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»
Барановичський державний університет (Білорусь)
Вища школа менеджменту і інформаційних систем (університет ISMA)
(Латвія)
Таласький державний університет (Киргизстан)
Grow More College of Education, Himatnagar, Gujarat (Індія)

# Перспективи розвитку професійно спрямованої іншомовної освіти в мультикультурному просторі

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**Рецензенти:**
**Жуковська В.В.** – кандидат філологічних наук, доцент, завідувач кафедри міжкультурної комунікації та прикладної лінгвістики Житомирського державного університету імені Івана Франка;
**Могельницька Л.Ф.** – кандидат філологічних наук, доцент, завідувач кафедри іноземних мов Житомирського державного технологічного університету;
**Хант Г.О.** – кандидат філологічних наук, доцент, завідувач кафедри іноземних мов Житомирського національного агроекологічного університету.

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У збірнику представлені матеріали ІІІ Міжнародної науково-практичної студентської конференції для студентів немовних спеціальностей, що висвітлюють питання філології, психології, педагогіки, історії, екології, інформатики, менеджменту, економіки та медицини.

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## ЗМІСТ

***A. Batyrieva***
*Research supervisor: O. Ye. Misechko,*
*Doctor of Pedagogical Sciences, Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O. Ye. Misechko*

# THE THEORY OF MULTIPLE INTELLIGENCES IN A STUDENT-CENTRED LEARNING

Student-centred learning has been defined most simply as an approach to learning in which learners choose not only *what* to study but also *how* and *why* that topic might be of interest. In other words, the learning environment has learner's responsibility and activity at its heart, in contrast to the emphasis on instructor's control and the coverage of academic content found in much conventional didactic teaching. Additionally, learners find the learning process more meaningful when topics are relevant to their lives, needs, and interests, and when they are actively engaged in creating, understanding, and connecting to knowledge [4].

Almost 80 years after the first intelligence tests were developed, a Harvard psychologist named Howard Gardner challenged this commonly held belief. Saying that our culture had defined intelligence too narrowly, he proposed in the book *Frames of Mind* the plurality of human intelligence and existence of at least seven basic intelligences. More recently, he has added an eighth and discussed the possibility of a ninth. In his theory of multiple intelligences (MI theory), Gardner sought to broaden the scope of human potential beyond the confines of the IQ score. [1].

The list of these intelligences and possible ways to learn is as follows. **Linguisitic intelligence:** the ability to use words effectively both orally and in writing. **Logical/mathematical intelligence:** the ability to use numbers effectively and reason well. **Visual/Spatial intelligence:** the ability to have sensitivity to form, space, colour, line and shape. **Bodily/Kinesthetic intelligence:** the ability to use the body to express ideas and feelings, and to solve problems. **Interpersonal intelligence:** the ability to understand another person's mood, feelings, motivations and intentions. **Intrapersonal intelligence:** the ability to understand yourself, your strengths, weaknesses, moods, desires and intentions. **Musical intelligence:** the ability to have sensitivity to rhythm and pitch. **Naturalist intelligence:** the ability to find patterns, recognize, and classify plants, minerals and animals, including rocks and all varieties of flora and fauna. It's also the ability to recognize cultural artefacts like cars or sneakers. [2].

According to Gardner's theory, students need to be taught about multiple intelligences so that they recognize their strong and less developed intelligences, and might develop their individual intelligences and use them for more successful formal schooling and daily living. Applying this theory makes good learning even more efficient by allowing students to use all available to them ways of understanding and remembering [5].

So, multiple intelligences theory can have a positive impact on both teachers and students. That is a good way to unlock the full learning potential of pupils. It's not necessary to address all seven of the intelligences in all of the lessons or in every concept or fact taught [3]. The most important thing is that you understand the theory, have an idea of your students' profile, and know how to apply it consciously in your lesson planning and curriculum development.

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***D. Bezsmertnyi***

*Research supervisor: S. M. Nikolaienko, Candidate of Economic Sciences, Senior Lecturer*

*Zhytomyr Ivan Franko State University*

*Language tutor: A.P. Ochkovska*

## WAYS OF THE TAX POLICY OPTIMIZATION

The period of 1991-1997 is characterized as a period of finding ways to optimize government tax policy. The main drawback of this period was that the basic principles of taxation were not involved, even if there were some changes. It would be useful to conduct a theoretical analysis of the compliance of the Ukrainian tax system to these principles.

The first principle is that all income sources can be divided into 3 main groups:

- wages;
- land rent;
- the return on capital.

The main taxes, that are levied on income in Ukraine obtained from these sources, are following:

- the first group – the income taxes of citizens;
- the second group – fee land;
- the third group – taxes on business income and taxation of entrepreneurs-physical entities.

In addition, all three groups are subject to indirect taxes [1, p. 124].

The law of Ukraine, which was valid until 01.01.1997, stated that payment for land was set depending on the fertility of the soil and the location of the site.

The second principle, according to Adam Smith, states that the amount of any tax, the time of its payment and the procedure for its calculation is defined by the legislation and regulations.

At present, in particular activities of Ukraine according to the second principle requires some clarification. We are talking about the untimely certainty of taxes, because significant violations are allowed in our country. Throughout the period of the independence collection of a tax was enforced retroactively from time to time, when the laws were taken quickly and took effect immediately, but their publication was held for a long time [2, p. 236].

The third principle includes convenience, time and method of collection of taxes.These factors contribute to the mechanism of foreclosure, the practice of application of the tax credit and payment terms.

However, taking into account the methods of collecting taxes, it is possible to consider several questions about the individual sectors of the economy, such as agricultural enterprises, for which it is sometimes difficult to pay cash with the budget. This problem occurs because of the seasonality of work.

Setting the level of taxes, the state is guided by its requirements, but in such cases they should be levied in accordance with the capacity, because higher taxes do not satisfy the needs of the state, they only increase [3, p. 253].

Thus, the main problem of the Ukrainian tax system is the equal distribution of the tax burden. Tax policy improvements are necessary because they will help to increase tax revenues and reduce the tax burden on individuals.

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***A. Bovsunivska***

*Research supervisor: S.M. Sytnakivska,*

*Candidate of Pedagogical Sciences, Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: Kravets O. E.*

## SOCIO-PEDAGOGICAL SUPPORT DURING FORMATION OF HEALTHY LIFESTYLE AMONG PRESCHOOLERS

Modern humanity is under constant development of personality, environment, world, but is also under the influence of various negative factors. The only way to overcome the negative impact on the body, or reducing the impact of these factors on the body is a healthy lifestyle.

Today the modern system of education has a chalange to educate a person who cares about their health and health of other people. Leading a healthy lifestyle is the formation of the young generation. [3].

The formation of a healthy lifestyle in childrens, which visit kindergartens requires competent caregivers, workers in DOE, and parents.

Present day psychologists, teachers, doctors have created many different techniques which help to maintain health. They can be classified according to some groups: they are preventive, health technology, technology aimed at providing socio-psychological well-being of preschool children, health education of children and parents.

Modern technologies that are used in the system of preschool education, reflect two lines of a health-educational work:

- initiation of children to physical culture;
- the use of educational forms of health work.

Preschooler formed adequate self-esteem, maintaining own personal space and an awareness of their own behavior, taking into account possible reactions of other people, fosters the ability to adapt to life in a new social context and to resist the negative influences of the environment and society properly to stop unpleasant communication [4, p. 26].

In the last decade, particular process is actively developed and implemented in socio-pedagogical practice, which is called socio-pedagogy support. Legal and practical aspects of the implementation of socio-pedagogical support of social workers of various categories of people prescribed in the Law of Ukraine "About social work with families, children and youth" [1, p. 76], the CMU Resolution from 24 September 2008 N 866 "Questions of activity of bodies of guardianship and guardianship, related with protection of the rights of the child" [6, p. 47], the Regulation of psychological services of the education system of Ukraine [5, p. 128].

Socio-pedagogical support is a kind of social work, which involves the implementation of the DOE system of complex measures for long-term care to children, protection and realization of children's rights in society. This long-term support of the individual, which is aimed at creating the conditions addressing the causes of disadvantage, the formation of the ability of the individual to solve their problems, to serve, to realize their social and educational potential.

As a child continue self developing, as the world will be shaped on a healthy lifestyle depends ,at first, from the influence and example of the family at home and teachers in preschool educational institution. Preschool age is the first outline of general ideas of the child about the world, about yourself and place the child in this world.

Socio-pedagogical support is the support naturally developing reactions, states of mind. It is aimed at implementation of potential possibilities of the personality, the disclosure of individual characteristics of the child, to maintain optimally important personal qualities and correction of defects, providing the subject of educational activities independent right to make their choice and to bear for it responsibility.

Thanks to socio-pedagogical support is possible to create conditions for self-knowledge, self-development of a preschooler, which includes, if it is necessary, assistance and support to preschool children, their parents and teachers. Maintenance can prevent things like rejection and complications, to focus on preventive activities, which gives the opportunity initially to eliminate defects.

The problem of socio-pedagogical support of a child of preschool age are:

- to prevent the occurrence of various problems and difficulties in the development of the child;

- to contribute to help the child in solving important problems of development, learning, socialization: disorders of emotional-volitional sphere, educational difficulties and problems, problems of mutual relations with their parents, teachers, peers;

- development of social, psychological and pedagogical competence of parents and caregivers [2].

So, a healthy lifestyle of preschool children, at first, depends on the interaction of the educational process between family and preschool institution, between teachers and parents. So this interaction was most successful, promising and humane there is such a process as a socio-pedagogical support which is long-term a variety of assistance aimed at creating conditions forming the child's ability to be able to solve their problems, to serve, to realize their social and educational potential.

The main essence of socio-pedagogical support is to teach the client to solve their problems and to deal with life's difficulties, not to solve these problems for him. Through socio-pedagogical support is being implemented to assist in overcoming the difficulties of socialization of the client. The accompanying interaction and support is the Foundation of working with the client. No less important is the implementation of all functions of socio-pedagogical support, as all functions are interrelated and their implementation directly affects the development of the personality of the client. During socio-pedagogical support is important to follow the steps in the process in chronological order and principles of work with the client.

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***A. Brodovska***
*Research supervisor: L. O. Kotlova,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O. E. Kravets,*
*Candidate of Pedagogical Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*

## PSYCHOLOGICAL APPROACHES TO THE STUDY OF THE PROBLEM OF GROUP COHESION

The problem of studying the features of cohesion in the early school years is quite urgent. It is determined by the fact that at this age are improving all the functions of cohesion children. The efficiency of group interaction increases because of cohesion. The members of the group feel themselves more comfortable and the productivity of tasks within the group increases significantly.

The scientists such as G. M. Andreeva, A. G. Kirpichik, A. V. Petrovsky, J. Cartwright, L. Festinger, K. Lewin, J. Moreno, and others considered the features of group cohesion in their articles.

Analyzing the essence of the concept of "cohesion", scientists have focused on different aspects.

The first large-scale reseaches of this subject had been made in the 40s of XX century in the United States by Leon Festinger, who defined the group cohesion as the sum of all forces that act on members of the group in order to all these members remain in it. It means that the force is a charm for a person or group or a satisfaction to be a member of this group [ 5, 164].

Framework research Festinger invented the theory of "dynamic field" by Kurt Lewin, he regarded the cohesion as the total field strength that force the members to remain in the group [ 6, 30].

D. Cartwright paid more attention to the study of the motivational basis of the attraction of the group. He considered the group cohesion - "as a result of forces or motives that encourage individuals to preserve membership in this particular group". [4, 91].

From the point of view of the author, the attractiveness of the group depends on the ability to meet the basic needs of its members among them: need for security, recognition, compensation and spiritual values [ 4 ].

Founder sociometry John Moreno tied cohesion with a high level of interpersonal relations. That is a large number of available of choosing each other [7, 363].

The scientists had studied the phenomenon of group cohesion in terms of active approach and value-orientation unity.

A. G. Kirpichik defined value-orientation unity as a high degree of coordination of positions, attitudes, opinions, judgments or actions of the members of the group in respect of matters directly associated with its objectives and tasks [ 2, 26].

A. V. Petrovsky defined cohesion from the perspective of value-oriented unity as a characteristic of it system links. It shows the degree of resemblance assessments attitudes and positions towards the objects (people, tasks, ideas, events), which are the most significant for group [ 3, 54-55].

G. M. Andreeva said that the group cohesion is a high degree of development of the group in which all group members share the goals of group activities and the values are associated with this activity [1, 270].

Thus, group cohesion is an integral feature of interpersonal relationships in the team, the psychological result of group processed with common activities includes the presence of mutual sympathy between group members, attractiveness and usefulness of its members, the unity assessments, attitudes and positions of the group to certain objects, ideas and events that are most important for the group as a whole.

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***A. Buhryk***

*Research supervisor: Y.S. Seljuk, Candidate of Biological Sciences, Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: O.E. Kravets*

## PROSPECTS FOR THE STUDY OF AUTOTROPHIC LINK OF SMALL RIVERS IN THE POLESYE

Small river is one of the important components of the natural environment, they are of great importance in the life and economic activities of people. Their water resources are a constituent part of the shared water resources and are often the main and sometimes the only source of local water that determines the development and distribution of local water users. Streams and rivers form water resources and hydrochemical composition and quality of water medium and large rivers, are the components of natural landscapes, contribute to the economic activity of the population.

In recent years, due to the increase of pollution of rivers by wastewater from industrial plants, municipal and agricultural effluents, the water quality in small rivers has decreased markedly. In our time it is extremely important quality problem and finding new sources of drinking water. There are many newest methods that you can use to identify the level of pollution of water bodies and watercourses, however, recognized by the European Union approach is based on the use of aquatic organisms, in particular algae, as natural indicators in the environmental monitoring and otestovani [2]. Therefore, the research of the ecological state of small rivers is very important.

Phytoplankton is an important component of ecosystems that respond quickly to changes in the environment, it is convenient bioindicators.

The work purpose: determination of water quality of small rivers on the biodiversity of phytoplankton.

Algology the selection of samples was carried out on R Syniavka at fixed stations twice per month during the growing seasons 2014-2015, Samples were fixed, thickened and laboratory worked using well known methods [6]. In the work of the applied taxonomic system of algae proposed in the construction of the "Algae of Ukraine" [2]. Boundiali analysis carried out taking into account the indicator properties of algae, given in the monograph by S. S. Barinova et al [3]. The calculation of the class of water quality was carried out on the basis of the index saprobes (on Pantla-Buk) [7], which is derived from the taxonomic composition (presence of indicator species) and the quantitative development of algae.

Sinyavka – a river in Ukraine, within the Korosten district of the Zhytomyr region, the right tributary of the Snake (pool of Pripyat). The length of the river is about 15 km originates South of S. Hotinski. Flows mainly North-West through the territory of the Polesie lowland. On the banks of the river are located the villages: Grozin, Sinha and Nemyrivka, where it flows into the Snake. Track slavoslovie wetland sites, the bottom is mostly muddy or sandy. Built several ponds. Has two tributaries: Fork, Chernozems [5].

In the result of conducted monitoring of the watercourse we have made environmental assessment of river ecosystems on display characteristics of algae, such as GALANT, spacing, pH, geographic location, reilect the like; investigated the taxonomic composition of algae of the river for 2014–2015. within the Korosten district; examined the diversity of planktonic algae of the river by seasons; created a summary of the flora of algae [4].

Held boundiali analysis of diversity of phytoplankton of the river Sinyavka showed that the water column is dominated by planktonic-benthic and planktonic species of algae, as well as indicators of the average yield of water, moderate temperature, slightly alkaline waters and indifferent in relation to pH and salinity. River water for levels of organic pollution on Pantla-Beech belongs to the III class of water quality and system Watanabe – it is characterized by a moderate content of organic compounds.

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***A. Bunis***
*Superviseur: L. Zhuravlev,*
*docteur en psychologie, professeur*
*Jitomir State University Ivan Franko*
*Tutorat de langue: Papyzhuk V.O.,*
*candidat de sciences pédagogiques, professeur agrégé*

## L'IDENTITÉ ETHNIQUE (IDENTITÉ)

L'article est consacré à mettre en évidence la nature et le contenu de l'identité ethnique (identité). Les approches des différents chercheurs pour étudier l'identité ethnique des jeunes. L'auteur se concentre sur l'étude des caractéristiques de l'identité ethnique et l'encourage à étudier, car il est très important.

**Concepts clés:** identité ethnique, l'identité, la culture ethnique, groupe ethnique, l'appartenance ethnique.

Maintenant est la standardisation de nombreux aspects de la vie sous l'influence des nations d'emprunt de surface dans la deuxième image de leur vie et le comportement le long des canaux des médias. D'une certaine manière, comme nos coutumes ukrainiennes, les traditions et le mode de vie d'autres personnes, si facilement adopter une culture ethnique étrangère, oubliant leur culture ethnique. Mais la culture ukrainienne, la culture de nos ancêtres, si divers, intéressant, beau, riche, unique. Par conséquent, il est nécessaire d'apprendre, apprendre à vous connaître pour un homme de connaître son passé. Après tout, quand nous perdons l'histoire, l'histoire culturelle, nous vous perdons en tant que personne, en tant que nation ... Cela a été souligné l'activiste connu récemment ukrainienne sociale et sociale, poète Ivan Drach "Au XXe siècle ethnos ukrainiennes ont perdu la moitié de ses membres. nation apatride Alors pozbytkuvalysya de la Grande Famine (1932-1933) et la Grande Guerre (1939 - 1945). Donc, nous vivons comme si la moitié de sa vie. Mais après que nous avons réussi à détruire l'option de l'Etat. Tout cela montre la vitalité de idée évidente ukrainienne flamboyante constamment dans les profondeurs du peuple ukrainien "(Hunczak, Vol.9, kn.14, s.285)

Au stade actuel du développement de la société ukrainienne des forces politiques progressistes du pays, la tâche de consolider la nation. Cela est impossible sans le réveil et la formation spirituelle de la nation, la conscience nationale et de l'identité. En Ukraine, de nombreuses communautés, les résidents à long terme, d'interagir, de communiquer à la région, afin de résoudre ces questions vous aidera à surmonter l'aliénation du peuple en tant que représentants de différents groupes ethniques afin d'éviter des affrontements et des conflits inter-ethniques. Pour remédier à ces problèmes, il est nécessaire d'étudier les caractéristiques d'expression de l'identité ethnique (identité) dans le plus jeune âge.

Il est extrêmement important pour une intégration réussie dans le monde moderne semble identification dans un espace ethno-culturelle pluraliste grâce à la compréhension et l'évaluation de sa propre identité, y compris sa composante ethnique. priorités de la valeur de socialisation de style, comment la connaissance de soi, l'auto-spécificité des méthodes - tous directement liée à l'identité ethnique. Après tout, la connaissance de soi est plus facile et plus facile à prendre en compte les valeurs, les priorités et les stéréotypes voisins ethnopsychologique a causé sa propre identité.

Une importance particulière au sein de la recherche en sciences psychologiques devient l'identité ethnique des jeunes (V.V.Antonenko, M.Y.Boryshevskyy, L.E.Orban-Lembryk, L.I.Pylypenko, M.I.Piren, T.M.Yablonska) . Parce que les jeunes sont le groupe social le plus senzytyvnoyu en termes de compréhension et de surmonter le conflit entre les normes établies et émergentes. La manifestation la plus vivante des caractéristiques observées chez les élèves plus âgés.

Identification du problème, identifier leur identité propre au XXe siècle est le problème de presque tout le monde. Cela signifie que dans le processus d'identification il y a certainement des éléments de constante, ne sont pas affectés par les conditions extérieures détruites. 3. Dans les œuvres de Freud potentiel [1] l'identification a été identifié comme un concept partagé par les membres du total du groupe pour eux, a ouvert la possibilité d'une enquête sur la nature de ce groupe, fonde sa cohésion. L'identité de l'individu en fonction de son identité. Depuis que l'homme est un objet spécial, qui fusionnent ensemble le matériel et le spirituel, physique et mentale [2].

Il est donc important d'étudier les caractéristiques de l'identité ethnique (identité) des étudiants, si nous voulons avoir une nation forte qui aiment leur culture et leurs terres.

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***A. Buntova***

*Language tutor: Kuznyetsova A.V.*

*Candidate of Philology, Associate Professor*


## GAMIFICATION AS A NEOTERIC METHOD OF HUMAN RESOURCES MOTIVATION IN THE ORGANISATION

Any organization, firm or company is made up of people who perform work to achieve the basic goals of their organization. But people differ and most of them need to be stimulated and motivated in various ways for doing the job well. Thus, staff motivation is one of the most important of the organization's tasks, which is aimed at achieving its corporate goals. It’s also one of the main functions of management, aimed at motivating people to perform effectively and productively.

Generally, there are many ways and methods of staff motivation, which are based on substantive and procedural theories of motivation. Nowadays, there are 3 types of people motivation: tangible incentive, intangible incentive and self-motivation. Each of them plays a certain role in the system of motivation.

However, in our country many employers think their staff need only money in the form of salary, bonuses or any other material aid. But in the modern society, people, especially at the age of 20-30, are interested not only in money; they also want to have the opportunity for career growth, self-realization, free choice and creativity in solving various problems.

That’s why, it is really important to combine all types of motivation. And the optimal solution to the problem is gamification, the newest way to motivate the staff. It’s mean turning routine work into a specific game process. This method is based on involving employees in business processes, on creativity of employees in solving problems, achieving the general goal, on solving problems within the game process.

To make motivation implemented into practice such popular methods as virtual badges, statuses, notification, general ratings of employees, competitions, quests etc. are used.

There are three basic forms of gamification: competitive, victorious, aesthetic. The first one is based on motivating employees through various competitions, which are closely related to the tasks of the working process in a company. This form implies the creation of various contests, competitions, in which the primary tasks of the organization will be solved. Victorious gamification is based exactly on the interest of employees in the game process. The difference from the previous form is that consequently all employees will be winners. By the way, the climate and atmosphere in the team will always be positive and people will unite together. Aesthetic gamification is based on bringing the main goals and objectives to employees, while these ones match with the interests and wishes of the employees. For example, the worker has increased his own productivity that had an impact on the whole division. He will receive a reward, a thanks letter or a small present. So, only a combination of these forms will make this system the most effective.

In this paper we considered an “internal gaming”, which is an example of Rosa Smith Project of the Language Quality Game and its main purpose is using gaming within the organization to increase productivity.

Nowadays, many companies have involved game elements into their business processes, both small start-ups and giants like Nike, Microsoft, American Express, Samsung, Keas Health Management, Record Searchlight and others. To sum up, gamification should be used simply because it works.

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***K. Burak***
*Research supervisor: T.N. Ivanchenko,*
*master of pedagogical Sciences*
*Baranovichi State University*
*Language tutor: I.G. Kopytsich*

## THE ROLE OF THE EDUCATIONAL INSTITUTION FOR THE TRAINING OF PARENTS TO EDUCATE CHILDREN IN THE FAMILY

In modern conditions, there is an urgent need for psycho-pedagogical education of parents on the basis of scientific knowledge with the consideration of their level of education. The discrepancy between the family and public morality negatively affects the formation of the moral qualities of the personality of boys and girls, on the shaping of the future family person.

It should be noted that at the present stage of the development of our society the level of work of educational institutions with the family does not always meet the requirements that arise from the tasks of improving the education of the younger generation.

The study involved 55 parents whose children study at Baranovichi school №19.

Today it is necessary to give psycho-pedagogical scientific knowledge to parents but is it very important to take into consideration their level of education. Answering the question: "what problems in the upbringing of children do you most often encounter and are not able to solve them?" most parents admitted that the most difficult were the following problems:

1. How to teach a child to carry out instructions given by parents faithfully;
2. How to form the responsibility for their actions;

3. How to treat the emerging sense of love of adult children, how to prevent immoral behavior, the appearance of harmful habits;

4. How to achieve sincerity and mutual understanding with maturing children.

As shown by the results of the study, the need for parental knowledge in the preparation of the child for family life is great. We have allocated three groups of parents with different levels of pedagogical education.

The first group is parents with a sufficient level of pedagogical knowledge, who constantly implement it in the upbringing of their children (36%).

The second group is parents whose level of pedagogical culture is low, but they manifest an active position in the training of a future family person (45%).

The third group is parents with passive attitude to the upbringing of their children, accompanied by a low level of pedagogical knowledge (19%).

In the first group of parents, 80% of the respondents have higher education and a sufficient level of psychological and pedagogical knowledge. They have a sufficient amount of pedagogical literature in home libraries. 20% of parents in this group actively use the periodical press materials, discussing them in the process of the upbringing of their children, as well as the positive experience of shaping a future family person, formed in the families of their parents.

The majority of the respondents made up the second group. It includes those parents who received both higher and secondary special education. Moreover, mothers' activity in preparing children for family life was significantly higher than that of their fathers. However, there are facts of the adverse influence of some families on the upbringing of a future citizen and family person.

Homeroom teacher, socio-pedagogical and psychological service of educational institutions should systematically study a family, its pedagogic potential. Experience shows that between required and actual level of pedagogical culture of parents there is still a considerable gap, which is the lack of pedagogical and psychological knowledge, inability to apply them in the practice of family upbringing.

Improving pedagogical culture of the parents is carried out through collective and individual forms of work. Among them, in the practice of educational institutions, widespread are lectures, conversations, conferences. Such forms of education as round tables, debates, workshops are used less often. It is advisable to use group lectures and discussions. They enable teachers to lead teacher education given the characteristics of the group, the level of education of students and the conditions of family upbringing and the level of pedagogical knowledge of parents.

While conducting talks and lectures when the conversation involved two concerned parts – a teacher and parents, it is necessary to create an atmosphere of trust and openness, which is one of the most important conditions of the efficiency of pedagogical education. During lectures, conversations for parents about preparing children for family life it is necessary to take into account the age and psychological characteristics of students and to consider problems of family training in conjunction with the questions of physiology and hygiene.

Thus, directing the educational activities of the family, specialists of the educational institutions must ensure the unity of the means of education, their focus in preparing students for family life.

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***K. Burak***

*Research supervisor: T.N. Ivanchenko,*

*master of pedagogical Sciences*

*Baranovichi State University*

*Language tutor: I.G. Kopytsich*

## SOCIO-MORAL AND PSYCHOLOGICAL READINESS FOR FAMILY LIFE OF THE STUDENTS

One of the key areas of youth policy of each country is targeted work with young people to prepare them for family life. A special role in the training of every person should play high school teachers, specialists in social and educational work. We think that the state Institute of family and marriage is the most important indicator of our country's prosperity, the well-being of its regions, areas and most importantly one of the indicators of the health of the nation and people.

In our study, we tried to find out the attitude of students to the creation a family in future and study the students’ youth views (on the example of students of Baranovichi state University) on marriage and family relations and their views on family life. The number of students who took part in our study is 25 people random sample.

The first thing we decided to find out in the study is the basic components of family life. According to the respondents, among these the most important components of family life are the following: understanding, love, trust, faithfulness. There were no definite answers. Respondents also pointed to such components as respect, spiritual development, caring, honesty, responsibility, surprise your "the other half", passion, children, positive atmosphere, support, "home weather".

In the questionnaire, we asked young people what of the following statements reflects their attitude to family and marriage.

A family is a rescue from loneliness – 54%.

A family is a warmth, understanding, and mutual psychological support – 22%.

A family is a place where people can truly be themselves – 8%.

It is the family that brings a person the greatest satisfaction in life – 16%.

To the question about the continuation of the statement "In my future family..." the respondents answered as follows. The majority of the respondents (64%) noted that their future family would be based on love, understanding, trust, mutual responsibility, and support. 36 % of the respondents stated that in their family there would be difficulties, but together with their spouse they would successfully overcome them.

The reluctance to start a family in the students' environment is associated with: increased family responsibility 6%, a limit (loss) of personal liberty of a spouse 15%, monotonous, hard and uninteresting housework 12% and can't answer 14%. 53% of the respondents do not see any negative aspects in the creation of families but at the same time, they don't want to create a family.

The respondents noted, that in the marriage they are most concerned about such issues as: what kind of people their children will grow up and the problems of their upbringing (36%); problems associated with infidelity of a spouse (29%); problems connected with the relationships with parents (5%); illness of one of the family members (6%); absence of children (7%); indifference of one spouse to the other (5%); relations between spouses during the pregnancy (4%). 8% of respondents said that they had no excitement and any concerns.

To the question, "why can occur conflicts in your future family?" the respondents answered as follows: distribution of responsibilities (54%), conflicts about raising children (18%), other conflicts (28%). As the background of happiness in the future family life for the respondents they noted temperament, character, and worldview of the spouses, mutual understanding, love, care, feelings towards each other and children, respect, the period of gestation of a baby by the wife.

Respondents noted that it is better if a family has: 2 to 3 children (18%), no less than 3 children (19%), only 2 (45%), 18% of the respondents noted that the family must have children, but they didn't not put a specific number of them. The respondents believe that children are: happiness in the family (46%), "flowers of life" (18%), pleasure (17%), sleepless nights (4%), upbringing, love (9%), a great work of parents (3%). There were also the following answers: "For some people children are everything, but for others they are nothing" (3%).

Thus, we can say that for today's youth, the family and marriage are life values. And in the process of preparing young people for family life it is necessary to create and strengthen their understanding of family and its features, of its material, household, financial aspects of life organization. It is also necessary to develop a sense of responsibility and determination to create a strong family. We obtained the following results: 82 % of the students are sufficiently prepared for family life, 18 % of the students partially are prepared for the family life and marriage.

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***K. Chudovska***

*Research supervisor: L. P. Butuzova,*

*Candidate of Psychological Sciences,*

*Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: S. S. Kukharyonok*


## INTERESTS AND IDEALS OF SENIOR PUPILS

Interests and ideals belong to the sphere of personality’s orientation and define it. The worldview, motivation, belief of modern senior pupils are changing. It causes a change in their interests and ideals that need a study at the present stage of the development of society.

Early youth (15-17 years old) is considered the third world that exists between childhood and adulthood. At this time, boys and girls find themselves at the beginning of real adult life, looking at present from the position of the future, looking for the meaning of their life. Professional and personal self-determination is the central neoformation of early adolescence [1].

Interests play an important role in the orientation of personality of senior pupil. They present active cognitive orientation of the person to a particular object, phenomenon or activity associated with positive emotional attitudes towards them. Worldview, that is the system of views on the world and personality's place in it, formed intensively at this age, where a leading role belongs to the ideals – the image of what person aspires with all their behaviour and activities. They usually become a motivating force and turn into the motives of their activities [2].

The empirical research was organized and conducted with the pupils of the 10th forms to examine interests and ideals of senior pupils. The sample consisted of 33 senior pupils aged 15-16 years old. A number of special methods aimed at the psychological study of interests and ideals were used in the research.

Trends in the interests of senior pupils in sports, artistic, aesthetic, cognitive spheres were identified during the research. Interests in music, dances, sport, fine art, history, travelling, cinema and theatre, computer games, crafts, reading different books are top-priority for boys and girls. Also communication with friends and family, joint activities, spending time together, visiting museums, theatres, cinemas and the usual camping among the beauty and wealth of the environment is especially important for senior pupils.

Boys and girls have clearly formed ideals. Certain trends stand out in the views about the happiness of senior pupils such as to be useful to society, to be necessary to other people, to be themselves, not to depend on the situation. Also, development and self-development are important for them. Senior pupils see the beauty in simple and ordinary things, and also appreciate not appearance, but inner world of a personality, their spirituality and mind.

So, boys and girls have a certain image of the ideal personality – honest, friendly, cheerful, sociable, responsible, purposeful, original, confident. They also appreciate in people discipline, erudition, good upbringing, ingenuity, spiritual wealth, independence, justice.

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***Y. Davidyuk***
*Research supervisor: V. V. Kozyar*
*Zhytomyr Ivan Franko State University*
*Language tutor: L. P. Serdiichuk*

## ELECTRONIC SPORTS

This article is devoted to the development of electronic sports.

eSports (also known as electronic sports) are a form of competition that is facilitated by electronic systems, particularly video games; the input of players and teams as well as the output of the eSports system are mediated by human-computer interfaces. Most commonly, eSports take the form of organized, multiplayer video game competitions, particularly between professional players. The most common video game genres associated with eSports are real-time strategy, fighting, first-person shooter (FPS), and multiplayer online battle arena (MOBA). Tournaments such as the League of Legends World Championship, the Intel Extreme Masters provide live broadcasts of the competition, and prize money and salaries to competitors.

The genre of fighting games and arcade game fighters have also been popular in amateur tournaments, although the fighting game community has often distanced themselves from the eSports label. In the mid 2010s, the most successful titles featured in professional competition were the multiplayer online battle arena games Dota 2 and League of Legends, and the first person shooter game Counter-Strike: Global Offensive.

