can find courses taught by leading experts. Being fluent in English brings many advantages: you can get the latest information, new technologies and methodologies, and actively follow the latest trends in the industry.

A lot of IT professionals often find themselves having to read technical documentation, usually written in English. This can apply to both software and various APIs, libraries and frameworks. Without the ability to understand this documentation, it can be difficult and sometimes impossible to implement projects.

The ability to communicate in English opens up many opportunities for interaction with colleagues as part of teamwork. In international teams, it is important that all members are able to freely discuss projects, exchange ideas and provide feedback. Communication is often a key aspect of successful project implementation, so English is essential.

In addition, many tech start-ups and companies require their employees to participate in conferences, webinars and meetings, which are usually held in English. This not only helps you grow professionally, but also allows you to meet new people and learn about new ideas and trends.

Knowledge of English can significantly increase your chances of getting a high position. Many international companies focus on hiring people who are fluent in this language, as it helps them to work more effectively in teams and with clients. In recent years, the demand for English-speaking professionals has been growing, and those who do not speak the language may be left behind in a competitive environment.

In addition, thanks to your English language skills, you can access professional networks that are unparalleled in the Ukrainian context. Participation in international conferences and exhibitions gives you the opportunity to interact with professionals from all over the world, share experiences and establish important contacts that can be useful for your career.

English is the language of many technical innovations. Many new technologies, start-ups and ideas are born in the English-speaking world. Knowledge of English allows you to follow these trends, weave them into your work and implement your ideas at the highest level. In addition, English culture and literature contain many valuable lessons and examples that can inspire new achievements.

English is not only a tool for communication, but also an important component

of success in the world of information technology. It opens doors to new knowledge, opportunities and relationships. A successful IT professional is not only knowledgeable but also able to adapt to a changing environment. If you are planning or have already started a career in IT, it is worth investing time in learning English. It will definitely pay off in the future, opening up new horizons and prospects in the dynamic world of technology.

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THE ROLE OF THE FAMILY IN THE FORMATION OF PSYCHOLOGICAL STABILITY IN WAR

The family sphere is often the pivotal focus, where a person seeks emotional reassurance and practical support when life is in the circumstances of military turbulence. In such a situation, the family becomes not only the basic unit of society, but also a dynamic environment capable of forming or, conversely, inhibiting psychological stability. The theories that investigate the functioning of family systems, the works of M. Bowen and V. Satir are especially prominent, which refers to the integrity of the family as a system where each member is related to all other thousands of invisible threads. When external stressor occurs, in particular, such a large-scale one as war, these relationships can intensify or collapse, depending on the internal resources, the habits of interaction and the common history of overcoming difficulties [3,4]. In a broad sense, a systematic approach emphasizes that a change in one element (say, a general emotional background or a decision-making method) is automatically affected by the whole family as a whole. This confirms the idea that in order to preserve the psychological stability of each member, it is important to provide harmony and consistency throughout the system.

According to M. Bowen, a healthy family forms a certain level of differentiation: each individual retains its own identity, but at the same time feels part of a common unity. This involves the ability to exchange feelings without dissolving each other and without locking in distance. When the war begins, a flurry of new challenges collapsing on the family: evacuation, housing search, lack of clear

prospects. At this point, the family system can begin to function with the "all for one" paternal system, uniting around the tasks of safety and care, or, conversely, to break up on segments where everyone tries to escape on their own. These opposite scenarios often depend on how well communication is established in the family and whether there are long-term traditions of conflict in peacetime. When people are used to talking openly about their emotions, the family circle turns into a safe space where there is no need to hide fear or aggression. On the contrary, the negative scenarios are silent, and the family becomes a source of additional stress, not a place where you can breathe and group forces.

The very idea of the family as integrity, despite its obviousness, has many shades: it is both the distribution of roles, and the emotional atmosphere, and the written or inappropriate rules of interaction. When the war violates the standard manner, it is necessary to quickly adjust those responsible for financial decisions, who care for children and who is looking for evacuation information. If these changes are agreed through adequate communication, family members are better adapting to danger and supporting each other in crisis [1]. If there is chaos, role conflicts and mutual accusations, any attempt at collective understanding is complicated, and the family ship begins to shake in a storm of circumstances.

When answering questions about family support mechanisms, you should pay attention to the skill of the family to be the space of emotional echo. During the war, people often need comfort and confidence that their anxiety or sadness is not something shameful. Then strategies such as joint conversations before bedtime become successful when anyone can speak and feel that they have been heard. Sometimes an effective mechanism is humour: many military stories indicate that the splashes of jokes, even black humour, alleviates the condition in situations of acute risk. A family who is aware of the value of psychological discharge is able to relieve tension faster than one where a strict ban on the manifestation of emotions prevails [1]. In addition, it is important to pay attention to the validation of feelings: when one of the relatives is shared by fright, anger or confusion, a reaction in the way "is normal that you feel so," creates a sense of acceptance. In the absence of such support, people

begin to suppress their own experiences or seek understanding outside the family, which sometimes leads to alienation and weakening of family relationships.

In addition to the emotional factor, a number of common resources and values can accumulate in the family. The war, paradoxically, sometimes makes these values brighter, discovering how they are willing to share with each other not only money or food, but also moral support, personal time, care for elderly relatives. Ideas such as "We are one team" or "together we are stronger" fuelled more cohesion and stimulate that the family, by combining efforts, will cope even with the trials that seemed to be unbearable yesterday [2]. The overall goal can be formed around the safety of children, housing, helping those who remain in the area of shelling. Such a single vector makes it possible not to get lost, but to direct energy into a structural channel. At the same time, successful coping of the family involves mutual assistance and joint discussion of options. When a wife and husband or parents and adult children look for ways to reduce risks, they feel participants in one "operational group", which gives rise to a sense of solidarity.

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INCREASING STUDENTS' MOTIVATION TO IMPROVE SPEAKING SKILLS

There are many ways to encourage students to improve speaking skills when learning a foreign language. Parents can motivate their children and thus help them learn a foreign language, even if they know the language at a basic level and practice learning with their children. Involving parents in learning a foreign language with their children makes the foreign language a part of family life. In addition, parents can introduce elements of foreign culture into family life. Thus, parents can have a significant impact on the general attitude of students towards learning foreign languages and foreign cultures. It is worth recalling that most of the attitudes in life are formed during school age. Children need to feel that they are making progress. They need constant encouragement and praise, especially from their parents, when they do something right. This is due to the natural fact that every success is motivating [1].

Foreign language learners are motivated in different ways. Children are encouraged to have fun with a variety of activities. High school students see the prospect of working abroad or in an international team, traveling abroad, or wanting to meet someone online. This goal-based motivation usually works well [3, p.5].