Counter-Strike: Global Offensive (abbreviated as CS:GO) is a multiplayer first-person shooter video game developed by Hidden Path Entertainment and Valve Corporation. It is the fourth game in the main Counter-Strike franchise. It features classic content, such as revamped versions of classic maps, as well as brand new maps, characters and game modes. Players play as one of two teams; the Terrorists or the Counter Terrorists, with both teams having different objectives. At the start of every round players get the opportunity to purchase weapons and equipment with their money that is awarded based on their performance in the previous round. Winning rounds results in more money than losing, and completing objectives like killing enemy players results in more money. Negative actions, such as killing teammates, will result in a penalty. Dota 2 is a free-to-play multiplayer online battle arena video game developed and published by Valve Corporation. The game is the stand-alone sequel to Defense of the Ancients (DotA), which was a community-created mod for Blizzard Entertainment's Warcraft III: Reign of Chaos and its expansion pack, The Frozen Throne. Dota 2 is played in matches between two teams that consist of five players, with both teams occupying their own separate base on the map. During a match, a player and their team collects experience points and items for their heroes in order to fight through the opposing team's defenses. A team wins by being the first to destroy a large structure located in the opposing team's base, called the "Ancient". The game was praised for its rewarding gameplay, production quality, and faithfulness to its predecessor. Since its release, Dota 2 has been the most played game on Steam, with peaks of over a million concurrent players. The popularity of the game has led to official merchandise being produced for it, including apparel, accessories, and toys, as well as promotional tie-ins to other games and media. The game also allows for the community to create custom game modes, maps, and cosmetics for the heroes, which are then uploaded to the Steam Workshop.

So, in my opinion electronic sports is really important part of our world because many people in the world can stay at home, play games and win a lot of money, in such a young sports industry.

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***E. Demidova***
*Language tutor: Kuznyetsova A.V.*
*Candidate of Philology, Associate Professor*

## MANAGEMENT OF RESISTANCE TO CHANGES AS AN IMPORTANT MANAGER’S FUNCTION

Management of resistance to changes is an important function of a manager.

Today, one of the topical issues of the modern organization is, how the manager has to deal with resistance to changes in the organization, taking into account the needs and wishes of employees and senior staff.

It is normal that employees are afraid of losing income because of unemployment as a result of the introduction of changes in the organization, reduced working hours, intensification of labour etc. Sometimes the staff lack confidence in the initiators of changes, they do not want to break the system of stable relationships, interests, since most of the changes always undermine the interests of others [2].

It should be noted that introduction of changes in the organization creates economic, personal and organizational risks, but it also encourages employees, extends the territory of their development and increases their potential.

David Hleycher in 1986 proposed an equation changes as a pseudo-mathematical tool that helps to assess the possibility of changes considering motives of employees or groups.

D. Hleycher's equation changes is as follows: A + B + C> D, where

A – level of employee's dissatisfaction with the state of matters;

B – shared employee's or group vision of the future;

C – the existence of an acceptable and safe first step;

D – employees' or groups' expenses [3].

To identify effective ways of managing changes, we conducted a survey of the advertising agency employees "Proposal", the results are shown in (Fig. 1). The survey involved 13 employees, whose work was coordinated by one manager. We have got the following results (average number):

| Inter-changeable | Replacement value of the variable in this case | The degree of expression |
|---|---|---|
| A | The level of dissatisfaction of workers existing situation | ++ |
| B | As an employee or group of shared vision | + |
| C | With the existence of acceptable and safe first step | ++ |
| D | Expenses of employees or groups | +++ |

Fig. 1. The ability to make changes in the advertising agency "Proposal"

Interpreting indicators: the more "+", the greater the degree of expression. Applying the equation changes to a certain specific project of changes, it is found out that the balance between A + B + C, on the one hand, and D, on the other hand, is so favorable that changes are possible (5> 3). In this case one should find a course of action that will develop balance, that is, to reduce projected expenses of D to increase the effectiveness of implemented changes.

For this a good manager must launch "resistance management practices", which include:

- informing and communication;
- participation and interest;
- help and support;
- negotiations and agreements;
- manipulation and co-optation [1].

So there is no single universal method of management of resistance to changes, but a manager should create clear and attractive vision of the future and show people how their lives will improve by means of changes implementation.

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***M. Demidova***
*Research supervisor: R.K. Melnychenko,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O.E. Kravets*

## ECOLOGY AND MORPHOLOGY OF THE DAREVSKIA ROCK LIZARDS IN ZHYTOMYR REGION

On the territory of Ukraine, there are some artificially acclimatized species, called Darevskia rock lizards. These rock lizards belong to dangerous species. They are parthenogenesis ones, represented only by the females, which lay zygotic infertile eggs. In the second half of the last century the Soviet zoologists I.S. Darevskyi and M.M. Shcherbak introduced the parthenogenesis species Darevskia armeniaca (Méhely, 1909) into habitat of the canyon of the Teteriv River, in the suburban area of Denyshi in Zhytomyr region [2]. Recently it was informed about another specie in this territory – D. dahli (Darevskyi, 1957), which wasn’t intended to be introduced into this area [3; 4].

The aim of the research is to study the biology and morphology of the population of rock lizards introduced in Zhytomyr region. The following methods were used: observation of the reptiles in the nature, photography, censuring, trapping, fixation and marking the reptiles, morphometric measuring of the body and the scutellation.

The attempt to introduce the parthenogenesis rock lizards into Ukraine turned out to be successful. The settlement of the lizards in Denyshi covers all the length of rock ledges from their beginning to the hanging bridge and behind it. The lizards move across the bridge and the dump footing to the right bank of the river, though they do not settle there. The period of activity of the lizards is from 12p.m. to 16p.m.

High density of settling in the population results in mature adults plotting fixed route areas. Premature lizards keep aloof of the mature adults in the grass and at the bottom of the rock [5].

The main seasonal events of the Ukrainian introduced Darevskia populations differ from those of species in the natural area. The awakening of the rock lizards in the territory of Zhytomyr region takes place in the period from the end of March to the middle of April depending on weather conditions. Hibernation of the lizards takes place at the end of September – the beginning of October. Thus, the season of activity lasts for 6-7 months. The clutches of 2-3 eggs are registered from the middle of June to the beginning of July. Premature lizards emerge from the end of July to the beginning of August, and occur on a massive scale in August – September. They hibernate later than the mature adults [5].

We have designed the criteria for clear differentiation between the two species D. armeniaca and D. Dahlia in the field conditions. The best diagnostic features are the color of the body and the head and the peculiarities of pholidosis (the existence of a small shield between the naricorn and front nasal shields; the shape of the interparietal and sincipital shields, the quantity of scales between the centro temporal and tympanic shields, the quantity of podical shields).

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***D. Demtchuk***
*Le chef scientifique: I. I. Lyubanets,*
*le maître assistant de la chaire*
*de la formation professionnelle*
*de langue étrangère*
*de l'Université d'État de Baranovitchi*
*Le professeur: I. I. Lyubanets*

## LES DIFFÉRENTS TYPES D'IMPACTS DES ACTIVITÉS HUMAINES

Il existe des liens entre les activités humaines et notre culture moderne, les différents types d'impacts que ces activités induisent, les crises environnementales majeures qui frappent la Terre et les impacts sur les populations. Les activités humaines sont à l'origine des problèmes environnementaux qui affligent la planète et les êtres humains. Il y a aussi cinq facteurs aggravants qui sont la croissance démographique, la croissance de la richesse de certaines populations, l'innovation technologique, les failles de la gouvernance et le comportement social.

Les activités humaines peuvent se diviser en six classes: le prélèvement des ressources, la fabrication de biens, le transport des biens et des personnes, l'agriculture et l'élevage, l'urbanisation et la production et consommation d'énergie.Ces activités humaines ont trois catégories principales d'impacts:

- L'épuisement des ressources;
- La pollution;
- La destruction des habitats.

Ces trois conséquences directes des activités humaines sont à l'origine des diverses crises environnementales qui ont des effets locaux autant que globaux. Par suite, ces crises sont regroupées sous le terme de crise environnementale globale.

Les huit crises environnementales qui constituent la crise globale sont: l'érosion de la diversité biologique; la dégradation des océans; le réchauffement planétaire et les changements climatiques; l'altération des cycles biogéochimiques; la diminution de la qualité des sols; la déforestation; la désertification; raréfaction de l'ozone stratosphérique [1].

Finalement, ces crises environnementales contribuent à différentes crises humaines telles que: la réduction de la disponibilité, de l'accès et de la qualité de l'eau potable; l'accès aux soins sanitaires; la crise alimentaire; les réfugiés environnementaux; les catastrophes environnementales; la menace pour la santé; les pertes pour la culture et la science [1].

L'ampleur des activités humaines ne fait que croître, de sorte que leurs effets augmentent en équipollent. Les crises environnementales s'accentuent également et les conséquences sur l'être humain commencent à nous menacer sérieusement.

Il faut cesser de croire que seul l'État peut faire des "choses" en faveur de l'écologie. Au quotidien, nous pouvons en effet réaliser une multitude de gestes "utiles":

- Ne pas laisser de lampes ou d'appareils électriques allumés, quand on n'en a pas vraiment besoin.
- Ne pas laisser couler d'eau inutilement.
- Ne pas jeter de déchets dans la nature.
- Veiller à bien trier ceux que l'on a à la maison.
- Toujours préférer les produits "recharge" afin d'éviter la multiplication des emballages plastiques.
- Ne pas brûler de plastiques chez soi, mais les porter dans les container spéciaux.
- Éviter de prendre la voiture ou le vélo moteur lorsque l'on en n'a pas absolument besoin.

Autant de petites règles de bon sens qui contribuent efficacement à la protection de l'environnement.

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***O. Dovhopiatyi***
*Research supervisor: Z. P. Polishchuk,*
*Senior Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: D. O. Volnytska*

## THE USAGE OF A VECTOR METHOD FOR SOLVING PLANIMETRIC PROBLEMS

A vector is a very important part of school curriculum in Mathematics. There are many definitions of vectors. That is why it is necessary to choose such a definition of a vector that will be appropriate to the topic of our research. As our article is connected with planimetrics, we will use a definition of a vector on plane. According to this definition, a vector is a line segment which has a determined direction [1].

It is very important to know the operations that can be done with vectors. So, we will use such operations as addition and subtraction of vectors, multiplication of vectors by scalar and scalar multiplication of vectors.

A vector is the basis of the vector method of solving different mathematical problems. A lot of geometrical problems can be solved with the help of this method for a very short period of time. Besides, the vector method is very interesting. Our article will be focused on some ways of using this method for solving planimetric problems and comparing it with the traditional methods that are studied at school.

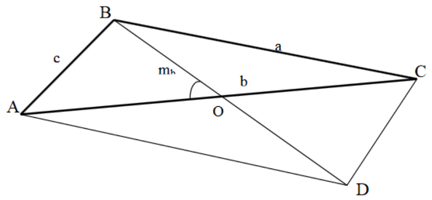
The algorithm of solving planimetric problems with the help of the vector method is the following: 1) convert the task into the language of vectors; 2) do the operations with vectors and use the well-known inequalities with vectors; 3) convert the result of the previous operations from the language of vectors into the language of traditional geometry [3].

All problems of planimetrics can be divided into two groups: the problems that are formulated in the language of geometry and the problems that are formulated in the language of vectors (in this case we should start solving the problem from item #2 in the algorithm given above). Let's solve one of the planimetric problems with the help of the vector method and traditional methods of geometry.

*Problem:* We have a triangle with sides which are equal to a, b, c. We should find the medians $m_a$, $m_b$, $m_c$ that are drawn to these sides [2].

<u>Method #1 (a traditional method of geometry):</u>

$$a^2=\frac{b^2}{4}+m_b^2-bm_b\cos(180-\alpha)=\frac{b^2}{4}+m_b^2-bm_b(-\cos(-\alpha))=\frac{b^2}{4}+m_b^2+bm_b\cos(-\alpha)=$$
$$=\frac{b^2}{4}+m_b^2+bm_b\cos(\alpha).$$




$$c^2+a^2=\frac{b^2}{2}+2m_b^2$$
$$m_b=\tfrac{1}{2}\sqrt{2a^2+2c^2-b^2}\ .$$
$$m_a=\tfrac{1}{2}\sqrt{2b^2+2c^2-a^2}\ ,m_c=\tfrac{1}{2}\sqrt{2a^2+2b^2-c^2}$$

Method #2 (a vector method):

Let us introduce the $\overrightarrow{BA}=\vec{c},\ \overrightarrow{BC}=\vec{a},\ \overrightarrow{AC}=\vec{b},\ \overrightarrow{BD}=\overrightarrow{m_b}$ vectors:

$$\begin{cases}\vec{a}+\vec{c}=2\overrightarrow{m_b},\\ \vec{a}-\vec{c}=\vec{b}.\end{cases}\quad\Rightarrow\quad\begin{cases}a^2+2\vec{a}\vec{c}+c^2=4m_b^2,\\ a^2-2\vec{a}\vec{c}+c^2=b^2.\end{cases}$$

$$2a^2+2c^2=4m_b^2+b^2,$$
$$m_a=\tfrac{1}{2}\sqrt{2b^2+2c^2-a^2}\ ,m_c=\tfrac{1}{2}\sqrt{2a^2+2b^2-c^2}$$

There are a lot of geometrical problems that can be solved using the vector method but it doesn't mean that such a method is optimal for all problems. In some cases it can only make solving the problem more complicated. Therefore, we should analyze cons and pros of using the vector method in all particular cases.

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***N. Dubova***
*Research supervisor: K. P. Gavrilovska, Candidate of Psychological Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: L. P. Serdiichuk*

# CHARACTER ACCENTUATION AS THE FACTOR OF SOCIOMETRIC STATUS FORMATION

This article deals with the problem of character accentuation. Character is a set of stable, individually-psychological peculiarities of a person. Character traits are not determined by biological and social factors. Character is formed in groups and activities. Accentuation of character is an extreme version of the norm as a result of strengthening individual traits. Accentuation of character can develop under the influence of various factors. A significant role is played by the type of nervous system, peculiarities of family upbringing and social environment. The activity is accompanied by changes in the structure of a personality. On the one hand, there is a strengthening and intensive development of the qualities, and on the other – the change and even destruction of structures. Accentuation of character can lead to changes of behavior. Changes that violate the integrity of an individual and reduce the adaptability and productivity of ones activities, are considered as negative and accentuated personality traits. Accentuation of character is an extraordinary strengthening of some character traits, wherein there exist deviations in psychology and human behavior, beyond the boundaries of normative behavior, but bordering on pathology. In the process of performing the same activities, the accentuation appears as an individual style of activity of a person.

The problem of character accentuation and its analysis was paid much attention to by K. Leonhard and V. Lichko. They determined the peculiarities and specific features of accentuation in the nature of a person. Studying accentuated individuals in practice, Karl Leonhard offered a complete system of practical techniques that allow to compare the individual characteristics of human psychology and personality to adapt to existing conditions.

The presence of a certain accentuation depends on the activity. On the basis of different classifications Gannushkin P. Leonhard, K. A. Lichko, etc. focus on ten different types of accentuations: 1. hypertymic; 2. distimic; 3. cyclotymic; 4. excitable; 6. pedantic; 7. alarming; 8. emotional; 9. demonstrative; 10. exalted.

So, accentuation is a perculiafity of a character that leads to changes in behaviour.

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***V. Dudarchyk***
*Research supervisor: I.O. Poyta,*
*Candidate of Economic Sciences*
*Zhytomyr Ivan Franko State University*
*Language tutor: I. M. Muliarchuk*

## THE ESSENCE OF THE MARKETING POTENTIAL OF THE COMPANY

The topicality of the marketing potential of domestic enterprises is highly discussed nowadays due to the fact that the effectiveness of management affects the competitiveness of businesses in conditions of unstable environment.

Problems of potential in enterprises were thoughly studied by many scientists such as I. Ansoff, A. Voronkov, A. Pushkar M. Kruglov, H. Mintzberg, V. Ponomarenko, V . Samochkin, , R. Fathuddinov [1].

It is stated that the most important element of business is marketing, which is regarded as a tool that provides business activity, stability, competitiveness and efficiency. The term "marketing potential" should be considered in a complex with the potential of the company. The potential of the enterprise is a set of available factors of production, intelligence, production reserves and its opportunities, which are able to produce high quality products necessary to satisfy population needs. The potential of the company consists of a number of individual elements, among which is the marketing potential.

The marketing potential is an integral part of the general potential of the company. In fact, even the nowadays essence of the concept "marketing potential" still deserves new investigatoins and should be studied. The scientific views of scientists on the concept of "marketing potential" have some differences with the interpretation of the term itself. So, some scientists understand the company's ability to realize their potential under the marketing potential, while others state that marketing potential the ability of the company to sell more than it sells now.

Other scientists describe under marketing potential the maximum use of opportunities that arise in the company.

The marketing potential of the company is the part of enterprise resource aimed at providing its effective marketing activity. The structure of marketing resources includes: labor, financial, material, information, innovation and time resources.

The marketing potential is divided into:

1. Achieved potential - a set of product values of assets created under the actual development of the company. Achieved potential is all that is achieved at the moment.

2. Promising potential that reveals the maximum level of the enterprise, determines the maximum possible volume of goods and services production, which can be achieved in the future.

Discovering the marketing potential of the company plays an significant role in its development. At every stage of the production cycle in a plant, beginning from manufacturing products and finishing its implementation, the correct use of the marketing potential of the company gives an opportunity for more efficient use of its resources to achieve corporate objectives and strengthening market position.

The research conducted presents a conclusion that the potential in marketing should be considered as availability, ability company, its marketing service timely and efficiently to perform marketing functions to solve the problem and extent compliance. In addition it's important to remember that marketing potential is a potential of the marketing resources and marketing potential of the combined marketing efforts of the company, which ensures the efficient use to achieve corporate goals easily.

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***V. Dulko, V. Knysh***
*Research supervisor: T.M. Greben,*
*Master of Education, Senior teacher,*
*Baranovichi State University*
*Language tutor: M.D. Lavrenkova, Senior teacher*

## IS THE SHADOW ECONOMY CONNECTED WITH TOURISM?

An economy is an area of the production, distribution, or trade, and consumption of goods and services by different agents in a given geographical location. Economy is the large set of inter-related production and consumption activities that aid in determining how scarce resources are allocated. The economy of a particular region or country is governed by its culture, laws, history, and geography, among other factors, and it evolves due to necessity [1]. As for the shadow economy, it is the part of an economy involving goods and services which are paid for in cash, and therefore not declared for tax. The shadow economy includes all market-based legal production of goods and services that are deliberately concealed from public authorities for the following reasons:

1. to avoid payment of income, value added or other taxes;
2. to avoid payment of social security contributions;
3. to avoid having to meet certain legal labor market standards;
4. to avoid complying with certain administrative obligations [2, p. 6].

Shadow economic activity is problematic for several reasons. One of the purposes of government is to provide the legal framework within which economic activity takes place; and societies with good institutions prosper. But when it comes to shadow work those legal institutions are bypassed: contracts can often be unenforceable; economic relationships can become marred by violence; and it can become very difficult for businesses to expand because they then come to the attention of the authorities. A large shadow economy also means that tax rates are higher for those working in the formal economy. It’s a pity, but such kinds of industries as manufacturing, construction, wholesale and retail have the highest share in the shadow economy.

What about tourism? Is it connected with the shadow economy? As far as we know, tourism is an important sector that contributes to government revenues, national income, foreign exchange earnings and provides job and business opportunities for many nations. In 2013, international tourist arrivals reached a record 1.1 billion worldwide. At the same time, the shadow economy in the tourism sector also flourished. In the European countries, 20% – 25% of the shadow economy is represented by tourism-related industries – wholesale and retail; transportation, storage and communications; and hotels and restaurants. Services given by these operators will ultimately be wiped off the map of high-quality tourist destinations and destroy the development of the tourism industry itself. According to the study which examined the short-run and long-run dynamics between international tourists' arrival and the shadow economy for 149 countries over the period 1995 – 2008, the shadow economy and the tourism industry worldwide are related in the long-run. It indicates a negative impact of the shadow economy on the tourism sector [3].

In conclusion we should say that the temporary and permanent shocks of the shadow economy induce a large negative impact on the tourism sector. The only decision of this problem is the development of the effective national policy and an in-depth study of the causes that lead economy into the shadow.

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***I. Gavrysh***
*Research supervisor: S. M. Nikolaienko, Candidate of Economic Sciences, Senior Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: A.P. Ochkovska*

## TYPES AND INSTRUMENTS OF MONETARY POLICY

There are two types of monetary policy, depending on the nature of the impact on the main macroeconomic variables such as stimulating and deterrent.

Deterrent monetary policy or the policy of "expensive money" is a policy aimed at limiting the growth of prices in the national economy.

The Central Bank uses this policy for sale of government securities on the open market, to increase reserve requirements, and support the discount rate. These criteria reduce the reserves of commercial banks and therefore the money supply, so aggregate expenditures, which hinder the pace of pricegrowth. In this policy the supply curve of money is vertical.

Stimulating monetary policy or the policy of "cheap money" is a policy that is aimed at increasing employment and reducing economic growth.

To increase total expenditures, the Central Bank must increase the money supply in order to attract other resources. This can be achieved by buying securities on the open market and reducing interest rates [1, p. 388].

The main instruments of monetary policy are:

1. The change in the level of obligatory Bank reserves – a higher level of obligatory reserves means that the money will be "frozen" on the accounts of the Central Bank. The money can't be used by commercial banks to provide loans to individuals and legal entities. The demand for credit will remain constant. The reduction in supply will lead to higher interest rates. Credit becomes more expensive. Entrepreneurs will borrow less, and in this case they will be forced to cut production.This can cause unemployment and reduce economic growth. If you reduce the reserve requirements, the lending capacity of commercial banks the supply of loans, reduce interest rates will increase making the loan much more affordable. The increase of reserve requirements should take place when the pace of economic growth slows down to avoid overproduction.

2. The change in interest rates - is the interest rate at which the Central Bank provides loans to commercial banks. When a Central Bank resorts to changes in official interest rates, it significantly affects the potential of commercial banks and their customers relative to credit. Also it affects economic growth, money supply

and equilibrium interest rate. You should increase the rate of the discount rate when the economy is in rapid development, and reduce in times of crisis and depression.

3. Operations on the open market are the sale of the Central Bank of government bonds and other securities. If the Central Bank sells securities on the open market, commercial banks will purchase these securities, and as a result will give money to the Central Bank. Credit resources of commercial banks are reduced, which leads to a reduction of the money supply in circulation. If Central Bank buys securities from commercial banks, then it provides them with additional resources, expanding the possibilities of granting loans [2, p. 215].

So, there are two types of monetary policy, such as stimulating and deterrent.

Deterrent monetary policy or the policy of "expensive money" is a policy aimed at limiting the growth of prices in the national economy.

Stimulating monetary policy or the policy of "cheap money" is a policy that is aimed at increasing employment and reducing economic growth.

We also discussed the main instruments of monetary policy: the change in the level of obligatory Bank reserves, the change in interest rates and operations on the open market.

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***I. Harbovska***
*Research supervisor: L.O. Kotlova,*
*Candidate of Psychological Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O.E. Kravets,*
*Candidate of Pedagogical Sciences, Associate Professor*

## CHARACTERISTICS OF THE CONCEPTS OF "SEX" AND "GENDER" IN THE PSYCHOLOGICAL LITERATURE

Many authors use the term "sex" and "gender" as synonymous, however, it should be noted that these terms are not identical.

Sex is a set of anatomical and physiological characteristics of the organism, which provides fertility. It enables you to distinguish the birth of male and female individuals. Thus, the term "sex" refers to biological and physiological characteristics that define men and women.

Biological sex has the following two manifestations:

- Genetic sex (manifested through a set of sex chromosomes);
- Anatomical sex (includes physical differences between men and women)

In addition to biological differences between men and women, there is also social. In this aspect worth talking about the concept of "gender".

Gender is a social and cultural construct that indicates the social aspects of relations between the sexes.

People are born male or female, but how to be men and women they are taught in society through education, training, human relations.

Sh.Bern defines "gender" in a narrow sense and gives it the name of "social sex". According to this gender is socially determined roles, identity of areas of men and women action that do not depend on biological sex differences, and the social organization of society. They indicate the regulatory requirements and expectations that a culture makes to "correct" the male or female behavior and which serve as a feature for assessing masculinity / femininity person.

Masculinity is a normative idea about physical, mental and behavioral characteristics that are specific to women and men.

I.Kon says that there are three values of masculinity:

1. Masculinity is a combination of behavioral and mental traits, characteristics and properties that are objectively men unlike women.
2. Masculinity is a combination of social perceptions, attitudes about who people are and what qualities he attributed.

3. Masculinity is a regulatory standard of man.

Femininity is a property of the individual, which involves matching women own psychological gender, compliance female sex-role norms, the typical female behavior, values and attitudes.

Masculinity and femininity are fundamental categories through which the reveals the essence of the concept of "gender identity".

Gender identity is the experience of their own roles according to gender, the totality of social norms and behavior, characteristic representatives of particular sex (or those attributed to members of a particular gender or socio-historical or socio-cultural situation).

An important contribution to the development of psychology of gender made S.Bem who indicated that masculinity and femininity are not opposed to each other, and the person can simultaneously have both features. She thinks that the best way is to incorporate the best features of both gender roles.

Based on research S.Bem gender theory proposed scheme stating that the children establishment of gender is based on social stereotypes that exist in society.

Thus, delimitation of the concepts "sex" and "gender" is important because most of the differences between men and women caused by reasons that are not biological, but social. And according to this there are three main categories: biological sex, social sex (gender) and psychological sex.

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***G. Hrishchuk***
*Research supervisor: O. Y. Misechko*
*Professor, EdD in Theory and*
*Methodology of Professional Training*
*Zhytomyr Ivan Franko State University*
*Language tutor: V. L. Vygivskyy*

## LINGUISTIC DIDACTIC GAMES AS MEANS OF TEACHING ENGLISH GRAMMAR IN PRIMARY SCHOOL

One of the main objectives of the modern school is to enhance students' cognitive activity using efficient methods and techniques of teaching and upbringing students.

In elementary school, children receive motivation, basic habits, and practical skills that are necessary for further learning. Teachers start to form their moral traits and qualities, the ability to acquire knowledge independently, awaken their interest in learning and creativity. However, the process is complicated by the age characteristics of young schoolchildren: a weak shift of attention, its instability, memory and thinking.

One of the effective means of the development of interest in learning is a game.

Considering age peculiarities of younger schoolchildren, we believe that in teaching English in primary school it is advisable to use games while practicing grammatical phenomena. Special effect of this didactic tool is noticeable in the process of developing grammatical skills and building communicative English grammar competence of young language learners. Moreover, its use must be motivated. The process of forming English grammar competence with games differs from the usual way of completing grammar exercises. Games encourage young learners to interact, cooperate, to be creative and spontaneous in using the language in a meaningful way. Learners eagerly take part in activities; play games and are generally quite competitive.

Depending on the goals and objectives of the lesson, different games may be offered in the process of consolidating educational material at the stage of its activation in the speech of students. Games can be used either as separate elements of the lesson or the whole lesson can be conducted in the form of the game. Place and time of the event depend on several factors: preparation of learners, study objectives and context of the lesson.

Games must be present at the lessons of teaching grammar of a foreign language to young learners, as thanks to them the child is much easier to assimilate grammar. It makes a boring job more interesting and exciting.

The process of learning through play is motivating and interesting both for students and for teachers. The reason lies in the special atmosphere and strategy that games can create. Some researchers believe that the entire learning process is a game that is special and pleasant. Life is a game with a lot of emotions and ambitions!

Didactic games can be divided into categories in many different ways. One way of dividing educational games is by categorizing them into groups depending on their model. For example, I.Sigurgeirsson [1, c. 19-177] has divided games into the following categories:

- physical games (children learn new words through movements);
- scavenger hunt games (children are detectives; with some tips, they look for the answer to the question);
- educational games (are designed to teach students a specific subject or a skill. Include board, card, and video games);
- theoretical expression games (with the help of asking different question, children try to guess the subject);
- card games (playing cards is the primary device with which the game is played);
- word games ( a game in which players compete in forming, thinking of, or guessing words according to a set of rules);
- story games (storytelling);
- question games (it is basically a way of getting to know someone better. At its core, the game is just asking and answering questions).

To our mind, linguistic didactic games do not have to be an additional method of teaching. For young learners, they should be the main learning strategy. Games make training a real intellectual and emotional experience, develop the individual student.

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***A. Jumayeva***
*Research supervisor: O. Ye. Misechko,*
*Doctor of Pedagogical Sciences, Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O. Ye. Misechko*

# REALIZATION OF THE EUROPEAN RECOMMENDATIONS ON LANGUAGE EDUCATION IN THE MODERN SYSTEM OF TEACHING FOREIGN LANGUAGES

In the modern world, the internationalization of all spheres of public life makes the possession of at least one foreign language an urgent necessity for the practical and intellectual activity of a man. This circumstance becomes an essential factor of the social-economic, scientific, technical and general cultural progress of society and an important way of international integration. Many people understand the need for communicative skills in foreign languages and are eager to learn them.

Therefore, for a number of years the Council of Europe has been implementing a language policy aimed at the development of plurilingualism in European countries. In particular, it organizes and finances various projects in the field of teaching and learning foreign languages. The aim of these projects is to help all the countries of the European continent develop and reform their national curriculums in the field of foreign languages, exchange experience and teaching techniques, use modern methods of teaching foreign languages and so on.

The members of the Council of Europe tried to create a standard terminology, a system of units for describing the levels of language proficiency, regardless of the language that is studied and the educational context: country, institute, school, state or private form of education and methods that are used. As a result, a system of levels of language proficiency and a system of corresponding descriptors for these levels have been developed. These two complexes create a unified network of concepts that can be used to describe any certification system using the standard language and, consequently, any training program, starting with the setting of tasks – the objects of training and ending with the competencies obtained as a result of training.

The International Commission of the Council of Europe considers the notion of competence as general for defining the entity of key skills, basic skills, fundamental ways of learning, key ideas, pillars, and basic knowledge. According to the definition of the International Standards Board for Education, Achievement and Education (IBSTPI), the concept of competence is defined as the ability to perform activities, do tasks or work competently. The notion of competence contains a set of knowledge, skills and attitudes, which enable the individual to act effectively or perform certain functions that are subject to certain standards in the detachment of the profession or other type of activity [1, p. 46].

The task of the new educational system is not only to give language knowledge, but also to teach to apply this knowledge in various fields of communicative activity. The activity-based approach allows taking into account the whole range of personal characteristics of a person as a subject of social activity, primarily cognitive, emotional and volitional.

All kinds of competencies help a person develop the ability of communication in one way or another and, therefore, can be considered as components of communicative competence.

Communicative competence presupposes the knowledge, and skills necessary to understand another participant of the interaction and generate one's own model of verbal behaviour adequate to the purposes, spheres, situations of communication. It requires knowledge of the basic concepts of linguistics (styles, types, ways of linking sentences in the text, etc.), skills of text analysis and proper oral communicative skills, i.e. skills of speech communication in relation to various spheres and situations of communication, taking into account the addressee and the goal.

In addition, an important aspect in the formation of general and communicative competencies is the correct choice of educational material, depending on the age and individual qualities of the students. The selected material is organized into training modules (units), each of which contains blocks that contribute to the formation of various skills of a foreign language competence and communicative competence in general [2, p. 144].

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***K. Kalachev***
*Research supervisor: L.V. Korbut,*
*Candidate of Economic Sciences,*
*Associate Professor,*
*Belarusian State Economic University*
*Language tutor: T.F. Solonovich*

## ECOLOGIZATION OF AGRICULTURE IN BELARUS

Strategic objectives of the development of Belarusian agriculture for the period till 2030 is the formation of the competitive in the world market and ecologically safe production of the agricultural products necessary for maintaining of the reached level of food security, ensuring good nutrition and a healthy lifestyle of the population together with the preservation of the soil fertility. Belarus intends to introduce waste-free and ecologically safe technology with the gentle mode of the consumption of resources.

Key factors of the development of agriculture are:

- effectiveness and profitability of agriculture and, as a result, the raise of the level of sales profitability from 3,9% in 2013 to 11-13% in 2030;
- strengthening of the export of agricultural production and food;
- technical and technological modernization of the traditional directions of agricultural production and a gradual transition to the technology with the minimal impact on the environment;
- stimulation of the investments into new types of agricultural activity [1].

At the first stage (2016-2020) the main objective is ensuring sustainable development and achievement of profitability of agricultural production on the basis of the increase in its scientific and technical potential, introduction of waste-free and ecologically safe technology with the gentle mode of the consumption of resources.

One of the main priorities of the agrarian policy is the ecologyzation of the production. Special attention will be paid to the creation of highly effective preparations for agriculture, including biological agents for the protection of animals and plants, not disturbing the ecosystem and also safe for the further use of products for food purposes.

Such form of farming as the bioorganic agriculture assuming the minimization of the use of synthetic fertilizers, pesticides, plant growth regulators, feed additives, genetically modified organisms and allowing to make the production organic should be widely used [2].

It is expected that the following activities will become a priority:

- creation of new innovative sector – biotechnologies for crop production and stockbreeding;
- development of the treatment-and-prophylactic gardening based on rich biochemical structure of fruit and berry plants;
- increase in the export of breeding animals and high-quality seeds, and also products with high added value (meat, processed products, vegetables and fruits);
- creation within EEU and other partners of the collateral multinational food companies;
- expansion of the works on the recultivation of lands, gradual reduction of Epizootiology of the Republic in compliance with normative requirements of the Customs union.

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***K. Kalachev***
*Research supervisor: L.V. Korbut,*
*Candidate of Economic Sciences,*
*Associate Professor,*
*Belarusian State Economic University*
*Language tutor: T.F. Solonovich*

## INTERNATIONAL COOPERATION OF THE REPUBLIC OF BELARUS IN SOLVING PROBLEM ISSUES OF ENVIRONMENTAL SAFETY

The Ministry of Natural Resources and Environmental Protection of the Republic of Belarus carries out the fissile work on accession of the country to multilateral nature protection agreements. Belarus is the party of 13 global and 10 European international conventions and protocols. Now the activity of the Ministry of Natural Resources and Environmental Protection of the Republic of Belarus regarding the implementation of provisions of the international agreements develops in two directions: 1. creation of effective mechanisms of control over the implementation of the requirements of the international conventions and protocols, development of the system of planning, monitoring and the reporting for the secretariats of the international conventions and protocols; 2. preparation of justifications on the accession to new international agreements [1].

Belarus also develops bilateral cooperation in the field of nature protection with the adjacent states and potential investors. Signed and are being implemented intergovernmental agreements with Latvia, the Russian Federation, Ukraine, and inter-Agency agreements (between environmental agencies) with Poland, Denmark, Moldova, Lithuania, Bulgaria, Slovakia. Founded in 1998 the Belarusian-Latvian commission pays the main attention in its work to the preparation of the intergovernmental agreement on the protection and use of a river basin of the Western Dvina / Daugava [2, p. 70].

Ecological activity of the Republic of Belarus is actively supported by the international financial institutions. Thus, from the total amount of the loans granted to Belarus by the World Bank during the 1992-2015s, a quarter was directed to the needs one way or another associated with the environment. This money were spent also for the implementation of the project on stopping the use of ozone depleting substances through technical re-equipment of enterprises, on the project of the preservation of biological diversity of the woods of Bialowieza Forest and the Berezinsky reserve [2, p. 69].

Active participation of the Republic of Belarus in international ecological cooperation gives hope that compliance with the universal ways of social and economic development will contribute to the solving of the ecological crisis together with other countries.

One of the major factors of anthropogenic environmental impact is economic factor. The outdated technologies used at the enterprises, poor disposal of waste or its complete absence have a negative impact on the environment. Realizing this, world community makes efforts to solve these problems by means of the international eco-economic integration. This program assumes holding the international scientific and technical conferences on environmental issues, development of collateral decisions, signing of resolutions and the declaration, the allocation of funds.

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***J. Khmilevska***
*Research supervisor: Z.V. Zalibovska-Ilnitska,*
*Candidate of Pedagogical Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: T.V. Lytnyova,*
*Candidate of Pedagogical Sciences, Associate Professor*

## EVENT MANAGEMENT AS THE TENDENCY OF SOCIAL AND PEDAGOGICAL WORK AT SCHOOL

Event management – is a complete complex of measures which help to organize some corporate and public events. It must be taken into consideration that corporate events aim to strengthening of inner corporate atmosphere while public events give mighty support to advertisement and PR campaigns [1].

Presently event management is an important constituent of successful functioning of any social establishment. Any establishment should have effective competent relations with its clients and other organizations. It is necessary to collect constantly some information as to the necessities of aim-centred audience as well as its condition in the process of desirable behaviour formation. The development of various projects for organizing some successful social activities is needed.

Correct and rational event management in social work helps to cause interest of the general public including those people who were added to the aim-centred group despite their being absent at the event itself. The ability to plan some events and to realize them consistently is the main one [2].

Both the working out of the event and the personnel management are very important while planning some events in school social and pedagogical activities.

The most important aspect which effects planning of the event and its realizing is the correct choice of organizers of the event as well as its presenter. Teachers, special guests, parents or children may act as presenters of the event. Any social educator can play the role of the major organizer of the event. He/she controls the implementation of the yearly plan of events and carrying out of educational work, coordinates the work of presenters as well as people responsible for realization of this or that project. A social educator very often distributes the duties among colleagues, parents and pupils concerning the preparation and realization of the event. He/she is also responsible for organization of collaboration with special guests [2].

Unfortunately, the use of event management in social and pedagogical activities is not very popular. This is caused by the number of problems, such as absence of the real use of event management, lack of creative thinking of clients and social workers, unwillingness of social workers to undertake the responsibility for realization of events, lack of initiative of workers at school, absence of experience of social workers in the sphere of event management, unwillingness and impossibility of administration to finance the events, absence of professional preparation of social workers in the field of events.

Thus, event management as the tendency of social and pedagogical work at school is not widespread and needs some reformation.

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***E. Klimets***
*Research supervisor: U.N. Zuyeu, Senior lecturer*
*Baranovichy State University*
*Language tutor: I.G. Kopytich*

## EFFECTS OF RECREATIONAL FACILITIES ON THE WATER FACILITIES OF BARANOVICHY REGION

Baranovichy district is situated on the north of Brest region, and bordered with Minsk and Grodno regions. The area of district is about 2.2 thousands sq. km. In Baranovichy district there are rivers of Neman basin. Totally, on the territory of the district there are 26 rivers [1]. One of the biggest rivers is Shchara. On the territory of the district there are 20 lakes. Also, on the territory of the district storage reservoirs Gat, Myshanka (also called as Baranovichi) and 25 ponds are located [1]. The area of swamps is 18,7 thousand hectares, almost all the fens are drained.

On the territory of Baranovichi district there are 14 organized recreation areas, but swimming is available only in Gat and Myshanka, the other zones are unavailable for swimming. The striking feature of the district is the prevalence of unorganized recreation areas, which are called as “wild”. The number of them are more than 30, and they are located on every water body of Baranovichy district. Reservoirs and rivers play a special role in organizing the rest of the population, because they all have great opportunities to practice a variety of sports, aesthetically impact tourists by scenic coastal landscape. That is the reason, why the majority of sanatoriums, summer camps and almost all areas of short-time and suburban recreation are located either directly on the banks of water-streams and water-basins, or near them.

The most common types of the rest in summertime on the shores of inland water basins are bathing, sun and air baths, sailing and motorboat sports, boating and water-skiing. By the main consequences for the water area and coastal zone consequences can be divided into two categories, with primary usage of the coastal territory, and with primary usage of the water area.

It is possible to pick out a number of exposures on the water objects. So, one of the most important outcome is clogging and buildup of waste within coastal territory and water area. This problem stems from the fact that not everywhere in organized and nowhere in unorganized zones there are containers for garbage, and, if they are there, it is not exports in time. Also transport can be a pollutant, in case of illegal location here and probability of entering petroleum products. Finally, under worst-case scenarios, recreation zone could be closed because of sanitary and epidemiological reasons. This is the reason for closure of recreation zones near small lakes and ponds in August.

The next outcome of recreational activity is the destruction of the coast. It is happens, because holidaymakers mechanically destroy vegetation cover, which speed up abrasion process. There are permanent deformations of coasts, surface runoff increases, and these processes could lead to the negative outcomes, up to collapse building near coasts.

Destruction of vegetation is characteristically for the water area, and so to coastal territory. Besides the destruction of vegetation enhances abrasion process, this process also results in a reduction of biodiversity. Rare species of plants and mushrooms could be destroyed. One of the shining examples is the recreation zone near storage reservoir Myshanka.

Unlike unorganized ones, organized recreation zones are monitored constantly, and, if conditions become so worse, measures will be taken in time, which do not allow ecosystem to degradate. As an example, in Baranovichy district work was carried out on the recreational reconstruction of the part river Myshanka. As a result of a number of engineering events, the quality of a coastal line and bottom were improved. Also, the quality of sand was improved.

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***I. Kodliuk***
*Lecturer of English*
*Technical College of Ternopil Ivan Puluj National Technical University*

## ENGLISH COMPETENCE IN DIALOGIAL SPEECH OF FUTURE SPECIALISTS IN TOURISM INDUSTRY AND ITS STRUCTURE

Nowadays, tourism industry is a service industry and a key factor of society development. It requires certain information contact between people, providing interpersonal relations. Tourism industry is an active form of human communication that helps to reach better understanding between nations and establishes development of cultural, international and economic connection.

New tendencies of education development provide learning of foreign language taking into account communicative approach, and implementation of this approach aims at forming dialogical speech of future specialists in tourism industry, as a dialogue is a communication process.

The purpose of the thesis is to analyze the concept and structure of English competence in dialogical speech of future specialists in tourism industry.

Having analyzed available scientific investigation fund (concerning methods of teaching of foreign languages and cultures (I. Zadorozhna, L. Morska, S. Nikolaieva, etc.); defining the concept of English competence in dialogical speech (V. Chernysh); foreign-language training of specialists in tourism industry (M. Galytska, G. Cherniy, A. Chufarlicheva, etc.) [1–6], the relevant educational documents (such as the educational and professional program of junior specialist's training in tourism industry), the author’s definition of the main concept "English competence in dialogical speech of future specialists in tourism industry" is provided: it is an integrated quality of a personality, a component of professional competence that requires availability of professionally oriented (professional) knowledge and also the concerning theoretical bases of a dialogue (subject knowledge); phonetic, lexical and grammatical skills connected both with listening and speaking (abilities to initiatively begin a dialogue, to react to replicas of an interlocutor, to communicate taking into account geographical, linguistic and cultural features of an interlocutor).

We distinguish such structural components of English competence in dialogical speech as linguistic competence, including corresponding knowledge (subject and professionally oriented) and skills (phonetic, lexical, and grammatical); speech competence – abilities in listening and speaking; sociocultural competence – geographic, linguistic and cultural competences; strategic competence.

Subject knowledge is information about dialogic unities, functional types of dialogues and language features (declarative knowledge); background knowledge – ready-made speech units (so-called "templates", "clichés" – greeting, farewell, expressing gratitude, etc.) and procedural features (social and cultural features – about speech and non-speech behavior of foreign language speakers). Professionally oriented knowledge is English vocabulary relating to hospitality, restaurant services (catering), tourism operators and others.

Linguistic (language) skills are the base of competence in English dialogical speech of future specialists in tourism services. These skills consist of phonetic (listening and speaking exercises) – provide the perception of certain sounds and their combination in a speech stream, feel intonation, make up our own statements in accordance with the phonetic rules of a foreign language; lexical skills help in the perception and understanding of the semantics of lexical units, can be used in the process of speaking; grammar skills are useful in recognition of grammatical forms in listening and making up replicas according to the grammatical rules of a foreign language.

A skill in speaking is the future specialists in tourism services replicate ability, make up dialogic unities, microdialogues and dialogues of certain functional types.

Geographic competence requires knowledge of ways of life and culture of foreign language speakers, linguistic (language) and cultural competence provides means of verbal and nonverbal behavior of foreign language speakers.

Strategic competence leads to the use of linguistic and contextual guesswork and paralinguistic means to understand an interlocutor.

Developing of methods of forming English competence in dialogical speech of future specialists in tourism industry are prospects for further scientific investigations.

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***Y. Korotsynska***
*Research supervisor: K. M. Kashchuk,*
*Candidate of Economic Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: A. V. Kuznyetsova,*
*Candidate of Philology, Associate Professor*

## STAFF DEVELOPMENT AND ITS IMPORTANCE IN THE SUCCESSFUL BUSINESSES

In the modern business area the competitiveness of the staff acquires great importance. Competitiveness is the result of personnel development that is achieved by means of the continuous process of education, getting new skills and through corresponding working conditions and favorable climate within the team.

HR development is a system of activities aimed at maintaining employees capable of learning, spreading knowledge and advanced experience, training young qualified staff. It also includes the process of top managers' getting aware of importance of HR development and reduction of staff changeover[2].

Employees require time-consuming and financial resources, that is staff is the largest and most important investment of any company.

Staff development is divided into two types: general and professional.

The necessity of professional development is caused by the need to adapt to external changes, new equipment and technologies, strategies and structures and by the objectives of additional activities and skills mastering.

Nowadays according to the results of surveys, more than 85% of managers in Japan put human resources development in the first place among their objectives (in Ukraine, unfortunately, managers pay much less attention to staff development) [1]. This is not surprising, after all, companies that pay great attention to the development of their employees have, totally, twice higher indicators.

Human resources development contributes to:

- disclosure of creativity, increase of intellectual level and enhancing of strategic thinking;
- reduction of staff changeover;
- performance improvement;
- the formation and consolidation of organizational values;
- providing all employees with equal opportunities for career growth.

Foreign experience shows that from 5 to 10% of payroll funds should be spent on staff development [1].

The success of staff development depends on three components: knowledge, opportunities and behavior of employees.

Knowledge is the basis of personnel's abilities development. They are divided into 2 types:

- knowledge needed in the current activities (these are gained through experience);
- general knowledge (these are gained in the process of further education and further professional training).

Opportunities are conditions of knowledge usage, they determine the coefficient of efficiency and implementation. Within their opportunities and on the basis of their own activities employees gain experience.

Without taking into account characteristics of behavior, relations, informal and interpersonal communication, only on the basis of knowledge and opportunities, it's impossible to provide staff development.

Thus, it can said that the effective management of personnel development is a key component of success of the company as a whole and of each particular employee.

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***N. Korzhenko***

*Research supervisor: S.M. Nikolaienko,*

*Candidate of Economic Sciences, Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: A.P. Ochkovska*

## EXTERNAL AND INTERNAL FACTORS OF THE PUBLIC DEPT FORMATION

Public debt is a separate critical and complex specific part of the financial system, which plays an important role in social and economic development. The economic nature of such complex phenomena as the national debt is a system of relations between the parties, enshrining the right to be part of the formation, maintenance and servicing the public debt.

The formation of the public debt affects a large number of external and internal factors in the world, create a complete system for the formation and progressive development of the public debt. External and internal factors include:

- warfare;
- militarization of the country;
- excessive expansion of economic functions of the state;
- economic downturn and fluctuations;
- decline in taxes;
- lack of political will;
- formation of government borrowing.

Preparation and conduct of wars for a long time appeared to be basic factors of the public debt formation. The main task was to direct of economic resources to the needs of the production of military tools and weapons. Public spending on arms and retention of military personnel tended to be the rapid growth. In this case, the government could use several methods of financial policies: to increase the amount of taxes; to resort to issuing a way to solve economic problems; to minimize public funding. However, the government feared the possible consequences of the approval of the above mentioned ways to combat the economic crisis. Too high tax rate could destroy incentive work of employees, while the main goal was to attract a growing number of people to the labor force. It should also be noted that the additional issue of money would cause inflation, the appearance of which would significantly delayed the recovery process of economic state stability.

In the 20th century the progressive spread of the public dept between countries has become a process of the militarization of the economy. In the early 90s, the economic situation of many countries absorbed crisis, as this period was held under the slogan "Cold War". If we take, for example, the economic situation in the US this time is not easy, because the national debt has increased more than 5 times compared with previous years [1, p. 331].

Prutska A.A. notes that another key factor of growth of public debt became active state regulation of the economy in terms of funding for social programs. This process began to develop rapidly from the late 30s of the 20th century [2, p. 10]. This type of public policy accompanied by the growth of payments in case of unemployment, support for disadvantaged groups and the creation of social programs to protect it. As a result, excessive expansion of state functions led to cyclical downturns that led to the reduction of national income and tax revenues.

Consequently, the public debt is a complex economic phenomenon, where the birth process in the economic environment of the state is affected by many factors, each of which, respectively, plays a role in its formation and development.

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***A. Kostetska***
*Deutschlehrerin:Iryna Swyrydenko,*
*Kandidat der pädagogischen Wissenschaften, Dozentin*
*Zhytomyrer Staatliche Iwan-Franko-Universität*

## DIE STADT DRESDEN : GESCHICHTE UND GEGENWART

Die Stadt Dresden ist eine der größten Touristenstädte in Deutschland. Es wird auch oft “Elbflorenz” genannt, da sich hier so viele Kunstschätze wie in der italienischen Stadt Florenz befinden. Aber am meisten interessant ist die Geschichte der Stadt. Dresden - eine Stadt, die nach der vollständigen Zerstörung im zweiten Weltkrieg, erhob sich aus den Ruinen und damit überraschte die ganze Welt.

Dresden ist die Hauptstadt des Bundeslandes Sachsen. Bereits in der Jungsteinzeit bestanden erste Siedlungen im Raum Dresden. Im Jahr 1206 war die erste Erwähnung von Dresden. Ende des 15. Jh. wurde die Stadt zur Residenz der sächsischen Kurfürsten. Im Dreißigjährigen Krieg wurde Dresden nie geplündert oder zerstört, aber durch Pest und Hunger sowie die allgemeine wirtschaftliche Stagnation in seiner Entwicklung gestört. In den Befreiungskriegen gegen Napoleon fanden zahlreiche vorentscheidende Schlachten der Völkerschlacht bei Leipzig im Großraum Dresden statt. Sachsen, und damit Dresden, kämpfte auf der Seite von Frankreich.

Ende des 18. Jh. wurden dort weltberühmte Zwingerpaläste im Stile des Barocks und viele andere Gebäude gestaltet, darunter die Hofkirche und die Frauenkirche, katholische Kirche. Im weiteren Jahrhundert blieb Dresden von Kriegen verschont und wurde Hauptstadt eines der wohlhabendsten Bundesstaaten im Deutschen Reich.

Im Ersten Weltkrieg blieb die Stadt zwar von direkten Kampfhandlungen unberührt. Nach der Novemberrevolution wurde Dresden Hauptstadt des Freistaates Sachsen. Es gehörte zu den zehn größten Städten in Deutschland und war ein kulturelles und wirtschaftliches Zentrum der Weimarer Republik. Bei den Luftangriffen auf Dresden wurden in vier aufeinanderfolgenden nächtlichen Angriffswellen vom 13. bis 15. Februar 1945 weite Teile des Stadtgebietes durch britische und US-amerikanische Bomber schwer beschädigt. Während des zweiten Weltkrieges wurde die Stadt zerstört, aber dann voll¬ ständig aufgebaut und die Stadtmitte wurde rekonstruiert[1, s. 25-30].

Im 1951 hat die langsame und allmähliche Wiederherstellung Dresdens angefangen. Die Wiederherstellung war am Anfang des XXI. Jahrhunderts erledigt. Nach der politischen Wende und der deutschen Wiedervereinigung wurde Dresden wieder die Hauptstadt des neu errichteten Landes Sachsen.

Jetzt ist Dresden die drittgrößte Stadt des Ostdeutschlands. Die Stadt hat viele historische Sehenswürdigkeiten. Das berühmteste Wahrzeichen der Stadt ist die Frauenkirche. Es ist die größte Kirche in Deutschland. Sie ist international bekannt als Mahnmal gegen Krieg und als Zeugnis von Versöhnung.

In Dresden befindet sich die weltberühmte Gemäldegalerie im Zwinger. Hier sind Meisterwerke der bildenden Kunst von berühmten Künstlern ausgestellt. Das berühmteste Exponat ist Sixtinische Madonna von Raffael. Mit weiteren Werken unter anderen von Rembrandt, Rubens führt die Galerie Bilder der Renaissance und des Barocks [2, s. 145-206].

Also, man kann sagen, dass Dresden selbst ein Museum und eine der schönsten Städte der Welt ist. Es ist eine Stadt mit einer interessanten Geschichte. Er zieht Tausende Touristen an. Und nicht umsonst wird die Gegend um die Stadt Dresden “die Sächsische Schweiz“ genannt.

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***K. Kotsemyr***
*Research supervisor: T.A. Vakaliuk,*
*Candidate of Pedagogy, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: A.V. Kuznyetsova,*
*Candidate of Philology, Associate Professor*

## METHODS OF PROCESSING VIDEO DATA

Video Editor is a computer program, which includes a set of tools that enable non-linear editing of video and audio files on a computer. Besides, most video editors can create and apply titles, make colour and tone correction of the image, create visual effects. Professional purpose programs make it possible to synchronize the sound with the illustration using time code [1].

Effects and filters allow adjusting and changing the characteristics of the video.

There are famous free video editors: Windows Movie Maker, VSDC Free, Video Editor, Ezvid Video Editor, Avidemux, VirtualDub.

Among popular free offline video editors are: Adobe After Effects, AviSynth, Adobe Premiere, Avidemux, AVS Video Editor, Camtasia Studio, Avid Media Composer, Canopus Edius, Cinelerra, Corel VideoStudio, Kdenlive, Kino, LiVES, Ulead VideoStudio, Magix, Movavi Video Editor, OpenShot Video Editor, Pinnacle Studio, PiTiVi, Sony Vegas, VirtualDub, Windows Movie Maker, Final Cut Pro video editing. Online video editors are: Filelab Video Editor, MotionBox, MIXandMASH.tv, One True Media, Movie Masher, Photobucket, Toufee, popcorn.webmaker.org.

And the last tool of a video maker is codec. Editor and player usually have a set of multiple codecs. Therefore, for video, one needs to fill up a set of codecs. For this a set of K-Lite Codec Pack is suitable, installing it you can forget that video or audio-files don’t open. It’s important to remember that there’s no need to install all available codecs, for the program to work without errors.[2]

To make video editing special computer software is required. For simple work in Windows Me and Windows XP the program Windows Movie Maker can be used. For more complex video editing software Ulead Media Studio Pro is often used.[2]

Just due to video editing it is possible to get video images from either one or several sources of video, change and improve them and save the video results. There are two types of installation: mounting assembly and mounting insert. Mounting assembly is used to create edited video by rerecording it from several recordings or sources of video signal. Here a new scene is added to the end of the previous one. Installation insert is used to replace one scene by another.

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***K. Kovalchuk***
*Le chef scientifique: I. I. Lyubanets,*
*le maître assistant de la chaire de la formation professionnelle de langue étrangère de l'Université d'État de Baranovitchi*
*Le professeur: I. I. Lyubanets*

# L'UTILISATION DES MOYENS INFORMATIQUES AU COURS DE L'APPRENTISSAGE DE LA LANGUE ÉTRANGÈRES

L'utilisation de l'ordinateur personnel, la technologie du multimédia et le réseau global d'information d'internet influence sur le système de la formation, en provoquant les changements considérables du contenu et les méthodes de l'enseignement des langues étrangères. Devant le professeur moderne se pose le problème de la recherche du nouvel outil pédagogique.L'ordinateur permet qualitativement de changer le contrôle de l'activité des apprenants, en assurant de plus la flexibilité de la gestion par le procès d'étude. Le rôle du professeur est pas moins important dans ce cas. Il choisit les programmes informatiques pour la leçon, les documents didactiques et les devoirs individuels, aide les apprenants en train du travail, évalue leur connaissance et leur développement. L'application de la technique informatique fait et permet de réaliser le choix argumenté de la meilleure variante de l'enseignement. L'application de l'ordinateur comme l'outil pour le travail est très variée et diverse. Il peut en quelques secondes examiner la bibliothèque électronique et trouver l'information nécessaire [1].

La spécificité de l'objet de la langue étrangère détermine par l'application active et opportune de l'ordinateur aux cours. Le composant principal du contenu de l'enseignement de la langue étrangère est l'enseignement des divers aspects de l'activité de la parole: la conversation, l'audition, la lecture, l'orthographe. Le programme informatique est le home-trainer, qui organisera le travail individuel, dirige et réunit les conditions, auxquelles les apprenants forment indépendamment les connaissances précieuses, car les connaissances reçues dans l'aspect prêt, très souvent ne restent pas dans la mémoire. L'utilisation des ordinateurs aux leçons de la langue étrangère –le besoin du temps [2].

À la comparaison des matériels informatiques d'apprentissage, les manuels typographiques et les audio-vidéo cours, il faut marquer en premier lieu l'avantage méthodologique et technologique présentés par l'ordinateur. Les principaux parmi eux sont les suivants : l'individualisation de l'enseignement; opérer par de grands volumes de l'information; l'influence complexe multi sensorielle sur de divers canaux de la perception par la voie de l'utilisation du texte, du son, de l'animation, de la vidéo; la quantité non limitée de devoirs; l'octroi immédiat de la liaison inverse etc.

Les matériels informatiques d'apprentissage possèdent la variété des moyens inhérents seulement à ces aspects de l'enseignement. De principales caractéristiques distinctives des moyens informatiques de l'enseignement en tout, et les programmes d'apprentissage en particulier, sont les suivants : l'interactivité; la multi sensorité; la capacité d'adaptation; la non-linéarité des représentations de l'information; l'individualité du desing; la nécessité de la préparation spéciale de l'utilisateur pour le travail avec le programme.

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***V. Kovtun***
*Wissenschaftliche Betreuerin: L. Kotlova,*
*Kandidatin der psychologischen Wissenschaften, Dozentin*
*Zhytomyrer Staatliche Iwan-Franko-Universität*
*Sprachlehrerin: O. Sardak*

## DIE FORSCHUNG DES NIVEAUS DER KOMMUNIKATIVEN KOMPETENZ VON STUDENTEN-PSYCHOLOGEN DES ERSTEN UND DRITTEN STUDIENJAHRES

Der Verkehrsprozess ist kompliziert und vielseitig und ist mit dem Prozess der Entwicklung der Persönlichkeit aufs engste verbunden, deshalb ist die Frage der kommunikativen Kompetenz sehr aktuell. Gerade davon hängt die Ergebnis unserer Tätigkeit ab.

Solche hervorragenden inländischen Gelehrten wie O. Lokshyna, O.Pometun, O.Savchenko, I. Iermakov und ausländischen Wissenschaftler wie V.Liaudis, A.Matiushkina, A.Ponomariova, V.Kraievs'kyi, Yu.Zhukov und andere beschäftigten sich mit der Frage der kommunikativen Kompetenz und unterschieden dabei zwei Typen der Kommunikation: produktive und reproduktive [3]. Heutzutage sind viele Programme erarbeitet worden, die Fähigkeit der Kommunikation entwickeln. Es handelt sich darum, dass es für jeden Beruf und jeden Fachmann die Orientierung im Spezialstoff wichtig ist. Die Studenten-Psychologen müssen viele Besonderheiten des gewählten Berufs beherrschen. Das sind vor allem die Grundkenntnisse im Bereich der Psychologie. Außerdem haben sie die Fertigkeiten des Verkehrs mit den Kunden zu erlangen und auch die Kunst der Lösung des Problems zu finden. Das Nichtvorhandensein der Kommunikation führt zu verschiedenen Verwicklungen bei der pädagogischen Tätigkeit. Deshalb ist der Verkehrsprozess für die effektive Interaktion sowie im Lernprozess, als auch im persönlichen Umgang außerordentlich wichtig. Deswegen ist die Frage der kommunikativen Kompetenz sehr relevant und fordert große Aufmerksamkeit und ständiges Erlernen und darum ist die Kommunikation ein untrennbarer Teil der Gesellschaft, die sich ständig entwickelt, vervollkommnet und verändert.

Kommunikative Kompetenz ist die Gesamtheit der individuellen und psychischen Besonderheiten und auch kommunikativer Kenntnisse, Fertigkeiten und Fähigkeiten, die im Prozess des zielgerichteten Erziehungseinfluss erworben sind [1].

Anhand der wissenschaftlichen Werke der in-, und ausländischen Gelehrten wird die kommunikative Kompetenz eines Psychologen wie sein Fachvermögen definiert, das eine effektive soziale und psychologische Interaktion mit dem Respondenten, Kunden ermöglicht.

Viele Forscher vertreten verschiedene Meinungen bei der Definition der Grenzen der Jugendzeit. Laut I. Kulagina sind das junge Leute zwischen 17 und 23 Jahren.

Um das Niveau der kommunikativen Kompetenz der Studenten-Psychologen zu bestimmen, soll man das Niveau der Selbstwahrnehmung und der Wahrnehmung der anderen Menschen bestimmen.

Gerade darum ist von uns ein Umfragetest (V.Stolin, S.Pantelieiev) durchgeführt worden. Der ist aufgrund des hierarchischen Models der Selbstwahrnehmungsstruktur gebaut und schließt in sich eine Reihe von Besonderheiten ein: die globale Wahrnehmung; das Niveau der bestimmten Handlungen zur eigenen Person, Selbstssympatie und – interesse [2].

Zum untrennbaren Teil der durchgeführten Untersuchung gehört auch die auf die quantitative Bewertung der kommunikativen Fertigkeiten und der Organisationsbegabung zielgerichtete Methodik (V. Syniavskyi, B. Fedoryshyna).

Aufgrund der Ergebnisse des Umfragetestes und der Methodik der Bestimmung des Niveaus der kommunikativen und organisatorischen Fertigkeiten hat man

Folgendes bestimmt. Das Niveau der Selbstwahrnehmung der Studenten des ersten und dritten Studienjahres der Fachrichtung „Praktische Psychologie“ vergleichend, lohnt es sich zu sagen, dass es für die Studenten des dritten Studienjahres positive Selbstwahrnehmung wichtig ist. Davon hängt ihre Bewertung seitens der Umgebung ab. Was die Studenten des ersten Studienjahres angeht, so ist für sie auch positive Selbstwahrnehmung von großer Bedeutung (aber in geringerem Maße). So hängt das Niveau der kommunikativen und organisatorischen Fertigkeiten von der Selbstwahrnehmung ab. Also, je höher die Selbstbewertung unter den Studenten ist, desto höher die Äußerung der kommunikativen und organisatorischen Fertigkeiten ist.

Zusammenfassend könnte man Folgendes unterstreichen: die Studenten-Psychologen der höheren Semester haben sowohl eine höhere Selbstbewertung als auch ein höheres Niveau der kommunikativen und organisatorischen Fertigkeiten.

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***E. Kozitch***

*Le chef scientifique: I. I. Lyubanets,le maître assistant de la chaire de la formation professionnelle de langue étrangère de l’Université d'État de Baranovitchi*

*Le professeur: I. I. Lyubanets*

## LE MARKETING ETHNIQUE

La société modern est multiculturelle, les marketeurs s’intéressent donc de plus en plus aux différentes cultures peuplant la société afin de leurs proposer des produits adaptés à leurs caractéristiques. Il s’agit d’un marché porteur qui est en passe de devenir incontournable étant donné la proportion de populations étrangère implanté en France comme ailleurs. Se pose alors une question: les origines ethniques ont-elles une influence sur les comportements d'achat et de consommation? De nombreuses marques ouvrent des lignes de cosmétiques spécifiques: pour les femmes asiatiques, pour les femmes afro, les femmes indiennes, les femmes orientales. Pour ces produits il est forcément compréhensible que les marques développent des produits spécifiques étant donné que chaque peau possède des caractéristiques et besoins propres.

Pour développer ces gammes de produits, il est nécessaire d'avoir un certain savoir-faire, pour cela les grandes marques rachètent de petites marques niches disposant de ce savoir-faire. L'Oréal, a par exemple racheté la marque *SoftSheen-Carson*, leader sur le marché US pour la cosmétique ethnique: Marque de cosmétique pour les afro-antillaise: *Black'Up*; Marque pour les asiatique: *Shisheido*; Orientale: pas encore de marque officielle référente; Indienne: pas encore de marque officielle référente [1].

Prenons l'exemple de Black'Up, quelle a été sa stratégie marketing?

**Produit**: la marque propose différents produits afin de répondre à l'ensemble des besoins des utilisatrices: maquillage en tout genre, soins, outils, vernis à ongle, parfum,

**Prix**: prix moyenne gamme: entre 14 euros pour un crayon ou un vernis et 67 euros pour un parfum.La marque veut donner une image haut de gamme tout en restant accessible.

**Distribution**: la marque BlackUp est installée en Europe, dans les DOM TOM, en Afrique. Elle est disponible au sein de ses points de vente spécialisés tels que Marionnaud, Sephora, colorii ainsi que sur leur boutique e-commerce.

**Communication**: Message véhiculé par la communication Black'Up est le suivant: Libre et moderne la femme Black'Up est une beauté, fière de ses racines et résolument ancrée dans son temps. Symbole d'élégance, elle affirme et cultive sa beauté autant que sa personnalité.

**Valeurs de la marque**: qualité, innovation, modernité, élégance. La marque mise sur son image de spécialiste afin d'acquérir la confiance et la fidélité de ses clients [2].