There are some ways of motivating students to improve speaking skills. First of all, think about what your students would like. You can think of things like: student's level, student's interest in the lesson, interests in general, and moods of the children. Make a list, look at it, and then imagine that you want to be the student. Positive reinforcement is a key that a good teacher should use as often as possible. Open the

door with praise, gratitude, emphasis on the importance of the effort that has been put into the work. This is especially important for weaker students, because if the grade doesn't motivate you, you need to find another way and add something else. Soft skills, empathy, the attention you give to children, commitment, humor in the classroom can bring much more than a grade at the end of a course or school year. Variety, attractive forms and involving topics are interesting for children. Make sure the students are looking forward to the material you have for them today. In a classroom, students are usually not at the same level. Their strengths and weaknesses are also different. Highlight each one individually. Find something good in every child. Don't forget to mobilize and emphasize the value of your willingness and ability to take on the learning process outside of the classroom. Show your students what the benefits of speaking a foreign language are, what the job market looks like, what opportunities they need to know, for example, how they can use this knowledge while working, traveling, etc. [2, p.56]. Remember that your lesson should have all the important elements, order, clarity, good pacing and purpose, and useful knowledge for students. Make sure that your students feel comfortable in your classroom. Simply smile, have a pleasant tone of voice, and be attentive to each student.

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SCIENTIFIC APPROACHES TO DEFINING THE CONCEPT OF “PSYCHOLOGICAL WELL-BEING OF A PERSON”

Psychological well-being of a person is a fundamental category of psychological science, reflecting the level of life satisfaction, emotional stability and ability to self-realization. In the scientific literature, this phenomenon is considered from the standpoint of various approaches, in particular humanistic, cognitive, positive psychology and neuropsychology.

Scientific approaches to understanding psychological well-being are divided into objective and subjective. Objective approaches are based on the assessment of external factors that influence a person's psychological state, such as economic status, social conditions and access to resources. In contrast, subjective concepts focus on a person's experiences and cognitive assessments of their own life. As V. Tsemma notes, psychological well-being is understood as a state that is not associated with the experience of stress or with a certain personal or professional deterioration. Psychological well-being is the result of an individual experiencing successes or achievements in professional realization, harmony in personal life, the realization of one's own potential, self-knowledge, etc. [1, p.244].

Also, according to the author, the study of psychological well-being of an individual is becoming especially in demand at the current stage of society's development. Socio-economic, political, cultural changes, the democratization of modern society, generate new demands on each person. Very often this leads to psychological instability of the individual and dissatisfaction with one's own life. Therefore, the study of aspects of psychological well-being plays a very important

role in building a prosperous society [1, p.244].

K. Riff, in her classic theory of psychological well-being, made a significant contribution to the understanding of this phenomenon, proposing six main components that combine cognitive, emotional and behavioural aspects. She considers well-being as a complex process that includes not only a sense of satisfaction with life, but also the active achievement of personal goals. One of the key elements of her concept is autonomy - the ability to act in accordance with one's own beliefs and desires, and not under the influence of external circumstances. This provides a person with a sense of inner freedom and independence [2, p.1076].

Humanistic psychology (according to Maslow) views psychological well-being through the prism of self-actualization and personal growth. The scientist believed that achieving higher levels of the need hierarchy contributes to the harmonious development of the personality [3].

Positive psychology (Seligman, Csikszentmihalyi) emphasizes the development of personal strengths and the experience of “flow” as a way to achieve optimal functioning. Modern research confirms that mindfulness practices, altruism, and the development of emotional intelligence significantly increase the level of subjective well-being [4, 5].

Research shows that the level of psychological well-being is closely related to the social environment, interpersonal relationships, and social support. People who have strong social connections demonstrate a higher level of life satisfaction and a lower level of anxiety [4, 5].

As O. Wernik notes, psychological well-being in the face of modern challenges acquires special importance, since it determines the ability of an individual to adapt to rapid changes and maintain internal balance. Urbanization leads to an increased level of social competition, anonymity and information overload, which can cause a feeling of isolation and increased anxiety. Digitalization, on the one hand, opens up new opportunities for communication and self-development, but on the other hand, creates risks of loss of personal boundaries, information exhaustion and a decrease in the quality of interpersonal relationships. Economic instability, in turn, creates

additional stress factors associated with uncertainty about the future, financial difficulties and the need for constant adaptation to changing labour market conditions [6, p.69].

In this context, research on resilience becomes particularly relevant. Resilience is considered as the ability of an individual not only to withstand life's difficulties, but also to transform stress into a constructive experience. This includes the development of emotional regulation, flexible thinking and social support as key resources that help to effectively overcome difficulties. An important component of psychological well-being is also the formation of adaptive strategies for coping with stress. Studies indicate the effectiveness of such approaches as cognitive reappraisal of situations, the development of mindfulness skills, physical activity and social interaction. It is the combination of these factors that contributes to the strengthening of psychological resilience and ensures a high level of adaptation in a dynamic environment [6, p.70].

Thus, scientific approaches to defining the concept of "psychological well-being of an individual" cover a wide range of concepts that reflect various aspects of human existence. Objective approaches emphasize external socio-economic factors that influence a person's psychological state, while subjective concepts focus on the internal experiences and assessments of the individual regarding his or her own life. A significant contribution to the study of this phenomenon has been made by representatives of humanistic psychology, positive psychology, and the cognitive approach, who explore the role of self-realization, positive emotions, and social support in the formation of psychological well-being.

In the modern world, the issue of psychological well-being is gaining particular relevance due to socio-economic changes, digitalization and increasing levels of stress. Resilience as an individual's ability to adapt to difficult life circumstances and maintain internal balance is becoming a key factor in supporting psychological health. Studies confirm that developed emotional regulation skills, social support and adaptive stress coping strategies contribute to a high level of well-being. Thus, the integration of various scientific approaches allows for a more comprehensive

understanding of the nature of psychological well-being and contributes to its strengthening in society.

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PHRASEOLOGICAL IDIOMS WITH PLANT NAMES IN UKRAINIAN AND ENGLISH

Phraseological units, or idioms, are fixed expressions that carry meanings beyond the literal interpretation of their components. They reflect the culture, history, and worldview of a linguistic community. Among these, idioms containing phytonyms – names of plants – hold a special place, as they often symbolize human traits, emotions, or societal values.

A phytonym in linguistics refers to any lexical unit denoting a plant, whether a tree, flower, or herb. Phraseological units with phytonyms are a subset of idioms where plants act as key components, often metaphorically representing abstract concepts. These idioms can be classified based on their structure (e.g., verb phrases, noun phrases) or semantics (e.g., positive, negative, or neutral connotations). The cognitive aspect of such idioms lies in their ability to connect tangible natural elements with human experiences, making them a bridge between the physical world and abstract thought. This interplay is deeply rooted in cultural perceptions of nature, which vary across linguistic communities [1].

In Ukrainian, phraseological units with phytonyms are abundant and closely tied to the agrarian heritage of the culture. Common plants in these idioms include "*dub*" (oak), symbolizing strength, "*kalyna*" (viburnum), associated with beauty and resilience, and "*teren*" (sloe), often linked to hardship or bitterness. For instance, the expression "*міцний як дуб*" (*strong as an oak*) highlights physical or moral fortitude, while "*червона калина*" (*red viburnum*) evokes patriotism and endurance, reflecting

its prominence in folklore. The semantics of these idioms often draws from the symbolic roles plants play in Ukrainian traditions, such as the protective and sacred connotations of certain trees or the emotional resonance of flowers in poetry and songs [2].