La marque en possède peu mais mise beaucoup sur son site web qui a pour objectif d'être un reflet des valeurs véhiculées par la marque. Elle mise aussi sur des partenariats avec des sites spécialisés, organise des soirées de démonstration pour ses produits avec les blogeurs. Elle possède une chaîne YouTube comprenant des vidéos de conseils beauté et d'utilisation de ses produits. Enfin sur les réseaux sociaux, Black'Up possède une page Facebook comptant 85000 fans.

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***K. Kozlova***
*Research supervisor: L.P. Butuzova,*
*Candidate of Psychological Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: L.P. Serdiichuk*

## THE FAMILY INFLUENCE ON THE PERSONALITY IN ADOLESCENCE

Family is the most ancient and stable social community. Originating at the dawn of mankind, it has gone through a long history, showing a unique phenomenon of a society. Family renews spiritual and physical strength, it gives energy for active participation in public life. It is not only the physical birth of a person, but also primar socialization and education, the spiritual maturation of an individual.

The communication between parents and a child is determined by the attitude towards him/her, which reflects the peculiarities of their perception and understanding of a child.

The relationship of parents and children is a complex issue due to the fact that the style of relationship between parents and children influences the development of the personality of a teenager. Parents play an important and responsible part in the life of every person. They give patterns of behavior. The child imitates them and tries to be like his/her mother and father.

It is clear that parents always want only the best for their children. The family does all that it can to make a child successful by providing all the necessary assistance to him/her. At any point where children are going in the wrong direction, parents will know the right way and help to understand all the mistakes, solve problems, give some important advice.

The formation of a personality is usually the initial stage of the personal characteristics of the person. Personal growth depends on many external and internal factors. The external ones are the following: belonging of an individual to a particular culture, socio-economic class and family environment. On the other hand, internal determinants include genetic, biological, and physical factors.

The subject of my research was the process of formation of the human person under the influence of the family factor. Family is one of the most important social factors influencing the formation of a personality. Traditionally the family is the main institution of education. What man acquires in the family will be maintained throughout the rest of his/her life.

So, the family forms the grounds of a personality.

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***D. Kravchuk***
*Research supervisor: O.M. Kaminskij*
*Zhytomyr Ivan Franko State University*
*Language tutor: N.P. Plakhotniyk,*
*Candidate of Pedagogical Sciences*


## GREEK ELEMENTS

In 600 BC ancient Greeks turned their attention to the nature and structure of substances that constituted it. Greek philosophers were interested in the essence of things and processes. The answers found by them launched the theory.

This theory was initiated by Thales of Miletus. He suggested that water was the primary substance from which all things were derived. When evaporating, water transforms into "air", and after evaporation "ground" is left. Heraclitus believed that the foundation of all was "fire", because everything on the earth moves and changes like fire. Then Empidokl of Ahrehenta, summing up the doctrine of his predecessors, admitted the existence of four main things: fire, air, water and land.

According to him these substances are material and endowed with love and hatred. And it was Aristotle who created his theory of the elements. Each of them acquired the following qualities: fire – hot and dry, ground – dry and cold, water – cold and wet, air – hot and humid. He described each element with a set of properties.

In the times of Aristotle, astronomers imagined heaven as a sphere in the centre of which is a round Earth. Not falling and not rising, celestial bodies always rotated around the Earth. Aristotle thought this was because heaven consisted of the fifth general principle, that's why these principles can be considered elements.

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***M. Kyrychuk***

*Research supervisor: N. V. Kusak,*

*Candidate of Chemical Sciences,*

*Associate Professor of chemistry*

*Zhytomyr Ivan Franko State University*

*Language tutor: O. E. Kravets*

## SELECTIVE EXTRACTION OF CATIONS $AG^{+}$, $AU^{3+}$, $CU^{2+}$ FROM AQUEOUS SOLUTIONS THE SURFACE OF THE COMPOSITE $FE_3O_4$/ $SIO_2$

The aim of this work is the study of selective extraction of cations $Ag^{+}$, $Au^{3+}$, $Cu^{2+}$ from aqueous solutions the surface of the composite based on $Fe_3O_4$/ $SiO_2$

In the course of the study for creating a favorable pH environment used acetate-ammonium buffer solutions[1]. Adsorption capacity ( A, mg/g), the distribution rate (E, ml/g) and the degree of extraction (R,%) were determined by usage of atomic absorption method [2].

In the study of selective extraction of the cation $Ag^{+}$ paired with $Cu^{2+}$ at pH=6 it was found that the concentrations of the second cation does not affect the adsorption in aqueous solutions the surface of the composite $Fe_3O_4$/ $SiO_2$ (Table.1).

Table 1

Adsorption of $Ag^{+}$ in the joint presence of $Cu^{2+}$ surface of $Fe_3O_4$/ $SiO_2$

| **$C_o$, $Ag^{+}$ mg/l** | **$C_{Ag^{+}}$ : $C_{Cu^{2+}}$** | **A,mg/g** | **E,ml/g** | **R%** | **pH** |
|---|---|---|---|---|---|
| 1,55 | 1:0 | 0,219 | 892 | 84,26 | 6 |
| 1,67 | 1:0,05 | 0,233 | 835 | 83,37 | 6 |
| 1,73 | 1:0,3 | 0,245 | 916 | 84,62 | 6 |
| 1,57 | 1:1 | 0,221 | 901 | 84,39 | 6 |
| 1,91 | 1:2,5 | 0,267 | 858 | 83,74 | 6 |

The degree of extraction of $Cu^{2+}$ ions companied by the concentration of ions $Ag^{+}$ decreases and exerts a competitive influence ( pH = 8). However, when the concentration of ions $Au^{3+}$ extraction degree of $Cu^{2+}$ ions increases, it indicates the joint adsorption of the studied cations( pH = 8,5) (Table. 2).

Table 2

Adsorption of $Cu^{2+}$ in the joint presence of $Ag^{+}$, $Au^{3+}$ surface of $Fe_3O_4$/ $SiO_2$

| **$C_o$, $Cu^{2+}$ mg/l** | **$C_{Cu^{2+}}$: $C_{Ag^{+}}$** | **A,mg/g** | **E,ml/g** | **R%** | **pH** |
|---|---|---|---|---|---|
| 5,48 | 1:0 | 0,47 | 181 | 52,06 | 8 |
| 5,45 | 1:0,02 | 0,39 | 142 | 46,04 | 8 |
| 5,27 | 1:0,1 | 0,39 | 135 | 44,77 | 8 |
| 5,39 | 1:0,2 | 0,34 | 108 | 39,35 | 8 |
| 5,81 | 1:1 | 0,38 | 106 | 38,79 | 8 |
| **$C_o$, $Cu^{2+}$,mg/l** | **$C_{Cu^{2+}}$: $C_{Au^{3+}}$** | **A,mg/g** | **E,ml/g** | **R%** | **pH** |
| 5,040 | 1:0 | 0,63 | 487 | 74,50 | 8,5 |
| 4,984 | 1:0,02 | 0,64 | 577 | 77,59 | 8,5 |
| 4,871 | 1:0,1 | 0,70 | 1052 | 86,33 | 8,5 |
| 5,363 | 1:0,2 | 0,74 | 800 | 82,75 | 8,5 |
| 5,374 | 1:0,5 | 0,71 | 647 | 79,51 | 8,5 |

Analyzed the data shows that with increasing concentration of $Cu^{2+}$ ions the degree of extraction of ions of $Au^{3+}$ increases. This proves the joint adsorption of cations in aqueous solution at pH = 8.5 on the surfaces of composites of $Fe_3O_4$/ $SiO_2$.

Table 3

Adsorption of $Au^{3+}$ in the joint presence of $Cu^{2+}$ surface of $Fe_3O_4$/ $SiO_2$

| $C_o$, $Au^{3+}$, mg/l | $C_{Au}^{3+}$ : $C_{Cu}^{2+}$ | A,mg/g | E,ml/g | R% | pH |
|---|---|---|---|---|---|
| 5,046 | 1:0 | 0,458 | 199 | 54,46 | 8,5 |
| 5,788 | 1:0,02 | 0,563 | 233 | 58,33 | 8,5 |
| 5,758 | 1:0,1 | 0,904 | 2681 | 94,15 | 8,5 |
| 6,140 | 1:0,2 | 0,851 | 822 | 83,14 | 8,5 |
| 6,075 | 1:0,5 | 0,631 | 276 | 62,35 | 8,5 |

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***I. Lisogurska***
*Research supervisor: G. M. Starodubets,*
*Doctor of Historical Sciences, Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: S. S. Kukharyonok*


## THE AMERICAN VECTOR OF VIKINGS' SEA CAMPAIGN

At the beginning of 1493 Christopher Columbus told the Europeans about his first travel to America. But he wasn't the first European who had seen the coast of an amazing New World. The team of Scandinavians had reached America 400 years earlier.

The relevance of the subject is caused by the question if a Viking explorer travelled from Greenland to a modern-day America in the $11^{th}$ century beating Christopher Columbus by nearly 400 years.

The aim of the article is to elucidate, generalize and determine the backgrounds and consequences of discovering North America by Vikings.

This subject was researched by such scientists as Heather O'Donoghue (professor of Old Norse Oxford University), Gisli Sigurdsson (historian), Vilborg Davidsolottir (writer and historian) and many others.

It is known that it was the age when the Vikings ruled. They were brave, bold and adventurous and lived in the country we now know as Scandinavia. One of them was Leif Erikson himself the son of another intrepid explorer Erik the Red. Eric was born on the west coast of Norway. His nickname Erik the Red probably referred to the colour of his hair. He had already spent some years in Iceland, but in the 980 AD he led an expedition to a new territory, establishing a settlement there. Erik the Red called this new land Greenland. He figured that giving it an attractive name would make it seem like a desirable place to live. When Eric had a son he was called Leif Erikson in keeping with the Viking tradition of adding the word son to the father's name. But Leif inherited more than just his father's name. He had adventure and exploration in his blood. Furthermore his father taught him the necessary skills to be an explorer, leaderand navigator. And so it was that at the age of 25 Leif Erikson set sail with a crew of 35 men to explore the sea even further to the west going well beyond Greenland. He was sailing through uncharted water without maps or a compass. It would be a journey of unrivaled discovery and one that would take its leader to immortality. Eventually Erikson landed in a place he called "Vinland" and that was apart of what we now call North America. Erikson's achievement was celebrated for hundreds of years in Norse legends and stories [2, p. 62].

But many people doubted that it had really happened. Was it true that Viking could have beaten Columbus by 400 years? Doubts about Erikson's discovery were finally dispelled in 1960.

That was when the modern-day explorers Helge and Ann Ingstand identified a North settlement at the northern tip of Newfoundland in what is now Canada. The site has the remains of nine houses that are unmistakably Nordic in their design. Explorers also established that the remains dated back from around 1000 AD exactly the time when Erikson’s voyage had taken place and they found artifacts on the site which further proved the truth of Erikson’s story [1, p. 74].

So Leif Erikson has now taken his rightful place in the world history. In the United States his achievement is commemorated every year on October, 9. For it does indeed seem to be true Leif Erikson the Viking was the first European to set foot in America.

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***Y. Makarchuk***
*Research supervisor: O. I. Vikarchuk,*
*Candidate of Economic Sciences, Associate Professor*
*Zhytomyr Ivan Franko State*
*University Language tutor:*
*L. P. Serdiichuk*

## PROCESSES CHARACTERISTIC OF UKRAINE'S ECONOMY

This article is devoted to the description of the economic situation in Ukraine. Two interrelated processes are characteristic of Ukraine's economy today, namely its transformation from the planned and centralized to the market-controlled. These processes are rather complicated, but there are all prerequisites for their effective accomplishment. Present-day independent Ukraine has a considerable potential to develop its economy and this is explained not only because of the favourable natural conditions, but also by the convenient geographical position in terms of international trade exchanges.

Ukraine is rich in natural resources. Some 4.2 billion of hydrogenous (brown) coal are to be found in the Dnieper Basin. Ukraine's iron and manganese ores are considered the richest in the world – primarily in the Kryvyi Rih Basin (up to 62%) and the Nikopol Basin.

Ukraine provides one-tenth of the planet's cast iron, one-eleventh of steel, and one-twelfth of sit coal.

Ukraine's enterprises conduct business transactions with partners in 137 countries, and the foreign trade turnover reaches $ 27 billion (export – $ 12.9 billion; import – $ 14.1 billion). Major export items are metals, ores, coal, electricity, fertilizer, soda, cement, glass, construction materials, equipment, sugar, vegetable oil. Major import items are oil, gas, timber, nonferrous metals, cars, machines, knitted wear and garments, foodstuffs, medications.

Reforms, started in the national economy after the proclamation of independence, aimed at the establishment of an open market type structure, e. g. incorporating and privatizing enterprises, demonopolizing and restructuring the economy, liberalizing prices and foreign trade activities, denationalizing domestic trade and implementing banking reforms, restructuring the agrarian sector, switching from planned to market economic regulators. Reforms in the sphere of property are continued, aiding the development of the nongovernmental sector.

Today’s industries are unable to satisfy the consumers' wants, because they are not integrated into the world process of economic, technological and scientific progress. Characteristically, the national industries show low standard in processing raw materials; outdated and worn-out production equipment; unwillingness to accept progressive techniques and approaches, and lack of innovating initiative.

These and other problems are to be solved in the course of new economic reforms aimed at creating an open, effective market type economy.

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***A. Markish***
*Research supervisor: O. A. Chemerys,*
*Candidate of Pedagogical Sciences, Associate Professor,*
*Zhytomyr Ivan Franko State University*
*Language tutor: D.O. Volnytska*

**GEOMETRY IN BABILONIA**

Our first knowledge about mathematics comes from the Egyptians and Babylonians. Both of them didn't regard geometry as a separate branch of mathematics. However, we have a few extant examples of ancient geometry, mostly calculations of area and volume [1].

So, Babylonians could calculate areas and volumes of figures (like cube, parallelogram, prism, cylinder and others); they were the first who divided the circle into 360 degrees, minutes, seconds; they found the most accurate meaning of the number $\pi$ (25/8 = 3,125), etc.

In this article we would like to analyze five Babylonian tablets which all have some connections with Pythagorean theorem [3]: *Susa tablet, Yale tablet YBC 7289, Plimpton 322, Tell Dhibayi tablet* and *tablet from the British Museum*.

A translation of a Babylonian tablet which is preserved in the British museum goes as follows:

***4 is the length and 5 is the diagonal. What is the breadth?***
***Its size is not known.***
***4 times 4 is 16. 5 times 5 is 25.***
***You take 16 from 25 and there remains 9.***
***How many times and what number shall I take in order to get 9?***
***3 times 3 is 9. 3 is the breadth.***

*Plimpton 322* [2] concerns the Pythagorean triples. The smallest Pythagorean triple which appears is 45, 60, 75. You don't find there such Pythagorean triples that we know from school: 3, 4, 5 and 5, 12, 13.

On *Yale tablet* you can find calculations of $\sqrt{2}$ with the help of the square with the side 30.

*Tell Dhibayi* tablet describes the problem on the lengths of the sides of the rectangle when the area and diagonal are known.

*Susa tablet* has the rule that can help you to find the radius of the circle that tangents to the vertices of an isosceles triangle. Sides of this triangle are 50, 50, 60 and to solve this problem they use the Pythagorean theorem.

On another tablet from Babylonia you can find such a problem and a solution:

***60 is the Circumference, 2 is the perpendicular, find the chord.***
***Double 2 and get 4.***
***Take 4 from 20 then you get 16.***
***Square 16, then you get 256.***
***Take 256 from 400 then you get 144.***
***Whence the square root of 144, 12 is the chord.***

Other tablets include the following [1]:

• practical way of measuring the area of land in Ummi (Mesopotamia);

• geometric problem of finding areas such as the square of a given size is divided into different shapes and you should find areas of these parts;

• volume of truncated pyramid;

• geometric problems with pictures of trapezoids and triangles;

• calculating the diameter of the circle and others.

From the above mentioned we can say that the Babylonians were very knowledgeable in geometry. Although they did not use certain formulas, but they were able to formulate practical rules, that allowed them to solve problems.

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***A. Martinovskaja***

*Le chef scientifique: I. I. Lyubanets,*
*le maître assistant de la chaire de la formation professionnelle de langue étrangère de l’Université d'État de Baranovitchi*
*Le professeur: I. I. Lyubanets*


## LE RÔLE DU PSYCHOLOGUE À L’ÉCOLE

Élèves en échec scolaire, professeurs en difficulté, parents désemparés, le psychologue scolaire a un rôle sensible, celui de panser les maux de l’école. Dans l’enseignement public, il officie dans les écoles maternelles et primaires. Dans le privé, où il porte l’intitulé de psychologue de l’éducation, ses compétences couvrent tous les niveaux (élémentaire et secondaire). Sa mission est de prévenir l’échec scolaire et en déceler les causes, le plus tôt possible. Pour cela, il met en place différentes actions, à la demande des parents ou des professeurs :

– Accompagnement des parents, des enseignants et des élèves dans leurs difficultés. Cela passe par l’observation des enfants dans les classes, la consultation individuelle ou groupée, et l’élaboration de tests psychologiques d’évaluation. Il peut être amené à animer des formations ou réunions d’information et de prévention auprès de l’équipe éducative et des parents.

– Participation au projet pédagogique de l’école, en partenariat avec l’équipe éducative. Dans ce cadre, il peut mettre en place des programmes spécifiques pour les élèves en difficulté, comme par exemple les enfants en situation de handicap ou souffrant de troubles du comportement. Il émet des avis pour l'orientation des élèves, suivant les cas [2].

Pour devenir psychologue scolaire, il est donc indispensable d'être enseignant dans le premier degré et être titulaire d'au moins une licence de psychologie. Il faut ensuite postuler auprès de son académie. Si la demande est retenue, l’enseignant suive une formation d'un an à l'université avant de passer le diplôme de psychologue scolaire.

En revanche, si lt candidat est déjà enseignant et possesseur d'un DESS de psychologie, il aura une année probatoire avant d'être titularisé.

Le problème, c'est qu'il y a aujourd'hui de moins en moins d'enseignants qui partent en stage car il y a de moins en moins de propositions de stages. Résultat, il y a aujourd'hui 2800 psychologues scolaires pour 3200 postes existants. Cela engendre également de grosses disparités entre les secteurs supervisés, puisque vous pouvez avoir de 1000 à 3000 enfants à suivre !

Les psychologues scolaires interviennent la plupart du temps à la demande de l'enseignant. Mais ils arrivent aussi que ce soit à la demande de la famille, car cette métier est plus connu qu'avant, les gens hésitent moins à se faire aider, d'autant que la prise en charge qu’ils offrtnt est gratuite puisque ils sont des fonctionnaires.

Mais les psychologues scolaires ne font pas de thérapies. Leur première fonction est le dépistage. Ils tâchent de repérer les élèves qui connaissent des difficultés, avant que celles-ci ne deviennent réellement handicapantes. Ils mettent ensuite en place des suivis, des accompagnements qui n'excèdent généralement pas trois mois. Leur rôle est plutôt d'amener les familles à discuter et à trouver des solutions pour des difficultés passagères [1].

Quand les problèmes sont plus lourds, ils leur expliquons que tout ne peut pas se régler dans le cadre de l'école et ils les orientons sur des centres ou des services de pédopsychiatrie.

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***A. Markish***
*Research supervisor: L. P. Butuzova,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: S. S. Kukharyonok*

# PSYCHOLOGICAL FEATURES OF DEVELOPMENT OF MATHEMATICAL ABILITIES IN ADOLESCENCE

Mathematical abilities are an important component of psychogram of the specialist of such professions as "man-sign system". A mathematical thinking, as a component of mathematical abilities, is necessary for everyone, because the ability to perceive a large flow of new information, analyze and use it and still achieve personally meaningful goals is needed for the professional activity. The development of mathematical abilities is particularly urgent for students of faculty of mathematics and physics, because in their future careers, this component of capabilities also determines an academic level of the specialist.

Analysis of the specialized literature shows that a lot of studies concerned with the development of mathematical abilities of pupils (V. A. Krutetsky) or on the development of mathematical abilities in general. The development of these abilities in adolescence continues to be a current problem nowadays. It is also worth noting that adolescence is sensitive for the development of mathematical abilities.

Mathematical abilities are the individual psychological characteristics that lead to a relatively quick, easy and deep mastery of knowledge and skills in mathematics [3].

A special research was conducted to study the features of mathematical abilities in adolescence. The sample totaled 27 first year students of faculty of mathematics and physics. Diagnostic tools were Eysenck test that aims to determine the level of non-verbal intelligence and Amthauer subtest that is aimed at the diagnosis of spatial imagination, spatial generalization, search patterns and solving arithmetic problems [2].

Analyzing the results of research aimed at finding out the level of non-verbal intelligence of students (by H. Eysenck method), it was found that only 11% of students have the insufficient level of intelligence, others (89%) have the level of intelligence within the age norm.

Figuring level of intelligence of students (by R. Amthauer method) demonstrated that students showed the best results in the performance of tasks aimed at finding patterns in numeric series. Results of the performance of tasks aimed at activating of spatial imagination and solving arithmetic problems are quite high. The worst results were in the tasks, aimed at the diagnosis of spatial generalization.

Comparative analysis of the age and sex differences was conducted using statistical procedures Student's t-test. The results of this analysis showed that significant sex differences in various indicators of nonverbal intelligence were not found. However, there was recorded statistically significant age difference in the level of intelligence. In particular, the 17-year-old students showed significantly higher intelligence compared to the 18-20-year-old ($t = 2{,}69$, when $p < 0{,}05$). Also, 17-year-old students appeared such that significantly better solve arithmetic problems, compared with 18-20-year-old ($t = 2{,}54$, when $p < 0{,}05$). These data may be evidence that early adolescence is more sensitive for intellectual development than late adolescence. Thus appeared expediency of the development of mathematical skills is in early adolescence.

Summing up the results, we can note, that further research directions of this issue should relate to design and verification efficiency methods for the development of mathematical abilities in adolescence.

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***A. Martynchyk***
*Research supervisor: I. V. Kyrylchuk*
*Assistant Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: L. P. Serdiichuk*

## FAMILY IMAGE IN THE MENTAL AREA OF YOUNG PEOPLE

Family plays an important role in everyone's life because its creation is an important task.

The image of a future family means a series of ideas about its structure, the division of functions and roles between family members, the system of relationships within the family as well as with other social groups, acceptable strategies and forms of education of children. The image of a future family is formed during the everyday life of a teenager. These ideas can be transformed under the influence of specific life events.

The study of the image of the family was conducted by the following modern scientists: A. G. Kulish, E. Y. Makarova, N. A. Kruglova, A. A. Nesterova, N. V. Pankova, L. G. Popova, E. V. Levytska, T. I. Puhova, Y. B. Evdokimova, N. I. Demidova, T. V. Kuznetsova and others. According to their research, the image of the parents forms the self-esteem of a child, his/her future life. This affects certain attitude to people, to the world in general. The image of a family affects the construction of behavior of an adult person in his/her own family.

In ancient times people believed that the family is the cell of society. The man spends most of his life in the family circle. The family was the place where the tradition was passed on for two or three generations. Parents raised children, it was the custom in ancient times. Relations between spouses were built on the strict laws of the past.

Today, however, we notice that the concept of family is transformed in the minds of young people. Young people cannot imagine their future family to be like their parents’ and grandparents’ ones. Nowadays globalization has a big impact on a family and the idea of it because changes in the family follow the changes in society.

The family image of the youth is becoming more diffuse and generalized, or idealized today. Young people have not formed the responsibility for their future family. Now they know nothing about the processes that occur in the family circle. Therefore, young families are very often divorced, and young people are increasingly choosing "civil marriage".

That's why we can say that the question of future family image in the minds of young people is important and urgent. Any society considers family to be an important factor in a stable, happy and prosperous society. Now we need to understand how young people imagine family life and their future. We need to find out what influences this process. After all, the youth is building the future of our country, which should be the best.

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***N. Martyniuk***

*Research supervisor: V.V. Trofymovych,*
*Doctor of Historical Sciences,*
*Professor*
*National University of Ostroh Academy*
*Language tutor: M.M. Avgustiuk,*
*Candidate of Psychological Sciences*


## DIPLOMATIC ACTIVITY OF THE UPR GOVERNMENT IN EXILE DURING THE TARNIV PERIOD

After the defeat of the Ukrainian revolution the Government of the UPR was in exile. After leaving the territory of their own state its leaders and army took refuge in the Polish town of Tarniv. The period from the late 1920-s to the mid 1923-s is called the Tarniv period in exile of the SC UPR (the State Centre of the Ukrainian People’s Republic).

After emigration it became increasingly important to establish contacts between the government in exile and foreign countries and states. The representatives of the UPR went there, and as a result diplomatic missions and embassies were opened, close relations with the already existing missions were established. The purpose of the Ukrainian Ambassadors was a desire to obtain official recognition of the UPR, to garner foreign political support. The offices of the UPR were opened in the majority of the European countries, the Asian sector, the USA.

Due to the situation that the Bolsheviks seized Ukraine and the Entente countries did not recognize its independence, diplomatic representatives of the government in exile realized their activity *de facto*. Ukrainian question in the countries where they stayed was considered as a destabilizing political factor and often was not perceived seriously by foreign countries under different formulations and explanations. However, representatives of the UNR appeared in the official lists of diplomats and used various privileges of ambassadors. Significant progress was achieved by the diplomatic service of the UPR in Prague, where due to the assistance of its representatives a scientific and cultural centre of the Ukrainian emigration was actually created.

Diplomats of the UPR had contacts with the countries of the Asian sector, and also provided support in the so-called *Prometeiskyi movement*. Also among its governmental and diplomatic circles there was the idea of the creation of the Baltic-and-Black Sea Union.

Diplomatic activity of the representatives of the UPR in these countries suffered from various complications after signing the Riga Treaty of Peace in 1921. Since then diplomatic missions, consulates, and embassies started to self-abolish and to lose their influence and status, realizing their activity *de facto*.

The important subject of the diplomatic activity was close cooperation with different international organizations. In particular, that was evident in the contacts of the diplomats of the government in exile with the League of Nations, the International Red Cross, and the Nansen International Office for Refugees. These institutions recognized the Ukrainian diplomatic service only actually, but the UPR did not receive the membership in the League of Nations during the Tarniv period.

In general, the studied period established diplomatic service of the UPR government in exile. The diplomacy has become an “instrument” in the struggle against the Bolsheviks and in achieving international recognition. Diplomatic missions existed in Europe, Asia and the USA. This period was marked by the fact that after 1921 due to the elimination of diplomatic missions in foreign countries they were replaced by community committees, and the authority of the UPR diplomats was gradually assumed by the Ukrainian Society of the League of Nations.

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***N. Mayevska***
*Research supervisor: G.D. Levchenko,*
*Doctor of Philological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O. I. Dienichieva*

## POETICS OF EVERYDAY LIFE IN LESIA UKRAINKA'S LETTERS

The letters played an important role in the life of Lesya Ukrainka. It was the only possibility to communicate with other people. The letters defined the role of writer's interpersonal communication. Author maintained correspondence with her own family as well as with the Dragomanov family. Lesya Ukrainka's correspondence contains scores of political and literary processes of that period. It also showed the criticism of Ukrainian literature. So, the letters are an important historical and literary source. These letters help to understand her creative nature.

Among the distinctive features of writer’s epistolary intercourse, we can identify a unique individual language system which enables to find out the interpersonal relationships between communicants. It should be mentioned that a special style of family communication – the so-called "baby talk" which contains the individual nomination and tokens is distinguished. It is a kind of a linguistic game that allows you to understand the relative stagnation of Kosach family and Lesya’s relationships with other family members. Lesya's letters are characterized by their importance and therefore a special openness and scope. She didn’t write long letters only when she suffered from disease and emotional stress [1].

Lesya Ukrainka's correspondence contains deconstruction of stereotypical notions about the Ukrainian people. Writer breaks most of them and creates their individual stereotypes which have special regional typological features.

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***Y. Mikhailova***

*Research supervisor: O. Yu. Kychkyruk,*

*Candidate of Chemical Sciences, Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: O. I. Dienichieva*

## THE ORIGIN AND EVOLUTION OF CHEMICAL ELEMENTS

The Big Bang was started by the evolution of elementary particles 10-15 billion years ago. It is a rapid expansion of (10-4 c) ultra-dense (1080 g/cm3) and superhot (1027 K) points of the Universe size (10-33 cm). As a result, it was the formation of elementary particles. It is approximately known as 300 quarks, photons, neutrinos, electrons, positrons, protons, neutrons etc. in the universe. The whole Universe is viewed and formed as the only act. Nowadays it is still extended to different spheres. It is accompanied of matter cooling and radiations. This distribution indicates the shift of spectral lines remoted galaxies in the red part of the spectrum (“red shift”).

The evolution of chemical elements started after the coupling temperature cooling. It is connected with the protons and the neutrons and also with the formation of heavier isotopes of Hydrogen and Helium. Thermonuclear reactions of chemical elements formation from elementary particles (protons) are occurred at high temperatures and pressure. It determines the collision of the same name (positively) charged particles that are repelled. This “hydrogen burning” happens constantly in the Sun and provides energy to the biosphere for the thermodynamic support of homeostasis of life. So, the material source for the construction of all elements was Hydrogen. It formed the first stars [1].

There are a lot of kinds of stars such as blue, yellow, red giants, white midget, neutron stars and black holes. Protons merge in the blue stars due to the tremendous temperature. During the time that lasts billions years, Hydrogen is completely converted into Helium and meanwhile the star is compressed. Temperature and pressure are risen in this column to several billion degrees. Under these conditions, Helium-4 nucleuses are merged and then they form the nucleuses of heavier elements.

Theoretically, somewhere after Iron enlargement of the nucleus, the formation of heavier elements is occurred as the result of the first capture of neutrons followed by beta decay of the formed nuclides. Meanwhile, the shell of the giant star is slowly “wasting away” and dims while its nucleus shrinks and the temperature rises to ten or more billion degrees. The existence of such a luminary is coming to an end and it takes ten or even hundred thousand years. The synthesis of heavier elements in the “nuclear forge” increases up to the formation of nucleus of Californium. The temperature in the nucleus of the “old” star suddenly increases to 20 billion degrees and it explodes. Its flash is brighter than the radiance of all the stars in the Galaxy. In astronomy, the star like this is called Supernova. Its explosion is so enormous that the shell of the star shatters into smaller particles. They are protons and electrons which again form Hydrogen atoms. So, the star cycle of “revolutionary” light starts and ends with “the universal firstborn” and is called Hydrogen.

In addition, as a result of this cosmic explosion, the nucleus and consequently atoms of heavier elements (He, C, N, O, F, Mg, Al, Si, P, S, K, Ca, Ti, Fe and others) are formed. And then the stars and planets form the clouds of these elements [2]. Carl Sagan said: “The Cosmos is within us, we are made of matter, we are the way in which Cosmos knows itself”. Silicium is in the rocks, Oxygen is in the air, Carbon is in our DNA, Iron is in our skyscrapers, Silver is in the jewelry. All elements were originated in the stars billion years ago. Our planet, our civilization and we are Stardust.

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***L. Morosiuk***
*Wissenschaftliche Betreuerin: M.Moissieieva,*
*Doktor des Lehrstuhls für Kunstdisziplin und Lehrmethodik Zhytomyrer*
*Staatliche Iwan-Franko-Universität*
*Sprachlehrerin: O. Sardak*

## MODERNE AUSDRUCKSWEISE DER CHORKUNST

Es ist bekannt, dass sich die Ausdrucksweise der Chorkunst und ihre Traditionen im Laufe vieler Jahrhunderte formiert haben. Aber im 20. Jahrhundert hat sich der Vorrat der Ausdruckweise erneuert. Die Komponisten bieten neue Ideen und neue Verwirklichungsmethoden an. Das betrifft sowohl Musikfaktur, die Struktur der Textform, als auch das szenische Benehmen der Chorkünstler während der Darbietung, ihr Äußeres, Aufstellung auf der Bühne, hinter den Kulissen im Zuschauerraum.

Chorkunstkenner, Dirigenten, Pädagogen schenkten eine große Aufmerksamkeit dem Erlernen verschiedener Möglichkeiten der Chorarbeit.

So meint der bekannte russische Dirigent V. Zhyvov, dass die Notenaufnahme nur eine Skizze im Vergleich zu der realen Musikausführung ist. Also, beginnt das wahre Leben eines Musikwerkes mit seiner Ausführung, die die Absicht des Komponisten organisch fortsetzt [2, c.21].

Unter den wichtigsten Ausdrucksweisen spielen eine besondere Rolle, seiner Meinung nach, Tempo, Dynamik, Timbre und Phrasierung. Von großer Bedeutung sind auch die Ausdrucksmöglichkeiten von Tempo. Das Tempo wiedergibt bestimmte Gestalten, Emotionen, Genrezugehörigkeit, die der Musikwahrnehmung und ihrem Charakter untrennbar verbunden sind [2]. Eine andere wichtige Ausdrucksweise in der Chormusik ist Dynamik. So verbindet man gewöhnlich die Lautstärke mit dem Zunehmen der Anspannung und die Entspannung mit dem Erlöschen [2, c.28].

Der Chorleiter bestimmt die Klangfarbe, die beruhigen, ermüden, ärgern kann. Das Timbre kann warm, kalt, zärtlich, hart, klangvoll oder knarrend sein [2, c. 33].

Zu der ausdrucksvollen Ausführung gehört auch die Phrasierung: die Sinngliederung eines Stücks, d. h. die dem musikalischen Sinn gemäße Abgrenzung und Verbindung der Einzelteile (Tongruppe, Motiv, Phrase), aus denen ein zusammenhängender Satz besteht. Bei der Chorausführung hängt die Phrasierung vom Bau eines Musik- oder Literaturtextes ab [2, c. 38].

Der russische Pädagoge V. Kiriushyn vertritt die Meinung, dass das Hauptziel der Chorausführung das Schaffen der richtigen musikalischen Kunstgestalten ist.

Die Darsteller wiedergeben den Zuhörern die Vielfalt der Musikpalette, die von den Hauptverfahren der Musiksprache ausgedrückt wird. Das sind Tonart, das rhythmische Gefälle, Form-, Stil- und Phrasierungsgefühl [3, c.42-43].

Ukrainische Chorkenner und Dirigenten zeigten ein großes Interesse der modernen Ausdrucksweise der Chorkunst gegenüber. E. Biliavskii betonte, die Chorpraktik fordert neue methodische Entwicklungsarbeiten, theoretisches Verständnis und gründliches Erlernen der spezifischen Besonderheiten des Chorschreibens. In seinem Werk „Die Einprägung der modernen Musiksprache im Chor" unterstreicht der Autor, dass der Vorrat der klassischen Methoden – verschiedenes Themateilen, Feststellung der Intonationsintervalle, Einsatz des Kontrapunktes, Imitation wird in der modernen Musik von der Verwicklung des Melodiestoffes bereichert [1, c. 4-5].

Der Verfasser untersucht Geschichts- und Kulturquellen des Entstehens der neuen Vokalausdrucksweise. So erscheint in der Chorkunst 20-er und 30-er Jahre des 20. Jahrhunderts genaue prägnante Ausdrucksweise: Skandieren, Sprechchorrufen der Parolen und Zitate, Flüstern, Geräuscheffekte.

Zu anderen Quellen der modernen Chorpartitur gehören Ausrufe- und Klageintonation, die in Jahrhunderten angekernt sind. Diese Ausdrucksweise in der vollziehenden Praktik zeugt von der Tendenz zur Überwindung der Barriere zwischen der Musiksprache und der Sprachintonation.

Die Wiedergeburt der alten Traditionen in der Folklore der Musik des 20. Jahrhunderts ist nicht nur Forderung der Zeit, sondern auch das Merkmal der neuen Behandlung der Analyse des Volksliedes, die Entdeckung der neuen Möglichkeiten der Intonations- und Timbreordnung. Das ist die Fortsetzung der Schaffenstraditionen des Chorschreibens der ukrainischen Komponisten der Vergangenheit – M. Dyletskyi, D. Bortnianskyi, M. Beresovskyi.

Zusammenfassend könnte man sagen, das Beherrschen der breiten Palette der modernen Ausdrucksweise der Chorkunst fordert gründliche Berufsvorbereitung sowohl des Leiters als auch des Kollektivs und auch systematische Proben.

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***Y. Moskalets***
*Research and language supervisor:*
*N. Vasylchuk, teacher of foreign languages,*
*The Community Institution of Higher Education*
*I.Y. Franko Korostyshiv Teachers' Training*
*College of Zhytomyr Regional Council*

## SUBJECT CODE OF ENGLISH PHRASEOLOGY: LINGVOCULTURAL ANALYSIS

Phraseological units are considered to be one of the inexhaustible sources of strengthening and deepening the expressivity of a presentation. They can make a language strong and beautiful, imaginative and convincing [1].

The phenomenon of phraseology is universal in linguistics, because PU (phraseological units) are present in all languages and have specific external and internal forms. Modern English is reach in PU. They are etymologically related to different spheres of folk and spiritual culture (ceremonies, popular beliefs, signs, presentations, certain objects, phenomena). Thus, the coded information about the original linguistic picture of the world is saved in phraseology.

The process of understanding and evaluating phraseology as linguistic signs of any national culture is a way to know the mentality of the people [2].

Having analysed PU that include lexemes on denotation of *water element* we draw to the conclusion that negative connotation prevails. It is explained by the fact that a water element was always hostile to a man, in spite of the fact that the sea was always connected with the life of the nation that lives on the island (between the devil and the deep blue sea; watery grave; when the sea gives up all its dead).

PU with lexemes *ship* and *boat* have both positive (50%) (when your ship comes in) and negative (50%) connotation (in the same boat).The UK was the country that made international trade so the image of wealth and money is connected with *ship* and *boat*. But the sea is a dangerous place and people always try to survive in it.

Having analysed 30 English PU that reflect *the features of landscape*, we come to the conclusion that 47% of them have positive connotation (land flowing with milk and honey; in the land of the living) and 53% - negative. PU lose their primary meaning and represent the attitude of the British towards other people and surrounding (amount a into climb; the grass is green on the other side of the hill).

52% of 30 analysed PU with the lexemes *way* and *road* have positive (clear the way for smth) and 48% - negative connotation. It means the road is something new and a permanent danger as well (be set in one's ways; go on the road).

Having analysed 19 PU with the lexemes *wood* and *grass* we draw the conclusion that 47% of them have positive connotation, 53% - negative. PU of this group demonstrate superstition of the British, their attitude towards reality, life, people (don't halloo till you are out of the wood; touch the wood; keep all the grass).

24% of 25 analysed PU denoting *natural phenomena* have positive connotation (a second wind), 76% - negative. It is explained by fear of nature which served as defense and habitation for people as well as a permanent threat for them (it never rains but it pours; sail close to the wind).

Conducting the quantitative and qualitative analysis of PU denoting subject code of English phraseology we have concluded that the majority of PU have negative connotation because of the pessimistic attitude of people towards life and the world.

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***A. Motuzko***
*Research supervisor: O.O. Kalinichenko,*
*Candidate of Economic Sciences*
*Zhytomyr Ivan Franko State University*
*Language tutor: I. M. Muliarchuk*

## TARGETING AND RETARGETING IN SOCIAL NETWORKS

Nowadays targeting and retargeting are regarded as one of the best mechanisms to promote products online which help to increase the demand for goods or services. According to TNS Infratest study in 2016, 85% of Ukrainians use the Internet every day, and 42% - tend to use different social networks [2].

Targeting allows to show ads to a targeted audience that leads to increased effectiveness of advertising messages. On the Internet, targeting shows banner ads according to visitors' interests and their information page [1]. Retargeting operates a bit differently. Its tools allow to identify visitors of the site and carry them to individual campaigns.

Thus, targeting works with potential customers, allocating them basing on their specific interests and personal characteristics to draw attention to a specific product, while retargeting works with clients who are looking for the product needed.

Among widespread social networks in Ukraine is VKontakte, with a help of which we can cover a huge audience as each user of the network indicates there his/her personal details: date of birth, city, marital status, interests, schools, profession etc.. In addition, reposts, likes and preferences are also displayed.

So, targeting has a fairly accurate information about potential customers and provides the goods or services by the same interests that are indicated in the profile. As for retargeting, it works with site visitors who are looking for specific products or services. This retargeting advertising placed a profile on your page and more.

The main advantages of targeting and retargeting is cost savings which promotes the profits growth and gives guarantees for increasing site traffic so that the timely advertising is widely regarded as helpful information, and not as distracting attention rubbish [3].

Thus, the main thing targeting and retargeting presents is to achieve results and attract customers. The scheme of actions is extremely simple: firstly, we define the target audience with the help of targeting, then we attract visitors by means of advertising, after which we hold by retargeting. It is tried and tested, and it remains only to be put into practice.

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***Marat kyzu Nurkyz***

*Research supervisor: T.B. Sakeev*

## MILITARY TERMS AND PECULIARITIES OF THEIR TRANSLATION FROM KYRGYZ INTO ENGLISH LANGUAGE (BASED ON THE NOVEL "THE BROKEN SWORD" BY T. KASYMBEKOV)

The aim of this article is to analyze some military terms and peculiarities of their translation from Kyrgyz into English language.

The general concept of 'army' in the novel is taken from radical Kyrgyz words that are cognate with terms found in many Arabian languages. Words such as **кол, кошуун, күч,** and **бөлүк** are included in the lexicons of Turkish languages.

The word 'army', **Кол,** is translated in dictionaries as 'force' and as 'a military group consisting of groups of people'. In the novel *The Broken Sword*, this lexeme includes the concept of 'people capable of taking on military duties'. In Russian, this term is translated as **войско**, and in English, 'army':

Калган **кол** бир кур сестенгендей дургуп токтоп, эки канатта обочо. Урушта туруш жок… Саркерлер түйшөлө түшүштү ("С.К", 379-б, 12-13 с.).

**Войско** выстроились поодаль, разделенное на два отряда. В битве медлить нельзя. Оба саркера-военачальника встрепенулись ("СМ", 237-б. 43-45с. 238-б. 1с.).

The **army** had lined up some distance away, divided into two detachments ("B.S" p-271, line 39-40.).

Мен өзүм **кол** баштайм. Токтоо болбойт! ("С.К.", 49-б, 5-7 с.).

Я сам поведу **войско**. Медлить нельзя! ("С.М", 37-б. 19-20 с.).

I will lead the **army** myself (“B.S”, p- 51, line 9).

In some places where the word **кол** is used, the context is not sufficient to distinguish shades of meaning, but, in certain cases, it is possible to note that the sense changes. In the example below, in the phrase 'Dzhigits have come to hand' "**колго барып жүргөн жигиттер",** the term **кол** has the meaning of 'those serving in a group' "**кошуунда кызмат өтөп келишкен",** but the phrase has been translated as 'coming from the battlefield' "**согуш талаасынан келген"**. The following fact confirms that this novel is based on a Russian translation variant:

Баягы **колго** барып жүргөн **жигиттер** бүт аттанат! ("С.К.", 49-б, 3-4 с.).

Все **джигиты**, что вернулись **с поля битвы**, должны снова сделать коней! ("С.М", 37-б. 16-17с.).

All jigits who have returned from the battlefield must saddle their horses again (“B.S”, p- 51, line 7-8).

Бул жаңы кабар жол алууга дүрдүгүп турган **беш жүз колдун** кыйырына толкун түшүрдү ("С.К.", 35-б, 15-16 с.).

Новость взволновала всех, все **пять сотен**, приготовившиеся двинуться к родным кочевьям ("С.М", 24-б. 42-43 с.).

The news stirred **everyone**, all the **five hundreds** ready to travel to their native lands (“B.S.” p-38, line 33-34).

In the novel *The Broken Sword* the lexeme "force" "**күч**" is also used to refer to the army. In the dictionary, 11 values of this lexeme are given; the ninth definition is “a group of people united, as in a work collective” **"аскерлер, кандайдыр бир өндүрүштүк коллективде бириккен адамдар тобу"**. This lexeme is translated to Russian as **"сила"** and in English 'force' and is seen in some contexts:

Нузуп кошумча **күчтөрдү** топтоп, он миңдей атчан менен жолдорду **бөгөп** калууга үлгүрүп калган эле ("С.К", 104-б, 26-28 с.).

Но Юсуп успел собрать дополнительное **войско** и теперь спешил с десятью тысячами **конницы перерезать** дорогу Насрулле.

But yusup had assembled another **force** and now hurried to intercept Nasurullah with 10.000 horsemen (“B.S”, p- 105, line 38-39).

Нүзүптүн **күчү** көп эле. **Урушуп** абийир алалбасыны көздөрү жеткен соң кыпчактын эстүүлөрү камчыларын моюндарына салып келип, өзүлөрү багынып беришти ("С.К.", 107-б, 35-39 с.).

**Сил** у Юсупа было много. Кипчаки, вернее, наиболее благоразумные из них, скоро поняли, что с Юсупом им не совладать, и покорились, пришли с повинной ("СМ", 90-б. 20-23с.).

The Kipchaks, or rather the most s**ensible** of them, soon realized that Yusup could not be **defeated** and gave themselves up (“B.S” p-108, line 26-28).

As research has shown, the words used for 'army' are connected with concepts based on the Arabian and Russian languages since ancient centuries as it is given in the novel. As for historical situations in the use of these words there were not any special distinctions. Words connected with an army have been borrowed from the Arabian, Russian and Latin languages, it was facts in evidence and proofs.

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***S. Nykodyuk***
*Research supervisor: I.O. Klimova,*
*Candidate of Economic Sciences*
*Zhytomyr Ivan Franko State University*
*Language tutor: I. M. Muliarchuk*

## SMS MARKETING AS A TOOL FOR MOBILE MARKETING

Nowadays mobile communications and mobile phone can be viewed as integral parts of every person, just because a few years ago there was such marketing as mobile marketing. Now the world's main tools for mobile marketing are SMS and mobile sites that are of great use in Ukraine respectively 80% and 35% of subscribers. Although in recent years technology began its active dramatic development. Mobile apps, augmented reality browsers (Layar, Junaio) are widespread among the subscribers in Ukraine until maxim reaches 10%.

Academic Andreas Kaplan defines mobile marketing as "any marketing activity carried out through a widespread network to which consumers are constantly connected using their personal mobile device" [1].

Today mobile marketing is one of the most promising areas of advertising services in Ukraine. For example, one of its tools is sending promotional SMS, has become familiar to and common for us.

SMS-marketing over the past two years has increased tenfold and still it continues to grow and increase its wars up to about 5 million $. The forecast development of this advertising segment is very optimistic, because on the one hand, SMS-Marketing uses mobile phones as a channel that is regarded as personal means of communication and on the other hand, they have already spread twice more than TV. The cause of SMS marketing lies in the fact that some years ago SMS advertising was not mass and goal-centered but during last years it has evolved and become more personalized and targeted to specific consumer need [2].

The main purpose of SMS marketing is bringing the main information to the consumer such as news, discounts, sales, different options. As one of the ways to attract people's attention to enterprises, they use various methods such as SMS marketing, SMS-poll, SMS-voting and SMS-mass mailing (push and pull). Push distribution is illegal because the user does not consent to receive SMS which may not attract his/her attention to the company, but rather scare away the potential customers. Pull distribution is legal, as the user agrees to receive information by filling in the form as a regular customer of the company [3].

Thus, drawing a conclusion, it can be stated that: firstly, the main advantage of SMS marketing is that you can be sure that the ads will be noticed, in addition this is a very good way of informing consumers about some attractive offers, secondly, sending helps to notify potential customers taking into account their age, sex, preferences, occupation and define the audience. Though, the disadvantage of SMS marketing is that it doesn't use the proposed goods for every potential customer.

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***M. Ohorodnik***
*Research supervisor: I. S. Zagorska,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: L. P. Serdiychuk*

## THE PROBLEM OF UNIVERSITY STUDENTS LEARNING MOTIVATION

**The topicality of the problem.** With the development of mankind the problem of motivation is quite significant, because the process of formation of the motive, goals, performance of certain activities, decision-making and goal achievement are the main categories in the structure of motivation. Moreover, we use the concept of motivation in quite various spheres, such as: study, work, everyday life and so on. In the field of psychology almost every psychological theory has the concept of motivation, needs and motive in its structure.

Much attention has been paid to the problem of motivation by E. P. Ilyin, N. G. Ginzburg, T. I. Ilyina, L. I. Bozovic, A. Maslow, S. Zanuck, D. McClelland, G. Allport, H., Heckhausen, John. Rotter and others.

The aim of this article is to analyze the peculiarities of educational motivation of students of the 1st course in the works of H. Heckhausen, E. P. Ilyina, A. Geros, N. C. Badmaeva.

Taking into consideration the structure of motivation one should determine for themselves the concepts of motivation and motive. German scientist H. Hekhauzen notes that the motive is a hypothetical construct used to explain individual differences in the activities performed by different people at identical conditions [1; 38]. Everyone over the period of his life is faced with the process of learning. It usually results in: a certificate, a diploma, special skills and so on.

Ye. P. Ilyin considers there are the following the form students' positive learning motivation: • awareness of the immediate and final goals of learning; • awareness of the theoretical and practical relevance of assimilated knowledge; • emotional form of presentation of educational material; • screening of "perspective lines" in the development of scientific concepts; • professional training activities; • choice of tasks, creating problem situations in the structure of learning activities; • presence of curiosity and "cognitive psychological climate" in study group.[2; 266].

In the surrey of studens, the future social works N. C. Badmaeva [3] found out that during the study in high school the motivation sphere of students usually changes. For the first year students the motive of acquiring knowledge is the most important getting the comes the second and the motive of mastering the profession takes the third position.

Therefore, learning motivation is an important component of human life, because this is the main motivation for mastering one's future profession and becoming qualified for the job. Therefore, in the future, the main task of the society is to develop in young people the inner learning motivation.

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***L. Oliynyk***

*Research supervisor: O.V. Maziar, Candidate of Psychological Sciences, Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: O.I. Dienichieva*


## THE INFLUENCE OF ANIMALS ON PEOPLE

We’ve heard a lot about influence of people on animals. People started to domesticate animals, make them follow their whims and service their needs, train them as partners for work or circus performers long time ago. Animals are obedient and quick to learn, so people pride themselves as big bosses over the tinier creatures. However, have we ever wondered in what fascinating ways do animals affect people?

The influence of animals on the human is considered to be the human-animal interaction. Some scientists presume that this interaction is not possible because animals have no consciousness. However, most experts in this field agreed that human and animal which are closely related, have inextricable link. This scenario shows that the animal starts to perceive human as a member of his own species. Human starts to humanize animal too. The existence of this human-animal interaction has interesting benefits for people. Nowadays it’s not a secret that our four-legged friends can even heal us. Rebecca Johnson, a nurse who heads the Research Center for Human/Animal Interaction at the University of Missouri College of Veterinary Medicine, says that interacting with animals can increase people's level of the hormone oxytocin. Oxytocin not only helps us feel happy and trusting but also has some powerful effects on us in the body's ability to be in a state of readiness to heal and also to grow new cells.

This fact gave us a reason to assume that people who work with animals are less aggressive and less wired for stress than people who, for example, work with people.

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***A. Omelyanovich***

*Research supervisor: Kopytich I. G.*
*Senior teacher of the Department of*
*vocational foreign-language training,*
*Baranovichi State University*
*Teacher: Kopytich I. G.*


## FOREIGN LANGUAGE AS WAY OF VOCATIONAL TRAINING OF LAW STUDENTS

When teaching a foreign language to law students the teacher has to place work emphasis on some peculiarities of the translation of legal terminology. Legal documents have a clearly defined form, which must be preservedduring the translation. Therefore, one of the important matters in the process of students trainingfor professional activity is their appropriate mastering of legal terminology and ability to translatecorrectly. In English there are enough terms having a large number of synonyms. Sometimes there are situations when arises the problem of the translation of nonequivalent lexicon. In the UK there are norms and concepts that are the specifics of this country and the terms, respectively, have no analogues in other languages.

Being translated the English terms undergo such types of transformation as: differentiation of the meanings, a specification of the meanings, contents development, the antonymous translation, complete transformation, compensation of losses in the translation process etc. [1, p. 41]. The following principles of termscreationshould be mentioned: the principle of the translated terminology, the use of the specific opportunities of the target language, terms formed by a terminologization of common lexicon, the principle of association. When translating the nonequivalent legal terms it is possible to use also a transcoding method (for example, solicitor – *солиситор*, *адвокат*; auditor – *аудитор*; motive – *мотив*). The descriptive translation is also possible (for example, misdirection – *ошибка в суде при инструктировании присяжных*; depositions – *письменные показания*, *взятые под присягой*) [2, p. 57].

When training law students a foreign language it must be kept in mind that the modern specialist needs to have the level which would allow them to communicate if necessary with the specialists from other countries. For this purposethey have to know the fundamentals of grammar, but, the main thing, they have to know is legal lexicon. That is whyan important role in language training of students is provided to the mastering of professional vocabulary. Mastering of professional lexical units is carried out for the purpose of the development of oral communication skills and is directed to realization of communicative skills and proper response in typical situations of professional communication, both oral, and written.

It is necessary to understand that legal documentation and communication have some specific features. First, it is the clearness and laconicism at information transfer. Information has to be transferredin such a way that the person was sure that it was understood correctly. It is important to be able to operate with the basic models, understand the logic, to master the vocabulary that has certain features in the law. In law often common words are translated in a different way (for example: bar – *адвокатура*, *коллегия адвокатов*; jury – *суд присяжных*; just – *правосудие*, *справедливость*; sentence – *приговор*, *наказание*, etc.)

Legal lexicon represents one of the main components of a foreign language for the professional purposes. Besides, the legal language – the language of law – has a great diversity of applications.

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***I. Oshurkevich***
*Research supervisor: Kopytich I. G.*
*Senior teacher of the Department of*
*Vocational foreign-language training,*
*Baranovichi State University*
*Language tutor: Kopytich I. G.*

## ENGLISH LEGAL LANGUAGE AND WAYS OF ITS TRANSLATION INTO RUSSIAN

Nowadays a particular interest of linguists is directed to the field of law. It is caused by the development of contacts in different countries in various spheres of life. Jurisprudence plays an important role and has a specific place in the life of modern society.

Law language is the language of the relevant documents and official speeches of justice officials. Terms and formulations used there have strict and precise meanings supplied with all-encompassing interpretation in specialized reference books, texts of laws and bills, etc.

For example, "English-Russian Comprehensive Law Dictionary" gives several variants of translation of the following English terms into Russian:

- custody 1. *хранение; охрана; 2. попечение; опека; 3. контроль; владение; 4. задержание; содержание под стражей; тюремное заключение* .
- defense 1. *оборона; защита; 2. защита (на суде); аргументация ответчика; возражение по иску; возражение ответчика; 3. запрещение* [2].

According to V. S. Vinogradov’s classification of texts, legal texts belong to the official texts completely focused on the content shifting. The techniques of literal translation are often used to such documents, because the Russian language is inherent in a smaller number of well-established rhetorical clichés than European languages [1, p. 16-17].

Since the terms are associated with belonging to different national legal systems, there arises the problem of use of transliterated foreign terms in the dictionary instead of adequately translated ones. As a rule, there are difficulties in understanding of such terms, attorney – *атторней*; barrister – *барристер*; coroner – *коронер*; felon – *фелон*; felony – *фелония*; misdemeanor – *мисдиминор*, sheriff – *шериф*.

In case when in the target language there is no equivalent to the foreign-language term, it is necessary to resort to:

a) the material borrowing of a foreign-language term with the observance of certain rules of its transcription or transliteration, and a brief interpretation.

For example, solicitor – *солиситор (представитель одного из двух видов практикующих юристов, который ведет сбор материалов, необходимых для предъявления в суде и разрешает дела в досудебном порядке*) [2];

b) the translation of a foreign-language term by means of a descriptive phrase.

For example, abator – *лицо, незаконно завладевшее недвижимостью до перехода ее к наследнику* [2].

Thus, the main translation difficulties of the English legal terms into Russian are connected with the problems of shifting of the content of legal realities.

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***I. Pavliuk, M. Pavliuk***

*Research supervisor: G.M. Starodubets,*
*Doctor of Historical Sciences, Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: S.S. Kukharyonok*


## THE MYSTICAL TRAIL OF ANCIENT CIVILIZATION

When somebody tells us about pre-Columbian civilizations in South America we think about Inca, Aztec and Maya. However, there is the other one that is even more interesting – Nazca. They are known by their giant ground drawings. It is also known as Nazca figures, but you can hear other names such as Nazca Pictures and Nazca Images. The Nazca Lines are located in the Pampa region of Peru. They cover nearly 400 square miles of desert. There are 300 figures that are made of straight lines and geometric shapes. It is clearly visible from the air. The researches consider that the majority of lines were built by an ancient civilization which lived and flourished on that territory from around A.D.1 to A.D.700 and called Nazca. For the first time, the Nazca Lines were noticed when commercial airlines began flying across the Peruvian plateau in the 1920s.

The lines are known as geoglyphs. It is the picture on the ground made by specially planted trees or removing rocks to create a “negative” image. It is one of the earliest known examples of applied geometry so well preserved [ 1. p. 79].

In 1927 the researcher Dr. Paul Kosok arrived to Peru. He was very attracted by that cultural pre-Columbian period. In one of his first trips to the south of the country, he stopped at the top of a plateau and saw extensive lines on both sides of the road near the mountains. After some research, he was amazed to find out that one of the figures had the unmistakable shape of a flying bird. Kosok was followed by Maria Reiche, who had studied the Nazca Lines drawings for 50 years.

Maria Reiche and Dr. Kosok were supporters of astronomy theory of lines function. She explained how these lines were used by ancient Peruvian astronomers as if they were a gigantic solar and lunar calendar, nestled in the sand, legends and myths of the locals. The Kosok-Reiche astronomy theories held true until the 1970s when a group of American researchers arrived in Peru to study the glyphs. This new wave of research started to poke holes in the archeo-astronomy view of the lines. Johan Reinhard believed that the lines had a religion meaning and were meant to worship gods who would bring a successful crop. It was offerings to the gods. Anthony Aveni thought that the straight lines and trapezoids were related to water, but not used to find water. They were used in connection with rituals [3].

It is known that some of the animal designs that are perceived in Nazca are a whale, a dog with long legs and tail, two llamas, the fox, the shark, various birds such as herons, the crane, the pelican, the gull, and the parrot. In the category of reptiles, there is an alligator, an iguana and a snake. Human shapes are also known as the Austronaut. Some drawings consist of trees and flowers [ 2. p. 158].

Now scientists all over the world recreate some figures, but the really purpose creating this fascinating monument and its origin is not known for certain. We may never know why the Nazca people put so much time and care into a project that they could barely see. Moreover, the Nazca Lines are still the excellent example of ancient culture to future generations.

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***S. Petrovich***
*Research supervisor: L. M. Falkovska,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: L.P Serdiichuk*

## FIRST-GRADERS' READINESS TO LEARN AT SCHOOL

The article deals with the problem of school success of a first-grader.

Joining the school is an important stage in a child's life. During this period a child meets new requirements, generates new responsibilities, makes new friends, new relationships with adults. All the above mentioned require certain moral efforts and experience. The problem of psychological readiness to school education is represented in the works of L.Bozhovich and O. Kravtsova. Motivational and volitional components of personality are considered to be the main components of psychological readiness to school. During the first years of school life a person learns how to acquire knowledge. Therefore, the intellect of a child contains the well-formedness of the initial components of training activities, in particular, the ability to identify the learning task and turn it into an individual objective. Educational activity of junior schoolchildren is regulated and maintained by a complex and multi-level system of motives. Wide educational motives should prevail with children entering school. Therefore, psychological readiness for school education is a complex, systemic, diverse formation that combines intellectual, personal and socio-psychological components.

So, school readiness largely depends on the willingness of a child to learn. Therefore, the development of cognitive interests of pre-school children, creating a positive attitude of children to learning can be achieved only by optimal combination of efforts of the children's educational institution and the family.

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***Y. Polischuk***
*Research supervisor: S.S. Zhukovsky, Candidate of Pedagogical Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: L.P. Serdiichuk*

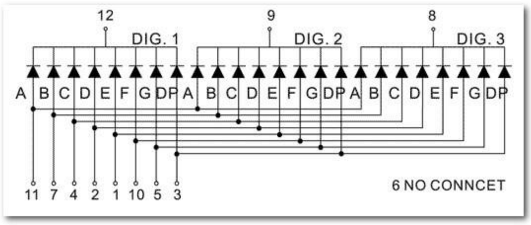
## ALGORITHM TO PRINT THE DIGITS ON THE SEVEN-SEGMENT DISPLAY

When we look at our watch, we have no idea how many processes take place within it. This article shows the work of a seven-segment display.

The seven-segment displays are very common in modern technology if you want to display numerical information. For example they are used to watches, washing machines, calculators and many other devices.

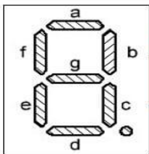
Image 1 shows a four digit seven-segment indicator. Each category has seven LEDs which illuminate the appropriate segments. Unlike graphic displays indicators are cheaper to manufacture and they reduce the cost of Image1 a device.

Image 2




LED indicators are of two types: common anode and common cathode ones Image 2 shows a diagram of a three bit indicator with common cathode in which the anodes of the segments are connected in parallel, that is, having 11 conductors, we can control 24 LEDs of the indicator.

Different numbers are highlighted in different places, due to frame advance withdrawal, that is, the elimination of individual discharges during a certain period of time and due to the fact that the human eye is not able to notice the changes when you upgrade more than 24 frames per second. It is also possible to control the brightness of each segment – the segment which will glow the most part of the period of illumination will seem visually brighter. To save information of one segment, 1 byte (7




| | dp | G | F | E | D | C | B | A | h |
|---|---|---|---|---|---|---|---|---|---|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 | h |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| 0 | | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 3F |
| 1 | | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 6 |
| 2 | | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 5B |
| 3 | | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 4F |
| 4 | | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 66 |
| 5 | | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6D |
| 6 | | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7D |
| 7 | | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 7 |
| 8 | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 7F |
| 9 | | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 6F |

segments +1 dot) is enough.

The figure bellow an example how to output the integer number on the indicator with common cathode using micro controller Atmega 8 and the software code written in the Basic programming language in a IDE Bascom AVR.

```
$regfile = "m8def.dat"
$crystal = 8000000
Dim Dig(10) as Byte ' Array of digits
Dig(1)=&b00111111 ' Zero digit
Dig(2)=&b00000110
Dig(3)=&b01011011
Dig(4)=&b01001111
Dig(5)=&b01100110
Dig(6)=&b01101101
Dig(7)=&b01111101
Dig(8)=&b00000111
Dig(9)=&b01111111
Dig(10)=&b01101111
Dim Num as Integer
Num=2017 ' Our displayed number
Do ' the entrance to the cycle
Portb = &b01111111 ' performance on the first rank
  Portd = Dig((Num/1000)+1)
  Waitms 5 ' The minimum delay is imperceptible to the eye 1000мс/(24frames*4rank)=10ms
Portb = &b10111111 ' performance on the second rank
  Portd = Dig(((Num Mod 1000)/100)+1)
  Waitms 5
Portb = &b11011111 ' performance on the third rank
  Portd = Dig(((Num Mod 100)/10)+1)
  Waitms 5
Portb = &b11101111 ' performance on the fourth rank
  Portd = Dig((Num Mod 10)+1)
  Waitms 5
Loop
```

So, a seven-segment indicator displays the integer number on the screen. Sample code in one of the programming language has been shown.

Our further research will be devoted to the study of CNC plotter.

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***D. Pryshchepa***
*Language tutor: K.V. Levkivska*
*Candidate of Pedagogical Sciences,*
*Zhytomyr Ivan Franko State University*

## PLANNED OBSOLESCENCE OF GOODS

The days of limited product range, price stability, planned volume of production of goods are gone. At the moment the market of goods and services is balanced. A wide selection of products makes a competition of producers for the consumer. Every company is constantly looking for the answer to the questions: What to produce? How to produce? How much to produce? The effective development of product policy is important, because the product is the result of activity of the enterprise, the source of his income, the basis for the further functioning and development [3, с. 48].

Decisions taken in the framework of product policy should include: the range of commodities produced; the width of the product groups; the volume range of each product; product quality; modification; provision of goods by a trademark; removal from production obsolete products; manufacture new products; standardization; planned obsolescence of the previous product in order to attract the attention of buyers to the goods-novelties; the number of each type of goods produced over a certain period [1, с. 139].

The purpose of planned obsolescence is to hide the real value use of the goods from the consumer and overstatement the prices of the goods more than consumers would be willing to pay. Planned obsolescence was first developed in the 1920-1930s when the practice of industrial mass production was introduced, and every minute of the production process was analyzed. The first victim of planned obsolescence became a common light bulb. In 1924 an international Corporation manufacturers of electrical appliances has secretly limited the life of the lamps to 1,000 hours, instead of 1500-2500 hours.

Today practically all manufacturers use planned obsolescence of goods, in one form or another. The simplest example of planned obsolescence of products is a fashion. The most common this factor is in clothing. Every season designers and fashion mongers are provided by manufacturers with a specific installations, which are later refined and introduced into fashion. Further traditional psychology is switched on and people do not continue to wear actually new things that they bought last year [2, c. 82].