English phraseological units with phytonyms also reflect cultural values but differ in their imagery and usage. Plants like *"rose"* (symbolizing love or beauty), *"oak"* (denoting strength), and *"weed"* (indicating something undesirable) frequently appear. Examples include *"to beat around the bush"*, which uses *"bush"* to imply avoidance, or *"as old as the oaks"*, suggesting longevity and stability. Unlike Ukrainian, English idioms with plants often stem from literary traditions or practical rural life rather than folklore. The rose, for instance, carries romantic connotations rooted in medieval poetry, while *"weed"* reflects a pragmatic view of unwanted growth, showcasing a more utilitarian perspective on nature [1].

Both Ukrainian and English phraseologies with phytonyms share a reliance on plants as metaphors for human qualities – strength (oak), beauty (rose, viburnum), or negativity (weed, sloe). However, their semantic and cultural underpinnings diverge. Ukrainian idioms tend to emphasize emotional and symbolic depth, often linked to national identity and folklore, as seen in the use of viburnum. In contrast, English idioms are frequently more pragmatic or literary, reflecting a historical context of rural life or poetic convention.

This comparison reveals that phraseological units with plant names in Ukrainian and English serve as mirrors of cultural identity and cognitive processes. Ukrainian idioms are steeped in symbolic and emotional resonance, reflecting a close bond with nature and tradition, while English idioms lean toward practicality and literary heritage. Both languages demonstrate the universal human tendency to draw from the natural world to express complex ideas, yet the specific plants and their meanings are shaped by unique cultural lenses.

Future research could explore how these idioms evolve in modern contexts or compare them with other languages to further illuminate the interplay between nature, language, and culture.

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ADSORPTION PROCESSES OF DYES BY NANOMATERIALS BASED ON FERRITES

In the context of the modern advancement of dye chemistry and its large-scale production, a significant challenge arises regarding the discharge of dyes into wastewater. Adsorption processes are widely used as an effective method for the removal of organic contaminants and dyes from wastewater [1].

The study of how dyes attach to ferrite-based nanomaterials is becoming more important in different scientific areas. It helps improve water purification, create eco-friendly materials, and develop new technologies in physical chemistry and nanotechnology [2].

For example, in study [3], nanospinels with the general formula MFe_2O_4 (where $M = Ni, Zn, Co$) were synthesized. These spinel materials were analyzed

using XRD, TEM, SEM, and FTIR techniques. After calcination at 300°C NiFe₂O₄, ZnFe₂O₄ and CoFe₂O₄ exhibited particle sizes of 24 nm, 32 nm, 40 nm. The interaction between bromophenol red and ferrite spinels was examined to assess adsorption properties. The study demonstrated that the efficiency of adsorption exhibited the following trend: ZnFe₂O₄ < CoFe₂O₄ < NiFe₂O₄. Key variables, including interaction time and solution acidity, were evaluated in relation to BPR adsorption. The kinetic study confirmed that the process complied with a pseudo-second-order model.

In study [4], Gd-doped CoFe₂O₄ nanoparticles were fabricated through an advanced hydrothermal method. The incorporation of Gd³⁺ ions significantly boosts the ability of the material to adsorb Congo Red from water. The synthesized materials exhibit a homogeneous cubic spinel phase structure with a consistent morphology. As the concentration of Gd³⁺ ions increased, the particle size decreased from 13 nm to 8 nm.

The substitution of Gd³⁺ ions resulted in an enhancement of the CR removal capacity by 30 mg g⁻¹. The Langmuir model showed that the maximum adsorption capacity for CR on CoFe_{2-x}Gd_xO₄ reaches 263.2 mgg⁻¹ at x = 0.07. This research highlights the role of rare earth ion doping in significantly enhancing the dye adsorption potential of ferrite nanoparticles.

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SPORTS AND EXTREME TOURISM

In recent years, sports and extreme tourism have seen significant growth in popularity, driven by the increasing number of people who desire a more active lifestyle and seek thrilling, adrenaline-fueled experiences. These forms of tourism offer participants the chance to engage in various high-energy activities, while also exploring new destinations and challenging themselves physically and mentally.

One of the most notable trends in this sector is the growing demand for personalized and adventure-packed tours. Travelers are looking for unique, tailor-made experiences that cater to their specific interests, such as mountain climbing, paragliding, extreme skiing, white-water rafting, and other high-risk activities. These sports, often set in breathtaking natural environments, offer a mix of adventure and scenic beauty, making them highly attractive to thrill-seekers.

Moreover, extreme sports like skydiving, bungee jumping, and base jumping are becoming popular with tourists looking for an adrenaline rush. The rise of social media has also played a significant role, as many adventure tourists share their experiences online, which in turn fuels demand for these activities.

To meet the needs of this growing market, the tourism industry has had to adapt in several ways. First, tour operators are now offering specialized packages for extreme and sports tourism, which include experienced guides, professional training sessions, and equipment rental. This allows tourists to safely participate in activities that require expertise and special gear.

Second, regions known for their adventure landscapes are investing in infrastructure to better accommodate visitors. This includes the development of safer routes for climbing, well-maintained tracks for biking and hiking, and improved transportation to remote areas, ensuring that tourists can reach these adventure spots with greater ease and security.

Safety remains one of the top concerns in sports and extreme tourism. Governments and tour operators are working together to establish strict safety standards, provide comprehensive insurance policies, and ensure that both guides and participants receive proper training. Extreme sports come with inherent risks, so it's crucial that safety measures are in place to minimize accidents and injuries.

In addition to safety, environmental sustainability has become a pressing issue in the industry. Many extreme sports take place in fragile ecosystems, and without proper regulation, these activities can lead to environmental degradation. Tour operators are increasingly promoting eco-friendly practices, such as minimizing waste, using sustainable materials, and educating tourists on the importance of protecting nature.

The rise of sports and extreme tourism has had a positive economic impact on many regions, especially those with natural landscapes suited for adventure sports. Local economies benefit from the influx of tourists, who spend money on accommodation, food, transportation, and activity-related services. This type of

tourism can create jobs in areas that may not have strong traditional industries, such as rural or mountainous regions.

However, it's important to ensure that the development of extreme tourism does not negatively affect local communities or the environment. Balancing economic growth with environmental protection and cultural preservation is key to ensuring the long-term sustainability of the industry.

Sports and extreme tourism are not only gaining popularity but also evolving to meet the growing demand for adventure and unique experiences. While the industry offers exciting opportunities for tourists and economic benefits for regions, it must continue to prioritize safety, sustainability, and responsible practices to ensure its success.

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WILL THE ROLE OF A TEACHER CHANGE IN THE 21ST CENTURY?

NEW TEACHING METHODS

The 21st century has brought rapid technological advancements reshaping education as we know it. Teachers are shifting away from the traditional model of being the only source of knowledge and adopting more interactive and student-

centred models. As online learning, digital resources, and artificial intelligence grow, one wonders: Are we still going to need teachers or will they be obsolete?