"Bought - threw out - bought again" - this is the ideal scheme from the point of view of business. For example, the technique fails immediately after the warranty period has ended, it breaks at any "successful" case, and its repair is often more expensive than new purchase. Its essence is to design such a system (device), which would be out of order in some time. This creates a wide field for action, and designers use it.

Another kind of planned obsolescence is "featuring". The developers are constantly working on creating new devices, where they add new features that extend functionality. An excellent example of this is mobile technique. This type of technology obsolescence is underpinned by the general development of technology, marketing and advertisement.

Officially, this type of activity - planning of obsolescence, is outlawed and is not practiced by the producers. In fact, it is a common practice that solves a lot of issues. The only way to deal with this phenomenon is to do the market research for checking all the proposals and to buy goods from companies that have good reputation and technical support [4].

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***D. Pryshchepa***
*Research supervisor: K.O. Patcaluk, Assistant*
*Zhytomyr Ivan Franko State University*
*Language tutor: A.P. Ochkovska*

## MARKETING WARS: THE ESSENCE AND MEANS OF STRUGGLE

Marketing war is a competitive process, which involves the use of the marketing - mix system, strategic marketing planning in conjunction with military principles to achieve competitive advantage. In marketing wars are "battles" between trademarks, brands, innovation, price, manufacturers, distribution systems. Their main goal is the struggle for the consumer and more complete satisfaction of their needs, for first place in the consumer's mind, for the most favorable conditions for the use of capital, market segment, market share etc [4, p. 351].

In the process of the marketing war marketers carry out the search of the uniqueness of a product or service that would provide customer with value and differ from the others. The basic marketing battles are actually around uniqueness and it is the basis for competitive strategies. A brand that will be able to bring the best rational and emotional arguments that its product has the necessary consumer values, wins the marketing war.

Means of struggle in the marketing war is the whole complex of marketing (marketing - mix), which company uses in the competitive struggle for the "combat" actions in the market and gain an advantage over the competitors [5, p. 142].

The most effective and common "weapon" in the marketing wars are: "artillery and tanks" - commercial, "aviation" - power structures, "mines and mortars" - price and discounts, "weapons of mass destruction" - the rumors and "rockets with homing system" - lobbyists [2, p. 22].

The most common and visible to the consumer marketing wars is that kind, which conducted with the help of advertising. Another means of combating in the marketing wars is the spread of rumors.The use of rumors in the marketing war is effective when the object of attack is the market leader or a company with established client base.

A price war is the most common type of marketing struggle, in which companies use a direct reduction of prices and a broad informing of this or the market launch of the new qualitative and effective good at traditional prices. In most cases, such wars are conducted in the early development of the market or during its "aging".

A new kind of marketing wars is a marketing war in the Internet, which is usually based on two scenarios: the spread of negative, false information about consumer properties of goods or services of rivals or information, which directly discredits the competitors. Information is the paramount marketing tool of struggle of the "generals" in the marketing wars. Information provides significant influence on marketing warfares: changes the structure of the industry, market and thus establishes the "new rules" of marketing wars; generates new forms of business and activities, and reduces or increases the number of marketing wars [3, p. 219].

Thus, marketing wars make significant influence on all subjects of the market economy. They are an effective competitive tool that targets entrepreneurs and producers in search of the most effective solutions in the organization of production. Moreover, marketing wars motivate the producers for production goods and services of the highest quality that will help them to expand the target audience and to maximize profits.

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***O. Prysiazhniuk***
*Research supervisor: Y.S. Seljuk,*
*Candidate of Biological Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O.E. Kravets*

## PROSPECTS AND FEATURES ALGONDONES TODAY

Many scholars emphasize that successful development of mankind is directly dependent on the quality and quantity of water available. Globalization and urbanization of society in all corners of our planet gradually led to the pollution of the crucial foundations of our lives.

In Ukraine there is a large network of river valleys, gullies and ravines with numerous watercourses, from small streams, which operate periodically, to large rivers such as Dnieper, Dniester and others [1].

Small rivers are pretty bad, their system is used as a place for sewage.

Therefore, the specificity of the present approach to the assessment of ecological status of water bodies is priority importance of the biota. This situation is common in countries of the European community and enshrined in the Water framework Directive / 2000/60/EC. The concept of directives is really a indication with all the benefits of botticini component [2].

Bioindication is the assessment of the environment using live objects, which can be evaluated as abiotic factors (salinity, acidity, humidity) and biotic (life's ability of organisms, populations and communities) [3]. The basis of biological indication based on the environmental tolerance of species in which each species is adapted only to the natural conditions and outside them cannot exist [4].

To indicate the state of aquatic ecosystems scientists use a variety of organisms, in particular algae (algordanza). The best indicator signs are : floristic composition (spectra), species richness (number of species, biomass), the nature of the dominant species, the sequence of their changes, and so on [4].

The object of our study was the river Lisna. The aim of our study was to evaluate the water quality of the river Lisna based on the species composition of planktonic algae.

Data on the phytoplankton of the river Lisna received within 2014-2016 for fixed station located in the village. Novels, where the samples were collected every ten days.

The river Lisna is characterized by relatively high species richness. In the water column is dominated by planktonic-benthic and planktonic species of algae, indicators of moderate temperature and average flow of water alkali and ndifference in relation to pH, agalou-indifferently the level of salinity. River water for levels of organic pollution on Pantla-Beech belongs to the III class of water quality and system Watanabe is characterized by a moderate content of organic compounds.

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***A. Pupisheva***

*Research supervisor: V. V. Mikhaylenko,*

*Doctor of Physical and Mathematical Sciences, Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: Kuznyetsova A.V.*

*Candidate of Philology, Associate Professor*


## THE EQUATION OF LINEAR DISSIPATIVE OSCILLATOR AND ITS SOLUTION

**The topicality** of the paper in the fact that the task of the linear oscillator is one of the most important in physics. This problem is studied in the course of theoretical mechanics. This branch of mechanics is mostly often associated with issues of solid state physics, since many tasks of dynamics of elastic systems, crystal lattice and optical media are reduced to the study of simple oscillatory models.

**The purpose** of the paper is to offer solving of equation of linear dissipative oscillator.

Before solving the equation, let’s consider the definition of a linear oscillator.

A system that implements one-dimensional motion under quasi-elastic force, is called a **linear oscillator**. Examples of linear oscillator are a pendulum, a spring pendulum with damping.

Let's consider a second example in more details [1].

The friction force for the case of nonlinear dry friction depends on the velocity (Fig.1. a), that's it's very difficult to analyze such a system. Let's introduce a special element with a viscous friction – damper (Fig.2). In the case of damper's small velocity the dependence of the frictional force on velocity can be considered linear (Fig.1. b). Then the equation of motion for a spring pendulum with damper can be represented according to the second Newton's law

$m\ddot{x} = -kx - h\dot{x}$ or $\ddot{x} + 2\delta\dot{x} + \omega_0^2 x = 0, \delta = h/2m, \omega_0^2 = k/m.$ (1)

This is **the equation of a linear dissipative oscillator**. It can describe, for example, fluctuations of current in the circuit composed of inductance, capacitance and resistance. Let's find the solution of this equation [2].

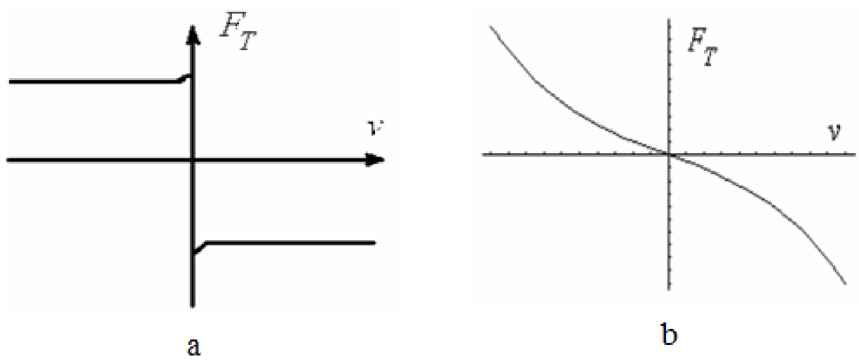



*Fig.1. The dependence of the friction force on the speed:*
*a – the dry friction; b – the viscous friction.*

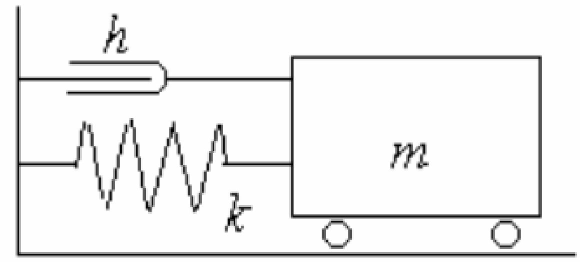



*Fig. 2. Spring pendulum with damper.*

Equation (1) is can be rewritten easily as a system of two differential equations of the first order (in phase variables):

$$\begin{cases} \dot{x} = y; \\ \dot{y} = -2\delta y - \omega_0^2 x. \end{cases} \quad (2)$$

Comparing equation (1) with dynamical systems that are described by the following set of equations

$$\dot{x}_i = f_i(x_1, \dots, x_n), i = 1,2, \dots, n$$

we see that equation (1) describes a system with one degree of freedom.

**The General solution** of equation (1) is well known:

$$x(t) = \begin{cases} [A\exp(i\omega t) + B\exp(-i\omega t)]\exp(-\delta t), \omega = \sqrt{\omega_0^2 - \delta^2}, \omega_0 > \delta; \\ [A'\exp(Dt) + B'\exp(-Dt)]\exp(-\delta t), D = \sqrt{\delta^2 - \omega_0^2}, \omega_0 < \delta. \end{cases} \quad (3)$$

Arbitrary constants A, B (or A', B') are determined from the initial conditions. In particular, for initial conditions

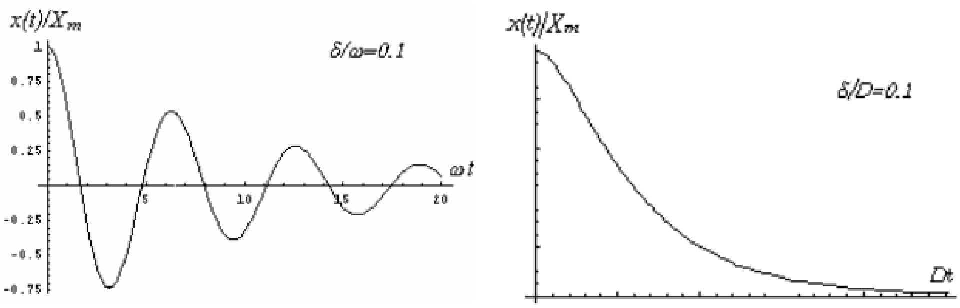
$$x(t = 0) = X_m, \dot{x}(t = 0) = 0,$$

we get the following result:

$$A = \left(\frac{1}{2} - i\frac{\delta}{2\omega}\right)X_m;\ B = \left(\frac{1}{2} + i\frac{\delta}{2\omega}\right)X_m;$$

$$A' = \left(\frac{1}{2} + i\frac{\delta}{2D}\right)X_m;\ B' = \left(\frac{1}{2} - i\frac{\delta}{2D}\right)X_m.$$

Dependences (3) for this case are shown in Fig. 3.




a b

*Fig. 3. Free vibrations of a linear dissipative oscillator for cases $\omega_0 > \delta$ (a) and $\omega_0 < \delta$ (b).*

**Resume.** This paper presents the definition of the linear oscillator and its examples. The solution of linear dissipative oscillator's equation is found. The perspectives of the further work are as follows:

- the derivation of the equation of a conservative oscillator on condition of free oscillations, and

- the studying of the forced oscillations of the linear oscillator.

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***M. Radevych***
*Research supervisor: T.Y. Kulakovskiy,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: S.S. Kukharyonok*

## TIME MANAGEMENT – THE KEY TO SUCCESS

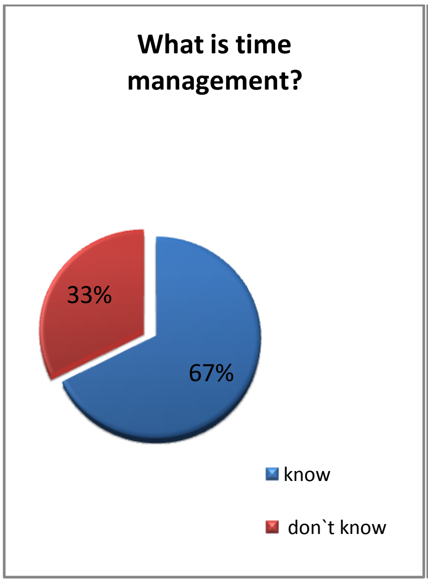
What are time management skills and why are they important to employers? Time management means working efficiently, and employers in every industry look for staff who can make optimal use of the time available to them on the job. Saving time saves the organization money and increases revenue. That's why it is necessary to know time management, especially for students.[2]

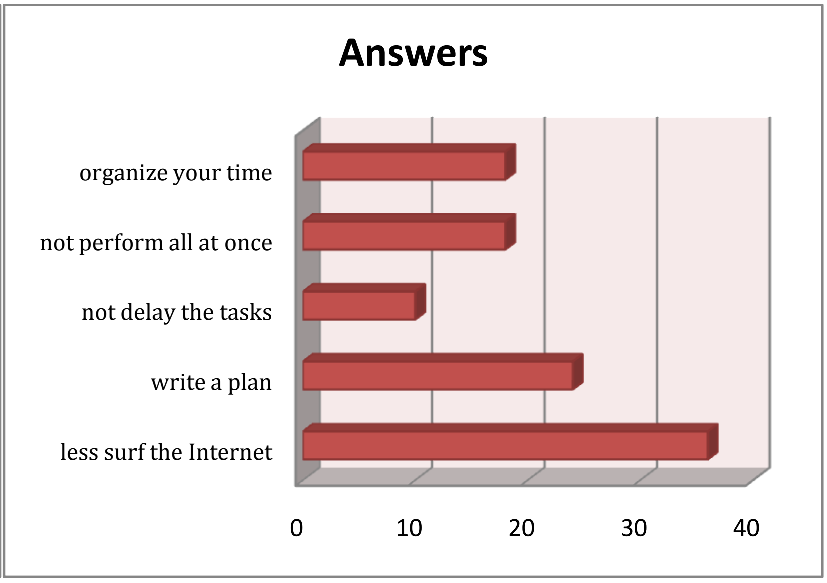
We conducted a survey where 100 students who study at Zhytomyr Ivan Franko State University, answered a few questions:

-What is time management?

-What are you doing to save your time?

**Survey Results:**




We summarized and emphasized 5 main time management tips that can help students save their time.

*1. Focus on advantages*

Absolutely any job has its pros and cons, so just concentrate on advantages. Make a list of priorities. [1]

*2. Plan in advance*

Plan your time well. Plan out which tasks you need to do and who you are going to meet up with. First thing to do every morning is to decide what you are going to do the following day.

*3. Limit time*

After your daily plan is ready, block out segments of time and allocate how much time you need to dedicate to each of your assignments. This will let you plan your spare time as well. [3]

*4. Have time for rest*

Take small breaks between your tasks. [5]

*5. Use organizers*

To become focused, one needs to effectively use organizers and timers. It's easy enough to find the most suitable for you. Download calendars, notepads, time controllers or other stuff which you find good for your work. [4]

If you know how to save your time, you can use it for the benefit. Nowadays employers value employees who are able to organize their working day efficiently.

So, everyone should remember that one of the main rules of time management is 20% of efforts gives 80% of result. [5]

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***M. Ratoshnyuk***
*Research supervisor: Y.Y. Demyanchuk, assistant lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: L.P. Serdiychuk*

## INFLUENCE OF COMPUTER GAMES ON THE PSYCHE OF A TEENAGER

Computer games have been played for already several decades, and their popularity only increases. There are many different kinds of such games, and some of them probably can even do good, for example educational games for children. But there is also much violence in many of the games nowadays. Social scientists have been studying and discussing the effects of video games since the 1980s. And today this question is especially urgent, because the games are becoming more realistic and bloodier. According to a study in Canada, more than a half of 13- and 14-year-old teenagers play video games every day, usually between one and three hours a day, and it is violent games that the teenagers mostly prefer.

We can see the same problem not only in Canada, but in our country. According to the research many teenagers can play these games without any evidence of a change in attitude. But the problem arises when teenagers spent more than three hours every day in front of the screen. The study says that spending too much time within the virtual world of violence prevents children from getting involved in different positive social experiences in real life. Gamers also cannot develop a positive sense of what is right and what is wrong. Moreover empathy, trust and concern for others stop developing the person’s character, so the teenagers who play violent games a lot can often lack these qualities.

So, computer games can be really harmful for a child's development and future life and a child needs supporting and understanding.

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***O. Rishnovetska***
*Research supervisor: O.Ye. Misechko,*
*Professor, EdD in Theory and*
*Methodology of Professional Training*
*Department of Foreign Languages and*
*Modern Teaching Techniques,*
*Zhytomyr Ivan Franko State University*
*Language tutor: O.Ye. Misechko*

## THEORETICAL AND PRACTICAL BASES OF CONSTRUCTING TEACHING COURSES FOR PRIMARY SCHOOL

Educational material in existing English coursebooks for primary and secondary schools recommended by the Ministry of Education and Science of Ukraine is organized in different ways. In general, educational sets of course-books (NMK) on foreign languages for junior school pupils are contributing to the intellectual development of the pupil, the development of their interest in studying English and are providing practice in using a foreign language as a means of communication in natural communicative situations.

In our master’s research "Theoretical and practical bases of constructing teaching courses for primary school", we have analyzed the NMK, especially from the point of view of sequenceing tasks for teaching English to the young learners as well as the difficulties of assimilation of the foreign language material.

The object of the study is domestic educational sets of course-books on English for the first four school grades designed by the authors A.Nesvit and O.Karpuk, and an authentic educational set "Kid’s Box" by K.Nixon and N.Tomlinson issued by Cambridge University Press.

The aim of the study is to identify theoretical and practical bases of constructing sets of English teaching courses for primary schools, and to analyze their potential for the formation of English language competence.

The main criteria for the assessment of English teaching courses for primary schools were: conformity with the existing syllabus for primary school and their ability to develop pupils' phonological, lexical, grammatical, orthographic competencies, as well as skills to read English texts, understand them, listen, write in English and to communicate within level A1 of language profeciency.

NMK by A.Nesvit, A.Karpuk, K.Nixon and N.Tomlinson for primary school selected for the analysis were compared among themselves according to the criteria mentioned above. We also took into consideration the following: the communicative value of the tasks; the usage of different visual means; the authenticity of the language material; the typicality and normativity of speech patterns; thematic organization of language and speech material; interdisciplinary and cross-cultural communication; educative, educational and developing value of teaching material.

Although all the NMKs for primary schools under analysis are recommended according to the current school syllabus changes adopded in 2016, all of them have their strong and weak points.

The results of the conducted research led to the following conclusions.

English NMKs for primary school, selected for our analysis, correspond to the existing syllabus for primary schools; contribute to the formation of pupils' English language competence and skills necessary for the level A1.

NMKs by A.Nesvit, O.Karpuk, K.Nixon and N.Tomlinson correspond to the selected criteria: have a communicative focus, involve the usage of visual aids, contain authentic language material, contain typical and normativ speech models. Along with this, the thematic organization of language and speech material corresponds to the modern general concept of coursebooks design for primary school, preserves strong interdisciplinary and cross-cultural ties. The educational and developmental value of the teaching material is high. In addition, the "Kid`s Box" set is effective in preparing for Cambridge Young Learners English Tests.

But unfortunatelly, there are some problems in using authentic teaching courses that do not arise while using domestic NMKs. In the first place, they have high price, which, for example, for the series "Kid`s Box" varies from 150 to 200 US dollars for one academic year.

In the second place, the authentic teaching set causes certain difficulties by its one-language style. It may be a problem for younger pupils and their parents, who help their children on the early stage of learning English. Working with authentic coursebooks is based on the usage of English dictionaries, because any support in the native language is absent.

And in the third place, the universality of educational material for any country is a problem, because it does not contain Ukrainian culture-specific material. There is no national, patriotic component in authentic teaching sets. The peculiarities of Ukrainian culture and traditions are not studied. This fact prevents complete implementation of the socio-cultural function of learning a foreign language. As a result, the usage of authentic teaching materials presupposes additional search for information about learners’ native culture in order to achieve the required dialogue of cultures.

Thus, our research gave an integrated idea about the raised issues. Therefore, in our opinion, the essential requirements to authentic and domestic foreign language coursebooks should be their clarity, accessibility, transparency, completeness of components, correspondence of educational material to the age peculiarities of pupils, the level of language and speech training, culture-bound character of the language material.

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***D. Rudnitska***
*Research supervisor: I.V. Lityaga,*
*Candidate of Pedagogical Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: T.V. Lytnyova,*
*Candidate of Pedagogical Sciences, Associate Professor*

## THE METHODS OF THE PERFORMING ARTS IN THE PROFESSIONAL TRAINING OF FUTURE SOCIAL EDUCATORS

Professional training of social educators requires fundamentally new organization of vocational education that means the formation of specialists of new type who are able to respond quickly and adequately to the changes taking place in society, to solve competently social and pedagogical problems of all types and kinds of educational institutions and institutions of social orientation.

Practice shows that most graduates have low practical skills and insufficient level of necessary competence.

To form the competence of future social educators it is necessary to search some methods, means and ways to encourage the cognitive activities of future specialists and to develop their independence and creative thinking [1, p. 114-117].

Among the means of social and pedagogical competence the performing arts occupy an important place. It has been used in educational practice since the time of J.A. Komenskiy who considered it to be an effective means of developing skills of young people including social educators.

The analysis of social and pedagogical literature shows that in order to be a professional social educator needs to have not only some scientific knowledge or psychology and other theoretical knowledge but he/she must also operate his/her own psychological and physical apparatus, feelings and emotions for creative work. Social educators should take into account the emotional state and the peculiarities of perception of their clients, quickly react to different situations.

The social educator needs theatre and performing arts while communicating with a client not to play a new role every time but to implement effectively social and pedagogical activities keeping his/her personality [2].

Performing arts assist in professional activities of social educators providing the opportunity to show the example of citizenship and other important things with the help of theatrical means. The mastery of social educators consists in training one's voice as well as the ability to control one's face. Social educators should know the means of verbal and nonverbal communication, be emotionally plastic [2].

So, we can conclude that the experience of the use of performing arts in training future social workers exists practically. They use a number of means of theatrical art and demonstrate practically the benefits of interactive theater in training future social educators as competent professionals ready for the new realities of life.

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***A. Satchenko***

*Le chef scientifique: I. I. Lyubanets,*
*le maître assistant de la chaire de la formation professionnelle de langue étrangère de l'Université d'État de Baranovitchi*
*Le professeur: I. I. Lyubanets*


## TECHNOLOGIE: AVANTAGES, INCONVÉNIENTS ET RISQUES

La technologie a de nombreux avantages. **Elle simplifie la vie de tous les jours.** Presque toutes les technologies populaires allant du téléphone à la voiture ont pour objectif final de **réduire l'effort des humains**. On entend souvent dire que les nouvelles technologies sont très utiles. L'Internet, les lecteurs MP3, les portables… Les nouvelles technologies sont la première source d'information et de divertissement pour de nombreux enfants, jeunes et adultes. Cependant, il est possible que les hommes doivent accros à ces technologies et a l'avenir ils ne pourront plus vivre sans les Smartphones et ordinateurs.

Un principal avantage, c'est **la communication et la mobilité**. Les systèmes de communication modernes ont réduit radicalement le temps de communication entre deux personnes. **Aujourd'hui, la communication entre différents pays est presque instantanée.** Ceci aide énormément le développement d'un *vrai village global.*

Tout d'abord, on doit examiner les avantages et inconvénients de l'Internet. L'Internet est peut-être la plus utile technologie mais peut-être la plus dangereux. En utilisant l'Internet on peut faire du shopping ou faire des recherches pour les devoirs. Les internautes peuvent apprendre, découvrir, communiquer en un simple clic. L'Internet a rendu les gens très sociable grâce à la jouabilité [1].

Pour exemple, à cause de les forums comme *Facebook,* les jeunes peuvent communiquer avec tout le monde et ils peuvent rester en contact avec les gens qui habitent à l'étranger. C'est utile parce qu'en passant du temps en ligne, les jeunes acquièrent des savoir-faire sociaux qui leur sont nécessaires pour participer à la société moderne mais par contre, cela peut être dangereux. Il y a de fortes chances qu'après avoir se connecter, un enfant tchatera avec un inconnu. Il y a beaucoup de risque parce qu' il ne sait pas qui est derrière l'écran. Il faut converser avec les amis face à face [1].

Une autre nouvelle technologie, ce sont des portables. Comme l'internet, les portables sont un outil excellent pour communiquer. Ils sont utiles car on peut contacter ses parents facilement si on a un problème ou on est en retard. Un avantage est la communication est très rapide et ceci est donc un avantage car de nos jours nous sommes de plus en plus débordes. Un inconvénient est ils coûtent chers et on court le risque de les perde quand on sort. De plus, d'autres critiques portent sur on ne sait pas vraiment si les ondes des téléphones portables sont dangereuses. Les ondes pourraient mauvais pour la sante et cela poserait un problème crucial [2].

Mais, rien ne vient gratuitement. La technologie a des inconvénients qu'on ne peut plus ignorer. Bon nombre de technologies polluent l'environnement d'une façon ou d'une autre. **La voiture produit son lot de CO2; l'ordinateur est difficilement recyclable; et l'industrie pollue la nature.** De plus, nous sommes devenus **très dépendants des technologies**, à un point où on ne peut s'en passer. Par exemple, on dit que les Japonais ne peuvent vivre sans électricité que pendant trois minutes; dépassé ce seuil tous les standards explosent d'appels de protestation!

Plus de travail fait par les machines, cela veut dire moins de travail pour les hommes. **L'humain devient de plus en plus** *obsolète*.

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***A. Savytska***
*Language tutor: O.A. Zymovets*

## TEACHING LANGUAGE TO PUPILS WITH BODILY-KINESTHETIC INTELLIGENCE

Every child is unique. When children enter your classroom, you can see the difference among them in their behavior, activities, kinds of work, etc. So a teacher must pay attention to the learners' types and give the pupils such activities that suit them the best. In practice teachers can use a table of learner types and some suggested activities for each type, which are described in Jeremy Harmer's book "The Practice of English Language Teaching" [1].

Nowadays we see that more and more children are too active at the lessons, it is hard for them to keep the discipline and keep silence, and even to sit during the lesson for a long time. Such pupils are good at PT lessons and moving activities. For keeping pupils' attention and making learning process more interesting and effective a teacher should determine that children have a bodily-kinesthetic type of intelligence and then use corresponding approaches, methods and activities that include moving around, miming, dramatizing, playing, etc. So we advise some interesting and useful activities for such children.

"Running Sentences". The teacher puts sheets of paper on the table in a different order. On each sheet of paper there is one word from one sentence. The teacher takes one sheet of paper and shows it to one pupil. The pupil's task is to remember that word, then run to the blackboard and write the word. When all the words of the sentence are written on the board, the next task is to put the words in the correct order to create a sentence. For making that process faster we can advise children to do this activity simultaneously with 2-4 pupils (for every pupil a separate sentence is given) because during the competition children try to do everything quickly. Such activities develop memory, attention, logic, reading and writing skills.

"A Story Ball". The teacher gives one sheet of paper where the beginning of the story is written. Then one of the students writes 3-5 words of continuation of the story, makes a ball from this sheet and throws the "ball" to another pupil who also writes his continuation. The activity stops when the teacher says "Goal!" (after 2-5 minutes of playing). Then the last pupil reads the story. That game helps students to think, to write faster and pay their attention to the content of the text. We can use that activity for doing such tasks as "make another end of story", "write what could happen after the end of the story", "write what you will do in this situation", etc.

"Read and act out". Divide your pupils into 4 groups. Then give each group a short text (you should prepare 4 different texts). The children must determine the main idea of their stories. After that the teacher chooses 1 pupil from each group, and he tries to show what the story is about with the help of hand gestures, body parts, mimes, etc. Other children try to guess the content of the story. That activity takes time but it develops creativity and imagination. Besides, children learn how to find the main idea of the text.

"Thinking Way". The teacher gives a question to one pupil. The student moves around the classroom and after one circle he takes his place and tells everything what he was thinking about the given question. Moving helps the child to think better and you will hear only his own reflections.

For developing communicative skills a teacher can give pupils such tasks as to create projects on different topics, which should be based on students' answers and attitude, to make dialogues, to act out some situations and so on [2].

So, for effective teaching pupils with bodily-kinesthetic intelligence a teacher should help pupils to remember what they have learnt by associating it with hand gestures, body parts, mimes, etc. We can also make children act out what they are learning at the moment, do as many experiments and projects as possible and give the pupils breaks to walk around the classroom while they are studying.

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***S. Sharan***
*Research supervisor: I.V. Kyrylchuk*
*Assistant Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: L.P. Serdiychuk*

## THE IMAGE OF THE FAMILY OF SCHOOL CHILDREN

The modern stage of social development in Ukraine actualizes the problem of representing the image of the family in modern Ukrainian mentality. There is the problem of reducing the value of family in the mental area of young people that leads to the crisis of the family as a social institution. This is contributed by a number of factors: the education deficiencies, imperfect system of education and socialization of a child, the negative impact of mass media, difficult socio-economic situation. The above mentioned imposes a significant imprint on the idea of gender and family roles, leads to a crisis of fatherhood and complicates the formation of a positive image of family with young people.

The development of the concept of family image was carried by H. A. Kruglov, A. G. Kulish, I. Y. Makarov, T. M. Mishin, A. A. Nesterov, N. V. Pankov, L. G. Popova, Y. V. Levitskaya, A. G. Haibullina, , Yu. Evdokimova, N. I. Demidova T. V. Kuznetsova, E. B. Macanova. In general, we can note that the problems of these studies caused the following controversy: on the one hand, there is a social need in the formation of children and young people’s positive "image of a family" as the basis for future education of a family person; on the other hand, the essence of the phenomenon of the "family image", its place in the field of mental sphere of a personality, as well as methods to ensure the complete formation of "family image" has not been stated yet.

Creating the picture of the world a person satisfies his\her needs for orientation in the multi-dimension relations between people, excessive flow of information, orientation and development of his\her inner world. The picture of the world is a prerequisite of the mental life of a person. Its formation can occur at every stage of personal development. At pre-school age the picture of the world is developed during the direct contact with the world of things and people as a combination of knowledge, ideas, meanings. The family, where a child gets its first social experience plays the most important role in the formation of the image of the world. This is where the child learns diversity of role behavior, peculiarities of family relationships, ways of acting in different situations, which affects the formation of a child.

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***A. Shkolna***
*Research supervisor: T. V. Filipenko,*
*PhD in Public Management, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: A. V. Kuznyetsova,*
*Candidate of Philology, Associate Professor*

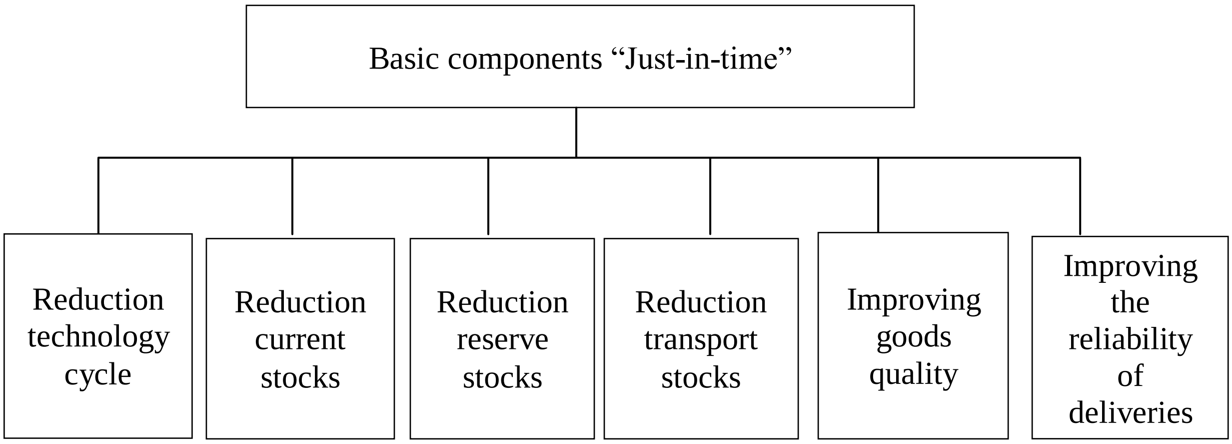
## IMPROVEMENT OF MANAGEMENT OF MATERIAL RESOURCES PROVISION AT THE ENTERPRISE

In conditions of modern market economy development and limited resources, one of the most topical questions is the question of enterprises provision of material resources and their effective use in order to receive as high as possible economic effect. In a highly competitive environment, a thorough analysis of usage of material resources and the right strategy are crucial for enterprise growth.

Provision of enterprise with all kinds of material resources, search for reserves, and more rational their usage and reduction of materials capacity of production results to the increase of production efficiency.

One of the most effective ways to increase effective provision of the enterprise with material resources is usage of progressive methods of material stores management. The most perspective method is a Japanese system "Just-in-time". The system "Just-in-time" is a concept of production and supply of component parts or goods to the use point or to the moment of sales to the business enterprise in the required amount and at the required time. This system provides improvement of production efficiency by minimizing material stores, storage buildings, lowering production costs and goods prices [2].

Let's formulate the basic components using "Just-in-time" method:




Picture 1.1. The basic components of method "Just-in-time"

Using system "Just-in-time" allows cut costs by speeding-up circulate of circulating assets. To identify growth we can use a formula (formula 1.1) [1, p.13]:

$$\Delta O_{03} = O_0 * \left(\frac{n_1}{n_0} - 1\right);$$

(Fig. 1.1),

where:

$\Delta O_{03}$ – growth by circulate speeding-up, thousands gryvnas;

$O_0$ – volume of production in basic period, thousands gryvnas;

$n_0, n_1$ – coefficient of circulate circulating assets in basic and planning period.

It can be said, that system "Just-in-time" provides a minimization of material stores, storage buildings, costs of producing and goods price in order to increase efficiency.

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***D. Skrypnyk***
*Research supervisor: S. M. Nikolaienko, Candidate of Economic Sciences, Senior Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: A.P. Ochkovska*

## PROBLEMS AND PROSPECTS OF MODERN LABOUR MARKET IN UKRAINE

State regulation of employment is the realization of measures of the socio-economic situation in the community in three steps: national, regional and local.

There are three models of employment in the advanced economies:

- European model includes improving the economic situation, the reduction of employees and also increases productivity with the appointment of high unemployment any dismissed benefits;
- Scandinavian model predicts total employment by creating new jobs in the public sector, but small salary is paid;
- American model includes jobs formation due to average capacity, the number of workers with average earnings.

When using these models on more flexible market it is also significant to expand system of training and retraining.

There are also two types of employment policies: active and passive. Passive policies provides employment services through state employment service and unemployment benefits. Active policies include measures such as financing. prevention layoffs, retraining, job creation, education and more.

Today, Ukraine is in deep economic crisis, which is caused not only by external factors but also by a number of domestic economic problems. One of these is a poor use of labor potential of society, individual businesses and regions. To solve this problem we need necessary changes in the mass of human resources. The installation process of the labor market in Ukraine is accompanied by strengthening its segmentation. In the process of strengthening the segmentation of the labor market today, we should mention the influence of some factors such as a decline in production and reduction of Ukrainian living standards. The consequence of these factors is not a little stratification of the population, respectively, and problems with the aggravation of unemployment, but it is very difficult to find a job if you do not have enough vacancies. There is no decent work for a large population in Ukraine, people are massively moving abroad.

The article under the titel "How many more people will leave the boat "Ukraine" ?" Demonstretes the result of a sociological survey conducted in September 2016. The sociological research group "Rating", shows that 30% of Ukrainians would rather go abroad for permanent residence, 40% – would like to work there. The main reasons for leaving, which they indicate are getting a better life, the desire to provide a better future for children, the lack of decent work in Ukraine.

According to the article, we can see that almost 70% of Ukrainians go abroad in search of a better life. This must stop because the pace almost the entire population of Ukraine will leave abroad. To prevent this it is necessary to hold a series of measures for labor market reformation.

First of all, it is significant to improve the pay system, to expand opportunities for public officials, and additional fixed income. Secondly, it is important to increase domestic production, to introducte reallocation of employees, preventing the growth of unemployment by creating new jobs. Finaly, it is necessary to review minimum wage rate. It is clear that the source of wage growth may be due to additional financial resources. This problem can be solved by improving the tax system with the aim of redistributing wages.

Thus, improvement in employment economy provides a flexible labor market and its organization.

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***T. Sliusar***
*Research supervisor: N.F. Portnytska,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: S.S. Kukharyonok*

## ATTITUDE AS THE BASIS – ONE OF THE FACTORS OF SOCIAL BEHAVIOUR

There are different forms of mental activity. Speaking about attitude, the principal will be attitude and objectification. Objectification is the delay or termination of the implementation of a system that exists as well as the termination of relevant activities. "The act of objectification involves the comparison of what is experienced now, and that was a second before. This act concluded the cognitive attitude to the world."[2] Objectification is equivalent to the mechanism of consciousness. The objects of objectification are a moral-spiritual world, which helps the individual to identify the process of behaviour, the subject of preventing him, as well as social requirements and the "I". Objectification involves a mechanism beyond personal. "This is the transition from personal, psychological to social-psychological attitude. Sh. Nadirashvili successfully described this transition. He added a two-level characteristic of the mental activity of a person according to Uznadze and introduced a third level." [3]

The first level describes the physical situation and connects it to the necessities of life. The second level is the formation of practical behaviour. The final stage is a combination of physical situations and practical behaviour.

The objectification of socially appropriate behaviour is at the second level. There is a need of knowledge. A system of intellectual operations and moral reasons is created. Attitude of the consciousness and evaluation is formed.

Theoretical activity – the selection of appropriate solutions is the result of behaviour of the second level. We can observe a phenomenon of the connection of moral consciousness and attitudes of the individual at this level.

At the third level, a social reality appears. The field of needs includes social needs, social attitudes, process of motivation, moral behaviour, self-portrait. A decision-making process on the basis of these psychological entities, leads to the formation of the attitude of social behaviour. The final element of the implementation of mental activity at this level is social behaviour. The principle of sociality manifested in all elements of the implementation activity at the third level.

"The attitude, which defines social behaviour and represents its psychological basis, is a social attitude. Social factors take part in its formation along with other factors involved. Social attitude is created at the third level, and the behaviour performed on its basis gives the individual to act in a social environment as a member of social relations."(Sh. Nadirashvili, 1974). [1]

So, socio-psychological attitude is not a state of psychological readiness. It is not on the basis of experience that affects the person's response relative to the socially significant objects and situations with which it is associated. The concept of the attitude should be considered as a commitment to a certain behaviour in a particular situation. Of course, moral behaviour is characterized by a more complex structure in comparison with the theoretical and practical behaviour. If we consider the system structure of attitude, we see that moral behaviour is only possible in social conditions, meets other people's interest and social requirements. The main of which is the commitment of moral principles and it is the result of human activity as social beings.

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***R. Solonar***
*Research supervisor: A.P. Ivanchuck,*
*Candidate of Pedagogical Sciences,*
*Associate Professor*
*Pavlo Tychyna Uman State Pedagogical University*
*Language tutor: A.P. Ivanchuck*

## THE MUSLIM LEGAL SYSTEM

There is no single definition of Islamic law in the scientific legal literature. Scientists, focusing on one or the other characteristic of its terms, give very different definitions. So, L. G. Syukiyaynen treats Islamic law as a system of valid legal norms supported by the government and representing the interests of the ruling socio-political forces. Zweigert K. and H. Katz define it in another way: "Islamic law (Sharia) is a set of rules or norms derived from divine discoveries, which must follow the Muslim believer, if he wants to fulfill his religious duty properly".

In the encyclopedic reference book “the Legal system of the world” Islamic law is formulated as one of the main legal systems (legal families) of modernity as a complex of social norms. The main part of which is religious teachings and requirements of Islam, as well as organically related, imbued with a religious spirit, moral and legal norms.

In General terms, Islamic law can be defined as a religious legal system that regulates social relations within the community which professes Islam.

Islam is the world’s youngest religion. Its emergence in the seventh century associated with the Prophet Muhammadac activities, according to tradition conveyed the will of Allah to the people. In spite of its relatively young age, Islam is spread rapidly around the world. First, it found its supporters in Africa, later spread further into southern Europe and Asia.

Now, Islamic law consists of about 1 billion people and is one of those legal systems that continue to develop rapidly.

**The main Islamic law characteristics**

1. The inextricable relationship of law and Islam. Islamic law, unlike national legal systems, is not an independent system of norms but as an integral part of Islam. This religion contains, first, a theology, which establishes the dogmas, and clarifies what a Muslim must believe; second, the Shari'ah, which instructs believers that they should and should not do that.

2. Regulation of the Islamic law of social relations only between Muslims. The Islamic law (Quran, Sunnah, Ijma and Kias) is applied as and secular right of these States (regulations, customs, precedents) in Muslim countries. Thus, multiple legal systems can co-exist within one state.

3. Islamic law consists mainly of human responsibilities and sanctions for their violation. These responsibilities require the Muslim to perform certain decent from the point of view of Islam the actions and to refrain from unseemly. For example, the Quran requires that a Muslim should be sympathetic to the helpless and the weak, honestly conducted trade business, not bribed the judge, was not involved in usury and not play games of chance. Islamic law provides for the violation of many provisions the severe punishment — the death, mutilation, beating with sticks. For example, for theft the Qur'an prescribes cutting off hands: “the Thief cut his hands ...” [5, c. 42].

4. Archaic, casual and formal law. Islamic law emerged in the Middle Ages in the $7^{th}$ – $10^{th}$ centuries and seen as the result of divine revelation, so that it does not rely on the authority of any earthly creator rights, causing certain consequences.

One of its is the fact that the Muslim right, as a right is divine, is in principle unchanged. Islam comes from the postulate of the God-given nature of all things law, which Allah revealed through the Prophet Muhammad. Therefore, the Islamic law does not know the historical approach to law, which should reflect existing social relationships. Moreover, the right is granted to man by Allah, once and for all. This leads to the fact that many provisions of Islamic law is archaic in nature, that is does not meet modern requirements of social development.

5. Unstructured nature of law Islamic law is never knew the wide systematization, unlike some other families, such as Romano-Germanic law, for which codification has become an integral feature. Rules the two primary sources of Islamic law — the Quran and Sunnah were never systematized and exist in a stable form for centuries.

Attempts to systematize Islamic law began in the Ottoman Empire. The worst codification of Muslim law was held in the course on modernization of the country in 1869-1876 years, the result of which was made only source - Madzhalla.

6. The existence of several movements and schools of Islamic law. Islam split into two streams - Shiites and Sunnis. According to Shia Imam dignity, spiritual head of the Muslim community is hereditary in the family of Ali (the last of the four caliphs who ruled after the death of Prophet Muhammad), based on divine guidance of Muhammad, and only the descendants of Ali had a legitimate right to be Imam. Shiites consider the first three imams, especially the Umayyads, who came to power after the death of Ali, the usurper. Religious rituals and legal practice Shiites and other Muslims - Sunnis are different. Today Shiites make up about eight percent of all Muslims. Most of them are living in Iran, in southern Iraq, Yemen and in the Central Asian states formed in the former Soviet Union, mainly in Turkmenistan, Kazakhstan and Uzbekistan. Subsequently, each of the currents split into several law schools.

In the new and newest times between canon and secular law is separation, Shariah courts limited in many Islamic countries . Islamic law is modernized to meet the requirements of the market, issued by Modern civil and penal codes. This, however, does not preclude the recurrence revival of medieval Islamic law institutions where the top is Islamic fundamentalism.

**Conclusion**. So, Islamic law based on the Koran, should be seen as a system completely independent of all other legal systems that do not have the same source. The similarity with other systems, which can be observed in decisions on an issue can be explained with the orthodox Muslim point of view just a coincidence. In no case cannot talk about borrowing some ideas of foreign Islamic law and regulations.

You can, however, put the hypothesis that in certain circumstances a limited impact could be that the elements Talmudic law, the Canon law of the Eastern churches, and Persian law became Muslim law in the era of its formation, even if we assume that this effect is implemented for the very few cases that have yet to establish the prevalence of this influence. The roots of Islamic law and jurisprudence put before the historian and numerous very interesting problems.

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***N. Sorogovets***

*Le chef scientifique: I. I. Lyubanets, le maître assistant de la chaire de la formation professionnelle de langue étrangère de l'Université d'État de Baranovitchi*

*Le professeur: I. I. Lyubanets*

## PÉDAGOGIE SOCIALE À TRAVERS LA PRODUCTION ARTISTIQUE

Le concept de "Pédagogie sociale" a d'abord été défini pour concevoir un ensemble de pratique éducatives qui allaient bien au-delà de l'école. En France la pédagogie sociale à l'école est aujourd'hui essentiellement représentée par la pédagogie Freinet. "La critique scolaire", qui porte à la fois sur la démocratie à installer dans la classe et la nécessité de produire, dans l'institution scolaire, un travail véritable (et non un simulacre "scolastique"), est toujours aussi urgente, forte et pertinente aujourd'hui… que du temps de son fondateur. La pédagogie Freinet se propose de développer les potentiels de création et d'expression des enfants dans tous les langages. En pédagogie Freinet, il ne s'agit pas de favoriser, à travers l'art, la culture, mais bien plutôt la puissance d'expression. Par l'art, l'enfant, l'adulte, développe sa puissance de vie, sa puissance créatrice et sociale. On voit que l'art n'est pas ici limité à des techniques et que sa dimension politique est clairement posée [2]. On voit aussi comment l'art est bel et bien "une entrée" en pédagogie sociale, qui sort bien entendu de l'école. Cette importance donnée à l'activité artistique en pédagogie sociale pourrait à juste titre apparaître comme relativement commune, par exemple avec ce que peut être l'expression artistique dans les courants de la pédagogie nouvelle (tel Steiner).

La différence porte ici sur trois principales caractéristiques de cette "entrée artistique" que l'on retrouve dans différentes expériences en pédagogie sociale:

– L'expression artistique est de préférence abordée collectivement, soit que la production elle-même soit collective, soit qu'elle trouve son origine, son appui ou sa destination dans un groupe ou communauté de référence.

– Une dimension sociale est le plus souvent associée à cette production artistique; il s'agit d'embellir la vie quotidienne, l'environnement, le quartier et de démontrer par l'action qu'il est dans le pouvoir de chacun d'y prendre part. Les productions artistiques, en pédagogie sociale sont souvent mises en valeur afin de motiver le désir de chacun de devenir "auteur".

– Les relations humaines qui s'établissent à l'occasion, autour de la création ou à sa suite, semblent avoir autant d'importance que l'œuvre elle-même; dans certains cas, c'est même cette "activité relationnelle" qui peut être vue comme "artistique" en tant que telle. Dans tous les cas, les artistes impliqués dans un tel projet assument volontiers cette dimension "sociale" de leur activité. Ce point est essentiel car il s'inscrit à contre-pied d'un contexte artistique et culturel dominant qui, depuis de nombreuses années, met en avant l'idée d'un "art non social", d'un art pour l'art. De très nombreux intervenants artistiques, que ce soit au sein des écoles ou des établissements socioculturels, dénient couramment la dimension sociale de leur intervention. Il est donc à souligner que "l'entrée par l'art" en pédagogie sociale s'inscrit en opposition à cette tendance [1].

Au sein du chantier de pédagogie sociale et autour de celui-ci, nous répertorions diverses actions, à l'initiative d'artistes qui s'inscrivent pleinement dans une telle perspective, la plupart prenant d'ailleurs pour cadre la rue, ou se déplaçant volontiers dans les espaces publics ou tout au moins en dehors et rupture des établissements artistiques ou culturels classiques.

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***J. Stanislavchik***
*Supervisor: E. Ponomareva,*
*Candidate of Pedagogical Sciences, Associate Professor*
*Baranovichi State University*


## THE ORGANIZATION OF SINGLE-SEX FOREIGN LANGUAGE TEACHING IN A SECONDARY SCHOOL

A study of the organization of single-sex school education is of particular relevance in connection with a reduction in the quality of academic performance, which is that many elements of the education system is the same for all students regardless of gender. At the same time scientists have concluded that traditional academic learning is more suitable for girls than for boys, so the schoolgirls are trained better. Single-sex education can help in this situation, where students, male and female are taught in separate training units or in different educational institutions.

Being the opponent of the introduction of separate classes in all subjects, I. S. Kon believes that the efficient organization of separate lessons is in those subjects which are the most gender-sensitive [1, p. 16-22]. These are modern languages and mathematics.

With the aim of identifying the possibility of introducing single-sex education in the national system of General secondary education we have carried out an experiment on single-sex education in learning a foreign language for pupils of the 6th forms. A survey was conducted at SEE "Gymnasium № 22, Minsk". The sample of subjects consisted of 63 students of the 6th forms (34 boys and 29 girls), they were 12-13 years old.

In the experiment, we tried to create appropriate for boys and girls pedagogical conditions which would affect training content, organizational forms and methods of teaching English. Taking into account the fact that in heterosexual groups formal separation of students by gender with the same education without taking into account psychophysiological characteristics of the development of children does not bring success. Therefore, the selection of training materials was conducted with a gender analysis and those texts were selected which would not have contributed to the formation of gender stereotypes.

The results of the study showed that academic achievement of the boys of experimental group for the 4th term compared to the results of the 3rd term grew by 0,3 points, while the results of boys in the control group decreased by 0,2 points, although before the experiment, both groups of boys had the same academic performance (7,9).

The average score of the girls who participated in the experiment in the 3rd term was lower than the average score of girls in the control group (8.6 vs 8.5 score). After the experiment, the average score of girls of the experimental group improved (from 8,5 to 8,9 points), and achievement of the girls of control group in the 4th term remained at the same level.

The results of experimental activities on single-sex foreign language teaching of adolescent students has shown that training in such conditions is more effective, it increases academic performance and achievements of students and their satisfaction with educational activities.

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***O. Stus***
*Deutschlehrer: Dr. J. Pociask*
*Kazymyr der Grosse – Universität in Bydgoschtsch*

# ERASMUS ALS INTERNATIONALISIERUNGSMOTOR UND KARRIEREBAUSTEIN IM PROZESS DER GLOBALISIERUNG

Mit dem Fortschreiten der Globalisierung nimmt der Bedarf an multikultureller und fremdsprachlicher Kompetenz stetig zu. Für Studentinnen und Studenten ist es seit mehreren Jahrzehnten eine von vielen Möglichkeiten, beide Kompetenzen zu stärken, das Erasmus-Austauschprogramm zu absolvieren. Dabei werden junge Europäer und Studierende an europäischen Hochschulen für einen Zeitraum von drei bis zwölf Monaten dabei unterstützt, ihr Studium an einer anderen europäischen Hochschule fortzusetzen. Die Studenten tragen so einerseits zum primären Ziel der Europäischen Union, die Völkerverständigung zu fördern, bei. Andererseits entwickeln und stärken sie aber auch für ihre eigenen beruflichen Ziele die immer wichtiger werdenden Fähigkeiten von fremdsprachiger und multikultureller Kompetenz.

Im Januar 2017 wurde das Erasmus-Programm der Europäischen Union 30 Jahre alt. Zu diesem Jubiläum veröffentliche die Europäische Union die Teilnehmerzahlen des Jahres 2015 – demnach nahmen mit insgesamt 678.000 Teilnehmern mehr Menschen als je zuvor an den angebotenen Austauschprogrammen teil. Beteiligt sind 33 Staaten, einige davon auch außerhalb der Europäischen Union. Immer mehr Studienprogramme in und außerhalb Deutschlands setzen auf eine mehrsprachige Ausbildung, um der multilingualen Wissenschaftskultur gerecht zu werden [2, s.123-124]. Heutzutage ist es unerlässlich, wichtige Quellentexte selbst lesen und verstehen zu können. Einzelne Felder der Wissenschaft haben zudem eine dominante Sprache, so zum Beispiel Englisch im Bereich der Internationalen Beziehungen oder Deutsch im Bereich der Psychologiewissenschaften. Zur Stärkung der eigenen Fremdsprachenkompetenz ist der Aufenthalt in einem Land, in dem die jeweilige Fremdsprache gesprochen wird und zum Alltagsleben gehört, äußerst hilfreich [1]. Mit der entsprechenden Fremdsprache nicht nur in wenigen Unterrichtseinheiten in der Woche, sondern jeden einzelnen Tag von morgens bis abends konfrontiert zu sein, hat sich für das Erlernen von Sprachen als außerordentlich erfolgreich erwiesen. Anders als in multilingualen Studiengängen innerhalb des eigenen Heimatlandes wird so auch eine multikulturelle Umgebung geschaffen, in der das Verständnis für fremde Kulturen durch die tägliche Wahrnehmung des Alltagslebens erheblich gefördert wird. Erasmus kombiniert auf diese Weise sowohl die Förderung der fremdsprachigen Ausbildung als auch die Schaffung interkultureller Kompetenz.

Statistik zufolge haben die Studenten aus Bromberg ihre Sprachniveau um eine Stufe verbessert. Dazu dient ein Test, den die Studierende vor und nach dem Erasmus - Programm eigentlich schreiben sollen [3, s.13-14].

Das Programm ist ein großer Wert, weil man auch die neuen Einblicke im Studienfach gewinnen kann und auch die akademischen Leistungen, die man im europäischen Ausland erzielt, komplett angerechnet werden.

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***A. Singayevska***
*Research supervisor: O. A. Karpiuk, PhD*
*Zhytomyr Ivan Franko State University*
*Language tutor: A. V. Kuznyetsova,*
*Candidate of Philology, Associate Professor*

## EVENT-MANAGEMENT AS A CONSTITUENT OF THE MARKETING SYSTEM IN THE RESTAURANT BUSINESS

The paper is devoted to modern trends of event-management as a constituent of the marketing system in the restaurant business.

The object of the paper is event-management in restaurant business. The subject of the paper is organization of events in restaurants. The purpose of the paper is to demonstrate the importance of the event-management in the service sector as a factor of customers' attraction to restaurants.

The tradition of events organization has become popular in the society since its appearance. At the beginning of the $20^{th}$ century a separate branch of management – event-management – formed.

Event-management is the process of application of business management and organizational skills to envision, plan and organize activities and events. Event-management is one of the most important public relations tools.

Different scholars identify the following approaches to classification of events in event-management. Kyrylo Fyodorov, the representative of Moscow State University of Economics identifies the classification of events measures on the basis of the target audience: Trade Events, Corporate Events and Special Events. Olexandr Shumovych, head of the company "Eventum", considers the classification of events on the basis of the set objectives and results: events for mass media, entertainments, celebrations, and onsite, festive, charity and sport events.

In the restaurant business entertainment events, celebrations and charity events are mostly often organized.

It should be noted that event-management includes the following stages of organization: to set the aim of the event; to define the target audience; to choose the event; to develop the plan of the event: the concept, participants, budget, partners, advertising, location and schedule; to hold the event; to determine the results and effectiveness of the event.

At present an event manager should know and learn all topical trends in entertainment sector. That's why a modern event manager should be able to use various tools that can improve and facilitate his work.

First of all the event manager should remember about methods of time-management: ABC-analysis, Alpa Method and etc. Also, nowadays modern technologies offer different computer programs for planning events, for example: Pro Party Planner, Planning Pod, TopTablePlanner and etc. The event manager should use modern digital-tools in his work like advertising in the social networks, blogging and SEO, mobile applications and others.

It can be said that event-management is one of the most effective tools of marketing policy in restaurant business. The main aim of event-management in the restaurant business is customers' attraction.

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***M. Sytnykova***
*Research supervisor: O. Y. Misechko, Doctor of Pedagogical Sciences, Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O. V. Pryshchepa*

## EDUCATIONAL AND DEVELOPING ASPECTS OF SEARCH-BASED COGNITIVE ACTIVITY

Search-based cognitive activity is a very complicated pedagogical issue that has been studied by prominent educators of the past (Y. A. Comenius, J-J. Rousseau, C. A. Helvetius, J. H. Pestalozzi, A. Diesterweg, K. D. Ushinsky) and the present.

The cognitive activity is a personal ability that shows up in one’s attitude to the search activity. In turn, the search activity depends on the desire to acquire new information and on mastery of methods of interaction with the environment [4].

The educational process is a purposeful cognitive interaction between the teacher and pupils. The main objective of this interaction is to acquire new knowledge and build pupils’ skills and attainments [2].

It is very important to teach a developing personality the skill to search for different kinds of information and to use it. Teachers have to keep the balance of their pupils’ knowledge, skills and accomplishments. They cannot do it without a serious planning and organization of pupils’ independent search-based cognitive activity.

There are many scientific methods of organization of the cognitive educational process such as active learning, dialectic method, educational anthropology method etc. The most acceptable methods are holistic, differentiated, individual and problem solving method [3].

A problem solving method is the most effective method in organization of the search-based cognitive activity because the person learns to solve different problems that are created by a teacher through special problem situations [3]. Due to the problem solving method, we can achieve a favorable motivation for a productive search-based cognitive activity.

An educational process has a cognitive character. It is based on the dialectical contradictions and has its own inner discrepancies [1]. The leading educationists call the dialectical contradictions “information-cognitive” [1; p. 94]. The information-cognitive contradictions are divided into two classes. The first class includes the contradictions characteristic of the learning object. The second class includes the contradictions that appear during the educational process [1].

The goal of the educational process is not only to teach pupils knowledge but to form their skills and attainments, too [2]. We can do it due to a complex educational aim. It consists of three components: educational, educative and developing [5]. Each of these elements has its own peculiarities and requirements for realization.

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***D. Tkachuk***
*Research supervisor: O. V. Maksimov,*
*Candidate of Historical Sciences*
*Zhytomyr Ivan Franko State University*
*Language tutor: S. S. Kukharyonok*

## THE ELEMENTS OF COSSACK SELF-ADMINISTRATION AND ORGANIZATION DURING THE REVOLUTION OF DIGNITY

The Revolution of Dignity is one of the most tragic and most heroic pages in the modern history of Ukraine, which is represented by Euromaidan activities. It is no coincidence that it is compared with the Zaporizhian Sich. During Maidan, as 500 years before, there was its own area of freedom, self-organization, direct democracy phenomenon that is the true spirit of the Cossacks was presented.

The aim of this article is to analyze and identify common elements of Cossack self-administration and organization that have been inherent during Euromaidan. In addition, special attention is paid to all the revolutionary structures that took part in the Revolution of Dignity.

During Maidan military units, such as those that existed in the Zaporizhian Sich were created, which were the organizations of resistance. Self-defence of the Maidan engaged the coordination of demonstrators. Its basic structural unit was sotnia (hundred), which numbered 70 to 150 people. It was created by both territorial and extraterritorial, that is the core principle. Euromaidan protesters as well as the Cossacks, built fortifications or constructions around its territory which served to protect against opponents attacks. Our ancestors had a "strengthening of fallen trees, so-called gorodets and the sich" [2], and during the events of the Revolution of Dignity – barricades. Boards and tires were used for their construction. Built constructions were watered in frost so that they were equally strong and solid, like cement.

During Maidan a spiritual component was represented too. In the Zaporizhian Sich, as it is known, the Church of the Holy Virgin was located in the center. In the Sich of the 21$^{st}$ century on December 5, 2013 the Interconfessional Prayer Tent was opened. Its mission, according to the researcher of religion history A. Babchenko, was to "show solidarity among all Christians" [1].

It should be noted that we can also trace the elements of Cossack organization in the demonstrators' appearance (sharovary, oseledets on the head etc.). During and after the Revolution of Dignity it became fashionable among young people to have hair like a Cossack. The Maidan participants also kept the Cossack customs.

In particular they sang Ukrainian folk songs as their ancestors during the campaign against the enemy.

Thus, the events of the Revolution of Dignity became another stage in the history where Ukrainians showed their strength, courage, dignity, faith and strength of spirit that was similar to Cossack times.

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***O. Torchilo***

*Research supervisor: L.S. Zubritskaya,*
*Baranovichi State University*
*Language tutor: L.S. Zubritskaya*


## THE WAYS OF FORMATION OF NEOLOGISMS AND THE PECULIARITIES OF THEIR TRANSLATION FROM THE ENGLISH LANGUAGE INTO RUSSIAN

The vocabulary, or lexicon, of any language is in the state of continuous change. With the development of science, technology, contacts between states, the language is replenished with new words, that is, neologisms. Neologisms can be linguistic - to denote a new subject or concept; lexical - are formed according to the models available in the language or borrowed from other languages; semantic - new meanings of known words; author's, individually - stylistic forms are created by writers, poets for giving imagery to an artistic text.

When translating neologisms, it is necessary to know the ways of their formation, to be able to analyze the structure of a word or phrase [2, p. 33]. Therefore, it is first necessary to consider the ways of forming neologisms in modern English:

1. giving the already existing word a new meaning: *"egg"* – "яйцо" was given the meaning of "авиабомба";

2. Morphological is the creation of new words by the addition of prefixes and suffixes to the basis of the word: *"luck"*– "удача", *"lucky"*– "удачный", *"unlucky"*– "неудачный" [1, с.35];

3. word-building: *"televiewer"* – "телезритель";

4. conversion – the transition of a word from one part of speech to another:

*"ship" – to ship* – "грузить, производить посадку".

In the conditions when it is required to give the names to all the new and new phenomena and concepts, many words of a common language acquire a certain qualitative specificity, the specialization of their meanings occurs in the transition to another language [3, c. 6].

To translate means to express correctly and fully with the means of one language what has already been expressed by the means of another language.

The easiest way to translate is transcription or transliteration. These are uninterrupting methods of transferring neologisms, since the translation is replaced by the act of borrowing the sound (during transcription) or the graphic (with transliteration) form of the word along with the value. For example, "*a scanner*".

The next way to translate is to do the tracking. It can be considered a literal translation, when a whole word is created by adding the equivalents of its constituent parts. For example, *"interbank" – inter* (меж-) + *bank* (банковский) = "межбанковский".

Another way to translate new words is descriptive. It consists in conveying the meaning of the English word with the help of an explanation. For example, *"market-maker"*, the dictionary explains: *"a person who purchases, shares, securities, bonds, etc and sells them on usually at a marginal profit"* [4, c. 240] can be translated as "человек, покупающий акции и ценные бумаги и продающий их с предельной прибылью".

A method of substitution translation can also be used - this is the translation in which the already existing word, which is not a neologism, is used as an equivalent to the neologism, but has a common meaning with the original word. For example, *"order interval"* is the "цикл заказа, интервал между последовательными заказами".

However, first of all, it is necessary to strive to ensure that the translation of the neologism meets, to the maximum extent, the norms and rules of the target language.

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***K. Tsibovitch***

*Le chef scientifique: I. I. Lyubanets, le maître assistant de la chaire de la formation professionnelle de langue étrangère de l'Université d'État de Baranovitchi*

*Le professeur: I. I. Lyubanets*

## LES CRÈCHES: COMMENT ÇA MARCHE?

La France a une longue tradition d'écoles maternelles publiques et gratuites et a l'un des meilleurs programme au monde. L'école maternelle est une étape essentielle du parcours des élèves pour garantir leur réussite scolaire. Sa mission principale est de donner envie aux enfants d'aller à l'école pour apprendre, affirmer et épanouir leur personnalité. Près de 30% des enfants vont à la maternelle dès deux ans, et pratiquement tous les enfants vont à l'école avant leur quatre ans – un niveau de presence.

Les enfants entre deux mois et trois ans peuvent être laissé à une garderie ou une crèche, souvent fournie quand les deux parents travaillent. Il existe quatre types de crèches: les crèches collectives, gérées par la communauté locale, elles représentent le choix le plus populaires et sont donc sur-demandées (seulement 9% des parents y trouvent des places), les mini-crèches qui sont similaires aux crèches collectives mais sont un peu plus petites, les crèches parentales, organisées par des groupes de parents et limitées à 16 enfants et les crèches familiales, où vous laissez votre enfant chez une assistante maternelle [1]. Les enfants de moins de 3 ans peuvent être scolarisés dans des modalités d'accueil différentes:

– dans une classe de l'école maternelle, spécifique et adaptée aux besoins des jeunes enfants;

– dans des classes de l'école maternelle comportant un ou plusieurs niveaux;

– dans un milieu mixte, associant services de petite enfance et école, permettant d'offrir du temps scolaire dans des dispositifs conçus localement.

En France le système de crèches est très développé:

***<u>La Maison bleue</u>***

Cette entreprise de crèche a été créée en 2004. Elle se développe aujourd'hui aussi bien pour le compte des entreprises que des collectivités. Son point fort: le développement durable. Les enfants sont également sensibilisés à l'écologie. Côté projet pédagogique, à *La Maison bleue*, chaque enfant a une référente, une attention particulière est donnée au respect du sommeil du tout-petit et le jeu est privilégié comme source de plaisir, d'apprentissage et de socialisation.