For centuries, education consisted of lectures, whereby teachers imparted knowledge, while students absorbed it passively. That said, studies have found that better learning happens when people actively engage. Today, teaching is focused on collaboration, critical thinking, and problem-solving, not the regurgitation of facts. Teaching styles like flipped classrooms, gamification, and project-based learning move towards the dynamics of active engagement instead of passive listening. Technology is at the heart of this transformation, providing students with self-directed learning through online platforms, virtual reality, and, in the future, AI-based tutors. Yet, the part of the teacher is still critical— not because he is the single source of information, but because he is a facilitator, mentor, and guide who helps students navigate information effectively. [1]

The introduction of MOOCs (Massive Open Online Courses), self-paced e-learning systems, as well as AI tutors have raised concerns that teachers may no longer be necessary in the educational landscape of the future. Although these technologies provide some degree of flexibility and accessibility, none can replace the human aspects, emotional understanding, and nuanced responsiveness of a real teacher. [3]

Instructional activities involve more than presenting materials, and also include motivational and emotional assistance with appropriate responses, which is not technology's domain. Moreover, certain disciplines like foreign languages, literature, and social sciences require interaction and authentic communication, thus making it impossible to do without a teacher. The most promising today seems to be blended learning with its combination of online resources and live teaching.

Essential Competencies for a 21st-Century Language Teacher

The role of an English or foreign language teacher is particularly affected by digital transformation. In addition to linguistic expertise, modern educators must possess:

1. Digital Literacy – Ability to integrate online tools, educational apps, and digital platforms into lessons.
2. Adaptability – Readiness to adjust to new teaching environments, hybrid models, and diverse student needs.
3. Intercultural Competence – Awareness of cultural diversity and global communication skills.
4. Engagement Strategies – Using gamification, storytelling, and role-playing to make lessons interactive.
5. Mentorship and Coaching – Providing students with motivation, confidence, and personalized feedback.

Though technology is transforming education, the essence of a teacher remains unchanged. No one else offers tailored guidance, nurtures critical thinking, and offers emotional support like a teacher does. The future of teaching does not lie in replacing educators with artificial intelligence, but instead, in empowering them with technology. Teachers who are willing to adapt will retain the human element that makes learning special. [2]

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THE INFLUENCE OF ANXIETY ON FOREIGN LANGUAGE LEARNING IN EARLY SCHOOL AGE

Learning a foreign language at an early school age is a crucial stage in a child's development, as this period lays the foundation for further language acquisition, expands cognitive potential, and strengthens communicative competence. However, the process of acquiring a new language may be accompanied by certain difficulties, among which the child's level of anxiety plays a significant role. Anxiety is a natural emotional response that arises in situations perceived as a challenge or threat and can have both short-term and long-term consequences for learning.

In the context of foreign language learning, anxiety can manifest as a fear of making mistakes, lack of self-confidence, avoidance of active participation in speech exercises, as well as physical symptoms such as tension, sweating, or even headaches. Children with heightened anxiety may feel constrained in the learning environment, which significantly reduces their ability to perceive and reproduce linguistic material. This, in turn, can hinder the development of necessary skills and decrease motivation for further learning [3].

Key aspects of the impact of anxiety:

1. Reduction of cognitive resources. Anxiety occupies a significant part of a child's attention, making it difficult to concentrate on the material. Children may forget new words more quickly, struggle with grammatical structures, and process information more slowly.
2. Fear of mistakes and avoidance of active speaking: Children with high levels of

anxiety often develop a fear of making mistakes, especially in front of peers or teachers. This can lead to speech blocks, refusal to participate in oral exercises, or attempts to avoid challenging tasks.

3. Decreased motivation: Negative experiences associated with anxiety (e.g., ridicule from classmates or strict corrections from teachers) may result in a loss of interest in foreign language learning. A child may begin to avoid lessons or feel that they are "incapable" of learning the language.

4. Physical manifestations of anxiety. Children may experience psychosomatic reactions such as headaches, stomach pain, or excessive sweating when answering in front of the class. This can create an additional barrier to learning.

5. Influence of teaching style: Strict control, frequent corrections, and a lack of teacher support can exacerbate anxiety. Conversely, a friendly atmosphere, encouragement of communication attempts, and praise for efforts help reduce anxiety levels. If a child feels supported by the teacher and peers, receives positive reinforcement for their efforts, and has the opportunity to learn the language in a relaxed manner, their anxiety level decreases, facilitating better material retention. At the same time, excessive emphasis on speech accuracy, frequent corrections, and public speaking without prior preparation can increase stress levels, leading to withdrawal or even refusal to actively engage in learning [1].

Methods for reducing anxiety in foreign language learning:

1. Learning through play – interactive games, songs, and tongue twisters reduce the fear of mistakes and create positive associations with the language.

2. Teacher support – a friendly atmosphere and gentle error correction without judgment.

3. Group work – helps reduce individual stress and fosters peer support.

4. Emotional encouragement – praise for any attempts to speak the foreign language.

5. Minimization of public performances – at initial stages, it is essential to avoid situations that cause strong fear in children (e.g., answering in front of the whole class) [2].

Since the emotional state of a child in early school age directly affects their

academic achievements, studying the impact of anxiety on foreign language acquisition is of great relevance. Understanding these mechanisms will help develop effective psychological and pedagogical strategies aimed at creating a comfortable learning environment that promotes confidence, reduces fear of mistakes, and fosters a positive attitude towards foreign language learning.

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OVERCOMING THE LONELINESS OF YOUNG WOMEN DURING WAR BY MEANS OF VOCATIONAL FOREIGN LANGUAGE EDUCATION IN A MULTICULTURAL SPACE

In the modern development of society, people have begun to feel and

experience loneliness more acutely. With the increase in the variety of social networks, everyone has a choice of where to immerse themselves in the virtual world, but along with this, a vacuum is created in a person that seems to have many friends, but they are online, and because of this, loneliness intensifies in a person. However, it is important to distinguish between such states as “being a lonely” person and “being alone”, which only coincide in external signs. But loneliness and loneliness are not connected to each other either sensually or logically. “It is not about how densely an individual is surrounded by other people – or animals in a similar sense – but about how an individual experiences his own connection with others” [2].

For Ukrainians, the feeling of loneliness is intensified by the war, because families have separated, someone has gone abroad, someone has joined the ranks of the Armed Forces of Ukraine. And many other factors related to wartime have influenced the experience of loneliness.

It has been theoretically proven that loneliness is a complex phenomenon that most people of different ages have experienced throughout their lives, but young women are the most vulnerable. It has been established that young women who experience loneliness at an average level continue to carry out their professional activities, try to be active, able to experience various emotions, maintaining the quality of their lives in war conditions. Youth is a period of the path to professionalism and a thirst for life [1]. At the same time, youth is the age of choice between intimacy and isolation (E. Erison). Youth in age periodization is the period of 24-30 years, which is called early maturity, the period of growing up, the initial period of maturity. The psychological characteristics of this age period include: the time of searching for oneself; developing individuality; realizing oneself as an adult with appropriate rights and responsibilities; forming a more concrete idea of the future life; meeting a future spouse; marriage; specialization in the chosen profession; acquiring skills; a conscious change of profession is possible [3].

In these conditions, girls try to cope with it, because they also have a large number of factors that have increased the feeling of loneliness. A guy or a man is at the front, girls without a partner do not fully understand how to build relationships in

these conditions, friends have gone abroad and sometimes it is difficult for everyone to cope with this and not feel lonely. Therefore, it is important to understand what exactly can help with this. You need to pay attention to what resources exist to support these feelings. But there is not always enough information in the Ukrainian space, so it is important to look for primary sources. It is necessary to analyse foreign-language sites with important information on this topic. After all, there you can find and find various means of helping yourself in acute experiences of loneliness.

You can also turn to the multicultural space to study the specifics of this issue in more depth and see different views and approaches to overcoming the loneliness of young women. But it is important to pay attention to countries that have experienced this experience and can provide effective and working advice based on it.

Firstly, this will give the feeling that you are not alone with your problem and that someone has already experienced it for you and coped with it.

Secondly, there are already effective methods to improve your condition during the increased feeling of loneliness of young girls in war conditions.

Thirdly, this will allow you to find a community of support and people who understand you.

So, thanks to a comprehensive approach, you can understand how best to solve the issue of overcoming loneliness by young women in war conditions. After all, this approach will provide clear pillars that you can rely on during crisis situations.

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LEARNING FOREIGN LANGUAGES THROUGH WATCHING FILMS

Learning a new language is often seen as a difficult challenge, but incorporating movies into the process can make it easier and more effective. Watching films in a foreign language provides not only entertainment but also valuable opportunities to improve vocabulary, pronunciation, and cultural understanding.

To begin with, watching movies significantly enhances vocabulary skills. Films expose learners to natural speech, including idioms and slang that are often absent in traditional textbooks. Additionally, new words appear in context, making it easier to understand how to use them correctly. When learners form an emotional connection with a word – whether through a dramatic scene or a humorous moment – it becomes much easier to remember and apply in real-life conversations [1].

Pronunciation is another crucial aspect of language learning that films can help with. Hearing native speakers talk naturally allows learners to pick up on accents, intonation, and rhythm. While understanding spoken language may seem simple at first, exposure to different accents quickly reveals the need for improvement. One effective technique for developing pronunciation skills is shadowing, where learners repeat lines after native speakers. By choosing a character with a preferred accent and mimicking their speech as accurately as possible, learners can significantly enhance their pronunciation and speaking abilities.

Lastly, films offer invaluable insight into cultural understanding. Learning a language is not just about words – it's about the customs, traditions, and social norms that shape communication. Watching movies allows learners to observe cultural nuances firsthand [2]. For example, Japanese anime often highlights the importance of politeness and hierarchy in Japanese society, helping learners grasp cultural

aspects that textbooks might not fully convey.

In conclusion, learning a language through films is an enjoyable and effective method that helps learners stay motivated. Unlike traditional learning techniques, watching movies does not feel like a chore but rather a form of entertainment that seamlessly integrates language learning into daily life. By incorporating films into their study routine, learners can expand their vocabulary, improve pronunciation, and develop a deeper cultural understanding – all while enjoying the process.

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THE TERM “GENDER” IN MODERN LINGUISTIC STUDIES

Scientific studies of the late twentieth and early twenty-first centuries are marked by increased attention of linguists to the creation and normalization of terminological systems. It is explained by the fact that terminology has been and remains one of the most important layers of the lexicon of the modern literary language, especially today, in the time of rapid development of the latest technologies, emergence of new fields of knowledge and, as a result, increased flow of scientific information.

Over the past decades (since the 1970s in the West and the 1990s in Ukraine),

gender studies have been rapidly developing in world and national linguistics, resulting in the emergence of a new linguistic field, gender linguistics. Today, research efforts continue in two directions:

1. Language and the reflection of gender in it (nominalization system, gender category, vocabulary, etc.). The main things in this approach are to consider the influence of gender on the speaker's speech and to understand what linguistic means are attributed to men and women, as well as in which semantic areas they are noticeable/expressive.

2. Speech and communication behaviour of men and women in general (male and female speech, style) is the identification of gender-marked lexical items and syntactic constructions with the help of which the speaker achieves success in communication, i.e. the specifics of male and female speaking.

Among the scholars working in this area, we name A. Arkhanhelska, M. Brus, O. Horoshko, A. Zahnitko, A. Neliuba, Y. Puzyrenko, I. Semeniuk, V. Slinchuk, L. Stavytska, O. Taranenko and many others. However, as many researchers recognize, there are practically no studies of the terminological system of gender linguistics, some remarks are found in the works of O. Malakhova, Yu. Maslova, L. Stavytska and in a collective monograph edited by T. Kosmeda, which determines the relevance of the theme.

The term "gender" emerged in the social sciences to denote new strategies for global regulation of socio-gender relations. Over time, gender approaches have developed in almost all humanitarian and social sciences: from sociology, psychology, pedagogy, history, philosophy, religious studies, literary and art history to political science, law, public administration, economics and statistics [2, p. 7].

When defining the concept of "gender," most scholars emphasize its social and/or socio-cultural characteristics. In the dictionary edited by A. Denysova, there are two articles: "gender" and "gender in linguistics". The latter, however, only traces the well-known transformation of this term. Thus, it is emphasized that the English term "gender", which means the grammatical category of gender, was removed from the linguistic context and transferred to the research field of other

sciences: social philosophy, sociology, history, politics [6, p. 237]. O. Selivanova also writes about this fact: “Until recently, in Anglo-American linguistic dictionaries, this concept was used exclusively to characterize the category of gender, although the basis for future gender studies of language was laid in the works of: F. Mautner’s “Contribution to the Critique of Language” (1913), which characterized the peculiarities of speech, especially the gender-specific features of the speech of German speakers; “Language: Its Essence, Origin and Development” by O. Jespersen (1922), which examined the difference between the speech behaviour of men and women, as well as in some articles by E. Sepir (1929)”.

“The Great Explanatory Dictionary of the Modern Ukrainian Language” edited by V. Busel (2005) offers the following definition of the term gender, cf: “1. the difference between men and women on anatomical grounds; 2. social division, which is often based on sexual differences, but does not necessarily coincide with them” [1, p. 230].

The definition of the term “gender” is also found in the dictionary of gender terms compiled by Z. Shevchenko (2016), cf: “gender is a socio-cultural, symbolic construction of sex, which is designed to determine a specific associative relationship, ensure full communication and maintain social order” [5, p. 45].

One of the most authoritative Ukrainian dictionaries of linguistic terminology, compiled by O. Selivanova, provides a broad interpretation of this term, cf: “GENDER (from English – gender) is the sex of a person in terms of the distribution of social functions, forms of activity, specific behaviour, cultural norms, etc. between men and women. Gender is created by society as an organized model of social relations between women and men, which determines their role and place in society and its components (family, politics, culture, economy, education, religion, etc.)” [4, p. 108].

Having analysed the interpretation of the term actualized in this paper, we may summarize that gender is a phenomenon that indicates not only the actual biological difference between men and women on anatomical grounds or the social difference between them. We qualify this approach as narrow.

Specialized dictionaries of gender terms and dictionaries of linguistic terms reflect a broad approach to the interpretation of this concept, as gender is interpreted as a system of values, (2) norms and (3) characteristics of male and female (a) behaviour, (b) lifestyle and (c) way of thinking, (d) roles and relationships of women and men, (4) acquired by them as individuals in the process of socialization, modelled by society and supported by social institutions; (5) the symbolic construction of gender, which is intended to define (a) a specific associative relationship, (b) ensure full communication and (c) maintain social order. All of this is primarily determined by the political, legal, linguistic, social, economic and cultural contexts of women's and men's existence [3, p. 262].

The prospect of the study is to systematize and describe the terms of gender linguistics functioning in English, in which feminization began earlier.

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*«Острозька академія»: Серія «Філологія». Острог : Вид-во НаУОА, 2018.
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SOCIAL REALISM AS A CREATIVE METHOD OF SOVIET ART AND LITERATURE

Statement and justification of the relevance of the problem. At all times, various means, including the talents of artists, were used to prove the greatness, strength, and legitimacy of power. Art has always performed a certain political function. The works of talented artists, sculptors and architects were powerful arguments in the hands of the ruling elite, helping to manipulate the consciousness of citizens.

Soviet art criticism did not reflect the real artistic situation in the Soviet Union, and artists whose work did not conform to the party line were "forgotten" and accused of subjectivism, limitation, and formalism. The relevance of this topic is due to the need to rethink the sociocultural heritage of socialist realism as a traumatic experience of cultural transformation.

Analysis of sources and literature. The scientific problem of socialist realism of the Stalin period has repeatedly become the object of interest of Ukrainian and foreign historians, especially in the 21st century. Thus, among the researchers of this topic, it is worth noting T. Gundova, N. Ksyondzik, D. Nalivaiko, V. Kharhun, K. Clark.

The purpose of the work is to analyse the phenomenon of social realism as a creative method of Redian art and literature.

Presentation of the main material. The origins of socialist realism as a style should be sought not only in the early 1930s, its main ideologues and aesthetic

principles began to manifest immediately after the establishment of Soviet power [4, p. 4].

As you know, after the victory in the civil war in Imperial Russia and the creation of the Soviet Union, the Bolshevik Communists did not have a clear vision and understanding of how art and literature should look like in the society of the "ideal future". Various views on "true proletarian art" were expressed in the Bolshevik journalism of 1917–1920, but they lacked conceptuality and depth [5].

All art, including fiction, was considered as an ideological justification of the thesis that "art should serve the people." In the generally accepted sense, this meant that it had to explain to people that they live "well", live "correctly", and if there are shortcomings, it is because of the "enemies of the people and communism". The ideological morality of that time was determined by a simple principle: "who is not with us, is against us" [2, p. 110].

The reconstruction of socialist realism as a method and style at the current stage of the development of scientific teaching is an extremely difficult task that appears among researchers who study this problem. On the one hand, this direction was a peculiar combination of proletarian maximalism and Bolshevik principles of ideology, and on the other hand, it was a given code of self-realization of the artist of the Soviet era.

According to S. Ovcharenko: "Social realism as a principle has been subjected to various signs and evaluations. However, in order to understand his phenomenon, one should turn to the logic of those times, which consisted in the ascent from the abstract to the concrete, which was reflected in the initial presentation of the general vision, and later in the reflection of the completeness of the situation" [4, p. 12].

It is undeniable that socialist realism has not only ideological and political origins. This direction uses the aesthetic possibilities of various systems and, as T. Gundorov, can be considered as a specific synthesis of various trends [1, p. 19].

The period after the fall of tsarist power in Russia was marked by the beginning of artistic searches. After the end of hostilities and the establishment of Bolshevik power, Anatoliy Lunacharskyi was appointed to the post of chairman of

the People's Commissariat, who was faced with the choice of a key direction of cultural life. And although this figure did not dictate a certain model to Soviet artists, it was he who developed a system of aesthetics based on the human body, which gradually managed to influence socialist realism [3, p. 42].

He came to the conclusion that art has a direct effect on the human body and under appropriate circumstances this effect can be positive. Depicting the "ideal man" (the new Soviet man), Lunacharsky believed that art can educate citizens on how to be ideal for their state [4, p. 12].

Soviet theoreticians began to talk about the first results of the development of the new style already in the early 1930s, creating a certain debate, a vision of socialist realism as an aesthetic phenomenon with its history of development and classics [5, p. 231].

The very term "socialist realism" was first proposed by Ivan Gronskey (the first chairman of the Organizing Committee of the SP of the USSR) in "Literaturnaya Gazeta" on May 23, 1932. In the same year, the definition of the artistic method of Soviet literature was formulated under the name of socialist realism [2, p. 113].

The term "socialist realism" beyond all doubt, even in its construction, does not say anything. In general, there was no "realistic reflection of reality" in Soviet culture. A tractor driver in a tie, a cheerful collective farm worker who sings and carries grain to the collective farm storehouse during the famine of 1933, a worker who finds the greatest joy in free labour - all this has nothing to do with reality [3].

Already at the end of the 1930s, the socialist realist style became so widespread that its study began as part of the school curriculum, which promoted its natural origin and superiority over other methods. However, it is worth noting that over time, significant criticism spread, which allowed stratification of the cultural process. Since socialist realism became the official basis of the entire culture of the USSR, the population of the state also perceived it as a single artistic style [5].

With Stalin's rise to power, views on what paths art should take also changed. In order to demonstrate a positive way of life in the Soviet Union, it was necessary to use realism. The Soviet writer Maxim Gorky decided to pay special attention to the

ideological principles of the new style. In 1933, he published an article outlining the basic principles of socialist realism, which were presented at the Communist Party Congress in 1934 [1].

Maxim Gorky expressed the true manifesto of the new art: "Myth is fiction. To invent means to take from the sum of the real given its main content and embody it in an image - this is how we will get realism." The main principles of the doctrine of socialist realism became ideology, classism (later - nationalism) and partyism [2, p. 114].

The main customer, addressee and consumer of the art of socialist realism was the state. She considered culture as agitation and propaganda. Accordingly, the canon of socialist realism obliged the Soviet artist and writer to portray exactly what the state wanted to see. This concerned both the subject and the form, the way of the image.

Social realism played an important role in creating the cult of Stalin's personality. Having a clear foundation of paternalistic traditions of the previous era, Soviet art depicted Stalin as the "father of the nation", its leader and guide [5].

Thus, having passed the difficult path of formation, socialist realism became the style that managed to establish itself as the dominant ideology in Soviet culture, which carried Stalin's ideas into society and served as the embodiment of his ideas in the political life of the country.

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THEORETICAL ANALYSIS OF THE RELATIONSHIP BETWEEN COPING STRATEGIES AND RELIGIOSITY IN PEOPLE WITH EXPERIENCE OF SUBSTANCE USE

The war in Ukraine, social tension, and uncertainty about the future of both individuals and the state pose many challenges to modern society. These challenges are driven by various factors and circumstances that contribute to elevated stress and anxiety, leading to significant deterioration in the mental health of individuals and communities and exacerbating existing psycho-emotional problems. As a result, new mental disorders emerge, further traumatizing the psyche and lowering morale.

The problem of addiction is understandable, but overcoming it is more complicated. Issues arise, particularly with psychoactive substances, and breaking free from their grip is extremely difficult. Substance use may temporarily create the illusion of managing stress, but its long-term consequences are devastating to both physical and mental health. Additionally, it negatively impacts social adaptation, relationships, and emotional regulation. Therefore, it is important to explore how people with a history of substance use develop coping strategies, and what role religion plays in this process.

The concept of coping strategies was first introduced by R. Lazarus, K. Manninger, S. Folkman, and N. Haan. The connection between coping strategies and

other psychological factors is explored in the scientific works of N. Bibik, M. Vasylenko, V. Grandt, L. Karamushka, A. Kiyas, Y. Snigur, and others. This article draws upon research focused on the coping strategies of individuals with strong religious beliefs, including the works of M. Yesyp, K. Pargament, G. Pirog, and others, as well as on the impact of religiosity and spiritual practices on addiction treatment (I. Bilyk, S. Hnatiuk, T. Kuzmenko, A. Levchenko, V. Smyrnova, etc.) and the effect of psychological interventions on coping strategies in people with addictions (V. Lytvynenko, O. Mohylka, K. Perepolkina, among others).

Scientific studies show that religion significantly contributes to psychological recovery, providing individuals with a value system, core guidelines, and support they often lack [3; 7]. Religious practices such as attending worship services and prayer help reduce stress, improve emotional well-being, and offer social support. This is particularly crucial for individuals with addiction, who often lose contact with their loved ones [2; 5; 7]. Most importantly, religion offers individuals struggling with addiction a renewed focus — the realization that it is never too late to change, overcome addiction, and return to a fulfilling life. Religion can influence both the mental and behavioral aspects of a person's life, and integrating religious values consistently into daily routines helps to develop responsibility, self-control, time management, and self-organization. Thus, religion can be considered a valuable resource in overcoming the challenges associated with long-term substance use.

In psychology and specialized literature, coping strategies are considered from multiple perspectives and are generally defined as individual ways of managing stressful situations. These strategies are typically categorized as:

- adaptive
- maladaptive [1].

People with a history of substance use are more likely to rely on maladaptive coping strategies [6]. Such strategies may provide short-term relief, but in the long run, they lead to negative consequences. Therefore, it is important to encourage a shift toward adaptive behavioral mechanisms that promote intrinsic motivation for change. Religion — through practices like prayer, worship, reading sacred texts, and

the search for meaning — can serve as a catalyst in this process. Religiosity may help individuals with addiction find inner peace and motivation to change [2]. Empirical research confirms that religiosity and coping strategies are closely interconnected.

Analysis of existing psychological studies indicates that the relationship between religiosity and coping strategies is complex and multifaceted. Religion can be a crucial factor in overcoming addiction among individuals who use psychoactive substances, as it provides both spiritual and social support.

To address the problem of addiction, many countries have established organizations that integrate spiritual and psychological principles, transforming rehabilitation into a process of mutual support and shared experience. One of the earliest such organizations was Alcoholics Anonymous (AA), a community created to support individuals recovering from alcohol addiction. Today, the 12-Step Program is widely used. It assists individuals with a history of substance use and is based on the biological, psychological, social, and spiritual understanding of addiction as a disease. The core elements of this program include:

- Awareness of the problem – acknowledging the inability to overcome addiction alone.
- Acceptance of a higher power – recognizing that a higher power (interpreted individually) can aid in life transformation.
- Commitment to change – a willingness to trust this higher power and pursue recovery.
- Deep introspection – an honest examination of one's actions, habits, and beliefs.
- Admission of wrongs – openly acknowledging one's faults before oneself, another person, or a higher power.
- Readiness for internal transformation – the desire to eliminate negative character traits.
- Active self-work – conscious efforts to improve and seek support.
- Accountability – listing those who have been harmed and acknowledging the impact of one's behaviour.

- Amends – making direct efforts to repair harm where possible.
- Ongoing self-reflection – regularly reassessing one's behaviour and choices.
- Spiritual growth – developing a spiritual outlook through prayer, meditation, or personal practice.
- Helping others – sharing personal experience with those also striving to overcome addiction.

These steps support not only addiction recovery but also a comprehensive reevaluation of life priorities and behaviour. According to a study by Weinandy & Grubbs, participation in spiritual programs, particularly the 12-Step Program, significantly improves rehabilitation outcomes [8].

To summarise, religion and faith are powerful resources in the rehabilitation and mental health support of individuals struggling with substance use. Religion fosters the development of adaptive coping strategies, helps transform maladaptive ones, mitigates stress and adversity, and provides a foundation for lasting, positive change. Rehabilitation programs help systematize this process, offering a structured approach to recovery

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ASSESSMENT OF THE MORAL AND PSYCHOLOGICAL STATE OF MILITARY PERSONNEL, PERFORMING ASSIGNED TASKS

The transition of the Ukrainian military to NATO standards and the necessity of implementing NATO standards and procedures in the practice of the Armed Forces of Ukraine require an analysis of the methods used to assess the moral and psychological state (hereinafter – MPS) of personnel in the armed forces of leading NATO member states [2].

The moral and psychological state represents a combination of the psychological capabilities of servicemen directed at accomplishing specific tasks and is the primary focus of the system for assessing the MPS of military personnel. Also, the moral and

psychological state is a reflection of the sensory qualities of the personnel of the units, which are formed mainly at the sensory level of the psyche.

A systematic approach to preparing servicemen for their assigned tasks requires unit commanders to possess leadership qualities and essential professional knowledge in social and psychological diagnostics and testing. This includes assessing the MPS of personnel and forecasting potential changes depending on the combat situation. The structure of servicemen assessment is considered a substructure of the moral and psychological support system for military unit training. When organizing and conducting MPS assessments, priority is given to methods that allow for a rapid, objective, and reliable evaluation, enabling quantitative and qualitative comparisons and immediate communication of results to unit commanders. The primary methods for studying the MPS of personnel include observation, surveys, the sociometric method for analysing group dynamics by identifying relationships between members, and expert evaluation of professional competencies. A key direction for improving the personnel assessment system could be the development of a new methodology for evaluating MPS based on previously developed and relevant approaches that provide objective results and information. It is necessary to optimize data collection processes, adapt them to modern conditions, and introduce software solutions for data processing. This methodology should be simple and accessible while providing objective data on the military-professional readiness and psychological capability of servicemen to carry out assigned tasks. Assessment of the MPS of personnel is considered on the basis of quantitative and qualitative determination of its main indicators with the help of expert assessment. This approach to the procedure for assessing the moral and psychological state of personnel makes it possible to predict its development and impact on the ability to perform assigned tasks and is one of the important areas of work of military command and control bodies of units. The results of such assessments must be communicated to military unit officials for decision-making [1].

Therefore, the issue of assessing the MPS of military units' personnel, taking into account its impact on the quality of task performance, making adequate decisions

in difficult or extreme conditions, as well as improving the system of assessing the MPS of personnel at the stages of training and employment of military units, is an urgent task.

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DEVELOPMENT OF COMMUNICATIVE COMPETENCE BY ENGLISH IN PRESCHOOL ESTABLISHMENT

During the last year's introduction of English is active in preschool establishments. Because earlier knowledge of foreign language required some spheres in process, but in the modern world of possessing a foreign language is obligatory. Study from early age by the preschool children of English is an interesting, educational, cognitive process. An acquaintance and study of foreign language pass in a playing form, a teacher prepares employment and conducts him in

oral. Due to the game a communicative orientation on employment allows to the children to memorize, to comprehend and recreate foreign material. In studies consist main tasks in that it was interestingly to the children, clear during all period to language acquisition, a teacher teaches babies to the communicative communication by English only about child's world, heroes and histories about them. It is also important to encourage children to that their experience of communication the mother tongue was translated into a foreign language. During the studies of children to talk about the English language countries and their culture, traditions, bring up respect to other people [1].

In preschool age children teach a foreign language by means of communication and surrounding world. It is better in all to teach the child of English directly by means of interesting employments, bright didactics material, by with roleplay and didactics games, songs, praise, different types of encouragement. It is also needed to avoid the protracted employments and always to make happy children and give a good mood.

Studies to English assist to valuable, timely development of child and does not cause the excessive mental loading. A study and studies of children to the foreign language it is expedient to begin with five-year age. It is better in all to put develop the knowledge, studying a foreign language in a group [2].

During employments children are oriented on each other, help intermingle with an educator, share the impressions. In preschool establishment it is important to create a comfort, emotionally positive environment for the study of foreign language, to teach children to enter into a dialogue with an interlocutor, to get an answer, pass elementary information related to maintenance of conversation.

Looking on our present time of study of English it is important and useful, it is better to begin the study of language with preschool age, where to put in a playing form with interesting didactics and educational materials master and extend the vocabulary. It very interestingly to know children and study new words, build a sentence, study material by means of information technologies. Good method in the

study of English it is a revision of the educational animated cartoons, listening of fairytales theatricalized presentations.

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DRIVER DROWSINESS DETECTION

Driver drowsiness is a significant safety issue with serious consequences for everyone on the road. Between 2017 and 2021, it contributed 17.6% of fatal accidents in the USA (AAA Foundation) [4]. Glued drivers are three times more likely to be involved in a crash (NSC) [5]. To address this issue, we will focus on detecting the driver fatigue by the following parameters:

- Duration and frequency of blinking
- Duration and frequency of head tilt
- Duration and depth of yawning

For that, we will use Eyes Aspect Ratio (EAR):

$$EAR(i) = \frac{\|p_2 - p_6\| + \|p_3 - p_5\|}{2\|p_1 - p_4\|}$$

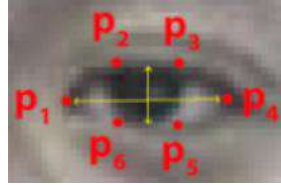


Image 1. Points for EAR calculation

Similarly, the Mouth Aspect Ratio (MAR):

$$MAR(i) = \frac{\|p_{63} - p_{67}\|}{\|p_{61} - p_{65}\|}$$

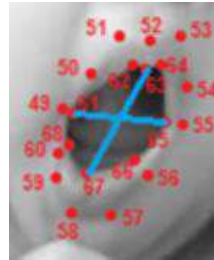


Image 2. Points for MAR calculation

The head tilt parameter is represented by the head tilt angle, which is the angle between the line connecting the centers of the eyes and the horizontal line. This angle is determined using key facial landmarks (p_i) from the eye region in the image. [1]

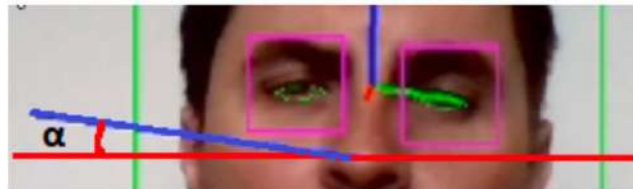


Image 3. Head tilt angle [1]

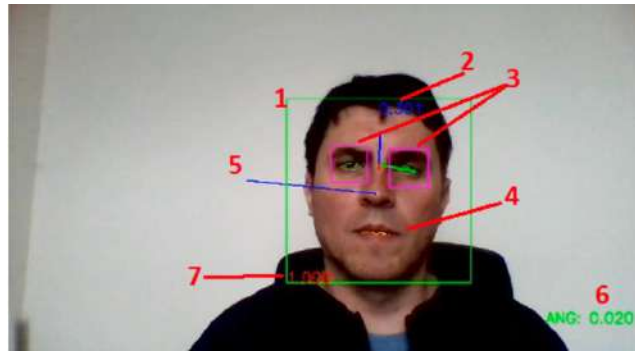


Image 4. Demonstration of driver fatigue parameters: 1- Face recognition area (green rectangle); 2- Eyes aspect ratio (EAR); 3- Recognized eyes area (highlighted by pink rectangles) and the eyes region (denoted in green); 4 - Recognized mouth area (highlighted in yellow); 5 - Face orientation vector; 6 - Head tilt angle; 7- Precision of face recognition. [1]

This research uses the ResNet-10 model to detect the driver's face. Haar cascades then focus on these smaller areas, like the eyes and mouth, to gather more detailed data, quickly filtering out irrelevant parts for faster and more accurate detection. Integral images help speed up this process by simplifying calculations. Once the relevant regions are identified, Daubechies wavelets are used to analyze frequency and time-based features such as blink rate and yawning.

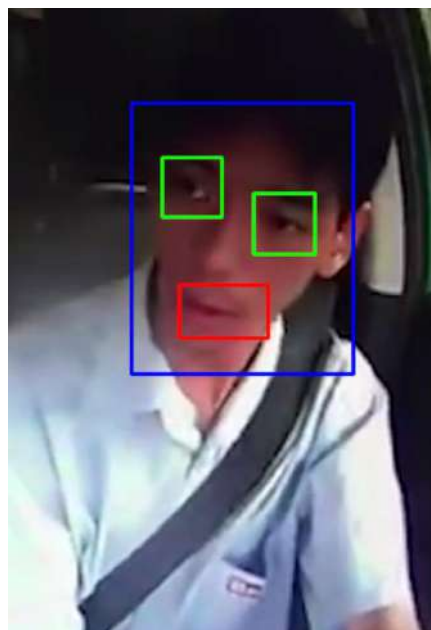


Image 5. Demonstration of face detection

These measurements are already used in real driver monitoring systems, mainly to track blinking and yawning. However, more advanced methods—like using Daubechies wavelets—are still being studied. The main ideas work, but more research and better real-time tools are needed before they can be used widely.

Literature

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ДЛЯ ПОДАТОК

Наукове видання

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конференції з міжнародною участю

10 квітня 2025 року