***<u>Babilou</u>***

Créé en 2003, *Babilou* est aujourd'hui le premier réseau privé conventionné de structures d'accueil de la petite enfance en France, avec 250 crèches réparties sur toute la France. Toutes les équipes sont mobilisées autour d'un projet pédagogique baptisé " Les petits pas qui comptent… ". On retrouve dans ce projet les valeurs phares de l'entreprise comme le respect de l'individualité de l'enfant, la mise en œuvre du vivre-ensemble…

***<u>Les petits chaperons rouges</u>***

Pour *Les petits chaperons rouges*, la crèche est bien plus qu'un mode de garde pratique, elle doit participer activement au bien-être et à l'éveil de l'enfant. Le projet éducatif de cette structure s'appuie notamment sur les travaux de spécialistes de la petite enfance tels que Françoise Dolto, Maria Montessori ou Boris Cyrulnik. Le projet pédagogique s'articule autour de 4 missions: accueillir personnellement les enfants; respecter leur rythme; jouer, lire, faire découvrir; reconnaître les émotions de l'enfant [2].

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***E. Tsvirko***
*Research supervisor: A. V. Mozol,*
*Candidate of Economic Sciences, Associate Professor,*
*Belarusian State Economic University*
*Language tutor: T. F. Solonovich*

## STATE SUPPORT OF THE AGRICULTURAL ORGANIZATIONS IN THE REPUBLIC OF BELARUS

The agro-industrial complex is the most important constituent of the economy of the Republic of Belarus where the production which is vital for society is made and the considerable economic potential is concentrated. A fundamental unit of the agro-industrial complex is agriculture. And the condition of all economic capacity of the country, level of food security of the state and a social and economic situation in the society depends on the level of its development. Therefore the most important integral element of the state regulation of agriculture is the state support of the branch and the producers of agricultural production [1].

In the Republic of Belarus the state support of agriculture is provided at the expense of the Republican budget and local budgets. These funds are distributed according to various state programs created for these purposes. Taking into account the approaches and requirements of the “Agreement on Common Rules of the State Support of Agriculture” the state support is provided in the form of:

1. Direct money transfer from the budget:

- financing of governmental activities on the development of agriculture realization of which has important social economic consequences (preservation of soil fertility, melioration, scientific research, compensation and reimbursement of interests on loans issued by banks and other directions);

- the state support directed to the implementation of target programs of the development of agro-industrial complex and large investment projects that require substantial resources, with long payback periods;

- support of the current activity of agricultural organizations (purchase of mineral fertilizers, means of plants protection, fuels and lubricants, renewals etc.).

2. Provisions of guarantees in repayment of a principal debt on the credit issued by banks and interests on credit.

3. The total or partial renunciation from tax collection to the budget:

- installment of the delayed obligations on payment of taxes and other obligatory payments in the Republican and local budgets to the organizations;

- a delay and payment by installments of the price of the agricultural machinery to the legal bodies which received the agricultural machinery acquired on the terms of long-term rent (leasing);

- installments to the agricultural organizations of debt on payment of economic sanctions, administrative penalties in the form of the penalties, a penalty fee applied by tax authorities for the violations of the tax laws.

4. Preferential provision of goods and services (reduction of the tariffs for heat energy to the hothouse organizations) [2].

These approaches provide the access to the public funds to producers of agricultural commodities, regardless of the form of ownership, subordination and size.

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***E. Tsvirko***

*Research supervisor: A. V. Mozol,*
*Candidate of Economic Sciences, Associate Professor,*
*Belarusian State Economic University*
*Language tutor: T. F. Solonovich*


## LEGAL REGULATION OF THE STATE SUPPORT OF AGRICULTURE

According to the Law "About Priority Socio-cultural and Economic Development of Village and Agro-industrial Complex", the state guarantees priority of the development of agro-industrial complex by special measures of economic, social and legal policy. This priority is also provided with the system of state support. State support of agricultural producers is carried out from the

Republican and local budgets and involves the use of mechanisms of the preferential taxation, crediting, leasing, pricing and insurance.

According to the budgetary classification of the Republic of Belarus at the time of annual formation of the Republican and local budgets selection of the following items of expenditure related to agriculture is provided:

1. for the needs of agricultural production;
2. for the needs of budgetary organizations of agriculture;
3. for the state complex programs on the development of agro-industrial complex and ensuring of agrarian reforms;
4. on peasant (farm) economies;
5. on other actions in the field of agriculture [2].

Besides, at the Republican and local levels the special trust budgetary funds intended for the support of agricultural producers are created.

The resources of the Republican support fund of agricultural producers and agrarian science should be directed mainly to:

- the support of the organizations of agro-industrial complex under their business plans of the development of agricultural production which passed the corresponding expertise, by issuing budget loans;
- the incentivization of interests on the bank credits issued to the organizations of agro-industrial complex on purchase of mineral fertilizers, means of plants protection, fuels and lubricants, seeds, material and technical means on the purchase of young cattle, fodder grain and feed additives, etc.;
- the purchase of agricultural equipment for transferring it to agricultural organizations for long-term lease;
- financing of agrarian science [2].

Resources of local trust budgetary funds of stabilization of economy of the producers of agricultural production and food go for restitution, acquisition of agricultural machinery and acquisition of oil products, creation of the mechanized separate divisions-legal entities, grain purchase, and also return of the bank credits obtained on these purposes [1].

The law "About Priority Socio-cultural and Economic Development of Village and Agro-industrial Complex" provides for the implementation of a state system of measures on alignment of socio-economic conditions of agricultural producers who are in unequal working and climatic conditions and also the determination of rural areas with low basic level of economy and social development of the village for the purpose of their padding state support.

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***A. Tsymbaliuk***
*Research supervisor: S.M. Nikolaienko, Candidate of Economic Sciences, Senior Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: A.P. Ochkovska*

## MAIN CHARACTERISITICS OF OLIGOPOLY

Oligopoly (from Latin – "*few sellers*") is a market with multiple suppliers, each of which holds a significant market share. [2, p. 150].

Oligopoly is characterized by the following features:

1. presentation in a number of product suppliers (1 to 10);
2. differentiated and standardized production firms;
3. significant barriers before entering the industry;
4. market power of each firm-oligopolists;
5. price controls;
6. existence of a firm leader on the market.

Although suppliers on the market are represented by a small number, they have a significant market share, and produce together all or almost all the products. The products of the company can be both differentiated (automobiles, beverages, computers) and standardized (oil, aluminum, equipment), so due to this there are two types of oligopoly, differentiated and clean. According to the type they manufacture different products: differentiated owned firms produce differentiated products, while clean – uniform.

Another feature of the oligopoly is significant barriers before entering these markets. They occur if improved techniques and technologies, that increase production and the existence of most of the firms on the market, are unprofitable. Initial costs spent on the creation of new firms are quite large, and not all companies can do that without damage to their budgets. One of the major barriers to entry the oligopoly is patenting and licensing technologies and techniques. As well as the high cost of advertising and promotional activities without which to enter the market is very difficult and almost impossible.

Moreover, barriers to market entry are created by the merger of companies and form the union of several companies. Such a combination can significantly increase the share of firms in the market.

The firm behavior dependence on the reaction of competitors is called oligopolistic relationships [1, c. 241]. When oligopolists realize their interdependence they reach a strategic cooperation. Strategic cooperation is a condition when the business strategy of each company depends on the rival plans. Two important kinds of strategies are cooperative and non-cooperative behavior [2, p. 150]. The cooperative behavior is characterized by collusion between firms when they join forces for the joint planning of business operation. And accordingly, the non-cooperative behavior is absence of agreement among firms, so each firm acts in its own decision.

Oligopolistic market is formed by a high degree of concentration of production. To analyze the relation between the degree of concentration of sellers and extent of their power we use a system of indicators, which include the following: index Herfindahl-Hirshmen, concentration index, Gini index. Using all of these indicators does not always fully reflect the degree of competition, because these figures are calculated mainly for the national market. Each market has its small geographical limits. Some items does not form a national market, but only sometimes are focused on a particular area.

Thus, oligopoly is a type of market structure, dominated by a small number of sellers, there are significant barriers to entry in and exit from the industry, and outputs can be differentiated and standardized.

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***A. Tustanovska***
*Research supervisor: S.A. Kotlovyi,*
*Candidate of Pedagogical Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: T.V. Lytnyova,*
*Candidate of Pedagogical Sciences, Associate Professor*

## ANALYSIS OF SOCIAL AND EDUCATIONAL CONDITIONS FOR CASE MANAGEMENT

The situation of political and economic instability in Ukraine influences negatively small social groups. The number of families that appear in difficult life circumstances grows every day. The above mentioned serves as the ground for the improvement of the process of social support as one of the mechanisms of elimination of these social problems [1, p. 24].

Such scientists as G. Bevz, G. Laktionova, L. Mishchyk, A. Kapska, N. Komarova, I. Piesha, A. Ryzhanova, N. Sabat, I. Syomkina, S. Kharchenko, I. Turbavina and others paid attention to theoretical and practical aspects of this topic.

Case management is one of the key technologies of social and educational work with a specific problem situation [2].

To achieve the aim the number of data was collected. These data present experts estimation showing the influence of factors on the effectiveness of case management. The analysis of scientific literature concerning the essence, contents and terms of case management made possible to identify 20 conditions. Some experts have been proposed to evaluate the effect of the above mentioned social and pedagogical conditions on the results of case management of the clients under difficult life circumstances. The research was conducted with the help of anonymous polling. Thirty respondents made the sample.

We have identified twenty social and pedagogical conditions for case management ("parents social skills", "involving in social activities", "professional competence of social workers", "social adaptability of the family", "confidence in social workers", "cultural level of family members", "education of parents", "success in the profession", "educational functions of parents", "kind of difficult life situation", "the number of specialists who take part in case management", "qualification of social workers who take part in case management", "financial motivation (getting finance assistance)", "availability of various kinds of parents dependence", "the number of children in the family", "family income", "age of parents", "age of children", "level of children educational adaptability", "family relations").

The factor analysis of the above mentioned social and pedagogical conditions made possible to name such statistically important social and pedagogical conditions of case management as "professional competence of social workers", "confidence in social workers", "experts qualification", "family relations". These conditions are opposed by age of parents and level of children educational adaptability.

The given results are of great theoretical and practical importance. Firstly, the social and pedagogical conditions of case management have been defined. Secondly, the results taken should help to improve the case management process which can speed up the solution of social problems of crisis categories of population.

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***M. Udodenko***
*Research supervisor: O.S. Komar,*
*Candidate of Philological Sciences, Associate Professor*
*Pavlo Tychyna Uman State*
*Pedagogical University*
*Language tutor: O.S. Komar*

## ENGLISH FOR TECHNOLOGY: TERMINOLOGY OF THE IT SPHERE

We cannot imagine modern world without two things – the English language and computer technologies. Due to development of the technologies and international co-operation the need of qualified specialists with a high level of English increases. The language of the IT sphere may be called a new branch in linguistics. Huge amount of terms – it is not a professional language anymore, it is the reality of modern civilization. As we know, our future is in technologies, therefore, it is not surprising that there are not only phraseological dictionaries, the dictionaries of synonyms, antonyms and slang dictionaries, but also we can find the explanatory dictionaries of the IT-sphere. Most of these dictionaries are only available online, where they are not rare. However, it is not easy to find just a single website or link where all the terms are presented in a plain language. Another important moment is in the fact that each sphere of IT has its own set of terms and professionalisms, depending whether it is web-development (front-end or back-end), web-design, software development, QA or mobile application development [1,p.43]. This problem was researched by such scholars as S. Kuznetsov, E. Bokarev, R. Culbertson, C. Brown, G. Cobb, O. Jespersen, J. Peano and others. Terminology of the IT sphere is extremely rich and widely spoken, beside the basic terms such as *fault, error, bug, code, testing, matrix, interface,* etc., there should be mentioned the following:

► **ACCESSIBILITY**

*Basically, this is the ability of a website to be used by people with disabilities, including visually impaired visitors using screen readers, hearing impaired visitors using no sound, color blind people, or those with other disabilities [4].*

► **BACKLINKS**

*These are links from other sites back to your own [3].*

► **BACKEND**

*Backend refers to your website's database and functionality. Note: the 'backend' should not be confused with a back office, or the part of a website where you can log in and manage your content[4]*

► **BROWSER**

*Browser refers to the program a website visitor is using to view the web site. Examples include Safari, Firefox, Google Chrome, Opera, and Internet Explorer[2].*

► **FRONT END**

*The 'public face' of your website. This front end is what your users interact with when they visit your site[3].*

► **CACHE/CACHING**

*Cached files are those that are saved or copied (downloaded) by a web browser so that the next time that user visits the site, the page loads faster[4].*

► **DATABASE**

*The database stores the information collected and used by a website. For example, a WordPress website uses a database to store configuration information, user details as well as the content that you create[4].*

► **CLIENT**

*A software application that allows users to access and interact with content on the Internet[2].*

► **DIRECTORIES**

*A type of search engine where listings are gathered through human efforts, rather than by automated crawling of the web[3].*

► **DOMAIN**

*The domain is the name by which a website is identified. The domain is associated with an IP address[4].*

► **HTML**

*Stands for Hypertext Markup Language. It's the primary language used to write web pages[3].*

► **HTTP**

*Stands for HyperText Transfer Protocol. HTTP is a set of rules for transferring hypertext requests between a web browser and a web server [2].*

► **HYPERLINK**

*A hyperlink is a link from one web page to another, either on the same site or another one. Generally these are text or images, and are highlighted in some way (text is often underlined or put in a different color or font weight) [4].*

► **PLUG-IN**

*A plug-in is a bit of third party code that extends the capabilities of a website [3].*

► **A WIDGET**

*(Also **graphical control element or control**) is an element of interaction in a graphical user interface (GUI), such as a button or a scroll bar [4].*

The research of the programming language that consists not only of the commands, codes, but also of various English terms, is a long process that will not stop in the nearest future. The need for studying technical vocabulary of English is caused by the challenges the society is facing. Terms, professional jargon, slang – this is what the world of computer technologies is full of. So, the effective realization of experience and development in the modern society predetermines the investigation of various spheres of the usage of the English language.

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***M. Uzlyakova***

*Research supervisor: O.M. Vasylenko, Candidate of Biological Sciences, Associate Professor*

*Zhytomyr Ivan Franko State University*

*Language tutor: L.P. Serdiichuk*

## POLLUTION IN UKRAINE

The atticle is devofed to the problem of pollution in Ukraine.

People have always polluted their surroundings. But until now pollution was not such a serious problem. People lived in uncrowded rural areas and did not have pollution-causing machines. With the development of crowded industrial cities which put huge amounts of pollutants into small areas, the problem has become more important. Automobiles and other new inventions make pollution steadily worse. Since the late 1960’s people have become alarmed with the danger of pollution.

Pollution is the contamination of the environment, including air, water, and land, with undesirable amounts of material or energy. Such contamination originates from human activities that create waste products. An industrial and intensively farmed country, Ukraine contains some of the most polluted landscapes in Eastern Europe. Pollution became evident in Ukraine with industrial development in the 19th century.

Air pollution is especially severe in many of the heavily industrialized cities and towns of southeastern Ukraine, notably in Kharkiv, Dnipro, Zaporizhia and Kryvyi Rih.

Almost all surface waters of Ukraine belong to the Black Sea and the Sea of Azov basins. The high population density, heavy industrial development, and relatively low freshwater endowment of those basins, and the low governmental priority placed upon environmental protection until very recently, have given rise to chronic and serious levels of water pollution throughout Ukraine. The Dnister and the Danube are included among the most polluted bodies of water. Hundreds of small rivers supply water for three-quarters of the villages and half of Ukraine's cities. Widespread fear is growing in Ukraine that a substantial fraction of those water arteries are so polluted as to pose fatal health risks to the people who depend on them. About half of the chemical fertilizers, herbicides and pesticides applied in the fields are washed off into rivers. Moreover, surface runoff from industrial territories is highly contaminated.

One of the areas suffering most from serious and chronic coastal water pollution is the Sea of Azov. That shallow and previously biologically rich and commercially productive body of water has experienced serious problems of industrial contamination and increased levels of salinity since the early 1970s. Combined with pollution that increase has resulted in a dramatic drop in fish catches (by 60-90 per cent). Despite repeated warnings and special government antipollution resolutions, the condition in the Sea of Azov continue to deteriorate.

But pollution can be reduced gradually. Scientists and engineers can find the ways to reduce pollution from automobiles and factories. Government can pass the laws that would make enterprises take measures for reducing of pollution. Individuals and groups of people can work together to persuade enterprises to stop polluting activities.

So, pollution is one of the most important problems nowadays. To reduce it harmful impacts on the environment, government and people must combine their efforts.

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***K. Vaschenko***
*Research supervisor: A.O. Pogoruy,*
*Doctor of Physical and Mathematical Sciences,*
*Associate Professor of Mathematical Analysis*
*Language tutor: A.V. Kuznyetsova*

"Billion is a large number for us if we are dealing
with years or tons of water, but this is a small
number when it comes to hydrogen molecules
or even a water drop in the ocean."
Émile Borel

# GEOMETRIC CHARACTERISTICS OF FOUR-DIMENSIONAL HYPERCOMPLEX SYSTEMS

Systems of natural, integer, real and even complex numbers have long been known. The latter are widely applied not only in mathematics, but also in all areas of modern science. But this is not the end of the search for new systems of numbers. At present, the issue of the discovery of more general types of numbers is very topical, as new problems in mathematics arise that cannot be solved only with the help of these systems. For instance, it turns out that in order to describe the rotation in $\mathbb{R}^3$ 4 numbers are necessary, so we need vectors of four-dimensional space, which are quaternions. Therefore, that consideration of the basic geometric properties of four-dimensional hypercomplex systems, namely quaternions, biquaternions, coquaternions, is quite perspective and topical.

**The Concept of Quaternion.** A quaternion is a hypercomplex number that has 4 imaginary units. Components for imaginary units are chosen from algebra, which are fields. [2]

The Hamilton formula $ijk = -1$ gives the multiplication table of quaternions [1]:

| | 1 | i | j | k |
|---|---|---|---|---|
| 1 | 1 | i | j | k |
| i | i | -1 | k | -j |
| j | j | -k | -1 | I |
| k | k | j | -i | -1 |

*Fig. 1.* **Quaternion Multiplication Table** [2]

Thus, a quaternion is a vector of a four-dimensional real space with basis 1, i, j, k (which are called basic quaternions): $a + bi + cj + dk$. Number $a$ is called the real part (the scalar), and the three-dimensional vector $v = bi + cj + dk$ – the imaginary part of the quaternion. The word "vector" appeared precisely in this theory. In times of William Hamilton there were no vectors, so the scientist had to invent all the terminology for this theory.

The "numbers" $1, i, j, k$ are called basic quaternions. [1]

For our purposes, the "hypercomplex" form of recording quaternions is more convenient. Let the symbols *i, j, k* be unit vectors, which form a fixed (the same for all quaternions) orthogonal basis in three-dimensional space. Then quaternions can be represented as "the sum of scalar and vector".

$$Q = q_0 + q_1 i + q_2 j + q_3 k = q_0 + \vec{q},$$

where $\vec{q}$ is a vector with coordinates $q_\mu (\mu = 1,2,3)$ in the basis *i, j, k*. Accordingly, we call $q_0$ the scalar part (the scalar) of the $Q$ quaternion, and $\vec{q}$ – its vector part (the vector).

**Basic properties of quaternions:**

1. $\lambda Q = Q\lambda = \lambda q_0 + \lambda \vec{q},\ \lambda \in \mathbb{R}$
2. $P + Q = (p_0 + q_0) + (\vec{p} + \vec{q})$
3. $P \cdot Q = (p_0 + \vec{p})(q_0 + \vec{q}) = p_0 q_0 - (\vec{p}\vec{q}) + p_0 \vec{q} + q_0 \vec{p} + [\vec{p} \times \vec{q}]$

.

Here $(\vec{p}\vec{q})$ – scalar product of vectors, $[\vec{p} \times \vec{q}]$ – vector product.

4. Let $Q = q_0 + \vec{q}$. The quaternion $Q = q_0 - \vec{q}$ is called (quaternionically) conjugate to Q.

Obviously, $\bar{\bar{Q}} = Q, \overline{(PQ)} = \bar{P} \cdot \bar{Q}$

5. The product of quaternion is conjugated to it. It is always an essential scalar

$$Q\bar{Q} = \bar{Q}Q = (q_0 + \vec{q})(q_0 - \vec{q}) = q_0^2 + q_1^2 + q_2^2 + q_3^2 \geq 0,$$

which is called quaternions square module. Thus, the module is defined as a quaternion

$$|Q| = \sqrt{Q\bar{Q}} = \sqrt{q_0^2 + |\vec{q}|^2} = \sqrt{q_0^2 + q_1^2 + q_2^2 + q_3^2}.$$

Operation of division for quaternions is defined as the product of inversed quaternions.

Thus, the paper deals with studying of four-dimension hypercomplex system and some of its geometric characteristics.

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***I. Vasylyuk***
*Research supervisor: V. O. Vengerska,*
*Doctor of Historical Sciences, Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: S. S. Kukharyonok*

## ON THE EDGE OF TWO WORLDS: COSSAK AND TATAR STEPPE (CULTURAL ASPECT)

Vast expanse of southern Ukraine and the part of the Crimean Peninsula is called the Wild Field in the historical literature. Even in the 13$^{th}$ century they were perceived in the minds of both the Ukrainian and Tatar peoples as a buffer zone. In fact, it was the territory of delineation of influence without clearly defined borders between the lands of Ukrainian principalities and Golden Horde. Two worlds with their own culture, history and objectives, Christian and Muslim, faced in these steppes. Due to frequent contacts of the Cossacks with the descendants of Turks, both sides discovered a large area of interference for each other. It is believed that the rule of the Tatars in the steppe is one of the reasons for the emergence of the Cossacks in Prydniprovia [1, 100].

The word "Cossack" in the late 15$^{th}$ century was quite common and was used both for the Tatars and Ukrainians. The Wild Field during the Cossack period was a kind of pendulum where certain critical mass in the neighborhood of two ethnic groups – Ukrainian and Tatars – shifted in favour of one or another side. In the center, on the borderland buffer zone between nomadic and tilling civilizations, ethnocontact zone, mastered by desperate adventurers from both sides who mutually mixed clothes and food, language and customs, military skills and the way to survive, existed on their own survival laws [3,181].

Turkic culture greatly influenced the ethnic Ukrainian culture, besides almost all the effects were transferred through the Cossacks. For example, we can present the following facts: as the Tatars, the Cossacks named the places of their location “koshi”, temporary houses – “kureni”, estuaries – sagas, Ukrainian sword was replaced by curve Tatar saber, ports – “sharovary”, long hair – “oseledets”. Turkic concepts like “osavul”, “bunchuk”, “bulava”, “drum”, “surma”, “camp”, “maidan” were used in the Cossacks’ military lexicon [3,181-182].

All types of the Cossacks economic activity were formed under the influence of local Turkic population: livestock raising, the methods of hunting and fishing, beekeeping, collecting plants and other industries. Among the borrowings relating to material culture there is a unique type of dwelling – “kurin”, “kish”.

Ukrainians also borrowed from the steppe peoples a lot of elements of the suit, including typical oriental wide trousers, high hats, the way to wear shirt tucked into pants. The way to decorate the bottom of the women’s underwear clothing with embroidery was taken from the East. The widespread use of carpets in home interior also borrowed from the Tatars [2, 12-13].

As a result of these very significant Eastern borrowings, Ukraine was finally formed as a country on the border between the East and the West (as the eastern border of Europe), having its own ethnocultural identity.

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***O. Vergun***
*Research supervisor: T.V. Botsian,*
*Associate Professor*
*Language tutor: A. V. Kuznyetsova,*
*Candidate of Philology,*
*Associate Professor,*
*Zhytomyr Ivan Franko State University*

## MAIN INDICATORS OF CASE-STUDY OF ZHYTOMYR SECONDARY SCHOOLS

The topicality of the research lies in the fact that in modern society there are processes of reformation, encouraging search of new mechanisms of education management. Due to this fact the issue of motivation of pedagogical workers becomes topical, because a large number of school teachers have to choose, whether to go abroad or stay at a home with such problems as:

- undervaluation of highly skilled work;
- depreciation of labour values;
- the loss of prestige of the profession of a teacher
- job transformation from the basics of life into the way of survival.

Thus, in present conditions in Ukraine, the problem of individual motivation arises, which leads to the effective activities of secondary schools teaching staff and significant results of work of teachers' work [3, p. 89]

The aim of the paper is to state the main reasons and motives for teachers to stay working in the field of education.

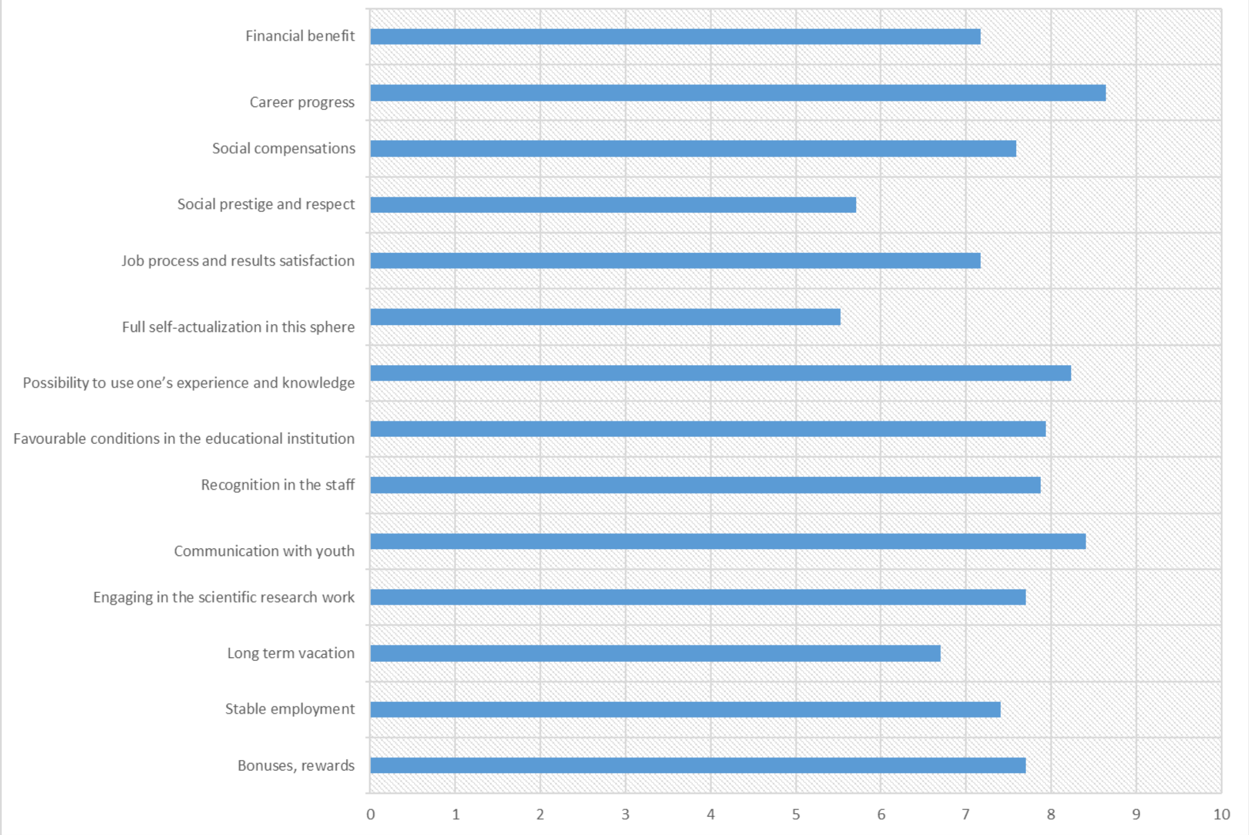
Many foreign and domestic scientists of management like: V. Vroom, F. Herzberg, D. MacGregor, D. McClelland, A. Maslow, I. Batkaeva, E. Ilyin, A. Kolota, E. Utkina, V. Yadov etc. studied the problem of motivation and of creating motivational mechanism that takes an important place in management [1, p. 132].

The following hypotheses are put forward:

1) teachers work at secondary educational institutions because they enjoy the job and see their progress only in this sphere;
2) employees have to work because they have a long vacation, social package and stable employment.

The survey was conducted among the teaching staff of secondary schools of Zhytomyr in March 2017 to determine the level of motivation, self-awareness prospects and readiness for professional development.

100 people of different age, status and specialty took part in the questionnaire: school directors, head teachers, teachers, educators and others. Respondents had to answer 15 questions, indicating the degree of importance for each person, on a scale from 1 to 10. The average percentage was determined from each question listed in the chart.




The questionnaire results showed that the main motives of professional development for secondary school teachers are stability of employment - 62, 5% and job process and results satisfaction- 56.3%. Basically, it can be said that these teachers want to deal with innovations; they are happy to do their job, which allows disclosing new sides of their personality, acquiring new skills and abilities.

Teachers do not see their further career exactly at school comprise the group of the least motivated. This is due to the fact that teachers understand the real situation today. People of age occupy the most positions in school management and do not intend to leave them. This fact makes career growth for younger generations very difficult at schools [2, p. 87].

Such factors as the availability of long-term vacation and opportunity to receive social compensation can be considered medium indicators.

The data obtained helps to define the level of professional competence of the teacher, the degree of satisfaction with his/her job and the ability to professional growth, understanding his/her motives of work in secondary educational institutions.

**Conclusion**. The research gives an opportunity to conclude that each of the teachers has its own individual motives of work in secondary educational institutions. Most teachers work in secondary educational institutions because they love their profession and the process of communication with younger generation. But a large number of teachers stay at schools due to "stability" in the future, long vacation and social compensations.

Thus, we cannot reject or confirm one of the two hypotheses, because there is an equal number of school teachers who work by calling and those working for some other reasons.

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***O. Vyhivska***

*Research supervisor: T. Yu. Kulakovskiy,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O. E. Kravets,*
*Candidate of Pedagogical Sciences,*
*Associate Professor*


## GENDER PECULIARITIES OF PERCEPTION OF THE IMAGE OF THE PERFECT JOB

Work activity is a key activity greatest period of human life. Knowing what kind of person wants to see their perfect job is very important because knowing your own preferences and needs, it can protect yourself from emotional exhaustion, errors associated with the election of profession, loss of time resources on getting the profession.

A. L. Gurchenko writes that today it is possible to distinguish three main approaches to the understanding of an image: concrete-perceptual, extended-reflective and socio-perceptive. Specifically-perceptual approach considers the image as a kind of intermediate or final result of cognitive activity, as a product of perception, memory, thinking, imagination; extended-reflecting the subjective picture of the world or its fragments, including the subject of perception, of other people, spatial environment and temporal sequence of events; socio-perceptual - how the perception of social objects and phenomena, including the representation of the subject about himself[3].

Perception was investigated in the framework of interactionism(I. Muller, G. Fechner), introspections(W. Wundt, E. Titchener), functionalism(H. Helmholtz, I. M. Sechenov), praxiological approach (J. Piaget), theory of a fixed installation (D. M. Uznadze).

Issues of professional formation of personality and its relation to the labour engaged by E. A. Klimov and N. S. and E. Y.[4]. The concept of gender and sex, the nature of their treatment are covered in the works of S. Bem, D. V. Vorontsov[1, 2].

The aim of our study was to investigate gender peculiarities of perception of the image of the perfect job. We hypothesized that the image of the ideal job in the minds of men will be associated with the prestige of the profession and the degree of material satisfaction, but in the minds of females – with the comfort of working conditions, relationships in the team and moral satisfaction from the process.

The study was conducted during February-March 2016 on the basis of Zhitomir school No. 27 (students 7-8 and grades 10-11) and Zhytomyr Ivan Franko State University (students of the 4th course of the socio-psychological faculty and the faculty of physical education and sport) and took place in three stages. At the first stage studied was asked to write 5 characteristics that they can describe the ideal job. At this stage, the sample consisted of 161 people(for a detailed distribution see table 1.). Obtained data was subjected to the procedure of frequency analysis. The characteristics that have the greatest number of repetitions was chosen that has the opposite meaning. The pairs of characteristics formed the basis for constructing matrices gradually bipolar evaluation scales. In the second stage the respondents was asked to evaluate pairs of characteristics presented in the evaluation matrix according to their vision of the perfect work on a seven-point scale from -3 to +3. At this stage in the study involved 132 people(see table 1.).

Table 1

CHARACTERISTICS OF THE SAMPLE

| | Female | | Male | |
|---|---|---|---|---|
| | first stage | second | first | second |

| | | stage | stage | stage |
|---|---|---|---|---|
| 7-8 form | 31 | 19 | 22 | 20 |
| 10-11 form | 22 | 25 | 25 | 25 |
| 4th course | 28 | 24 | 33 | 19 |

In the third stage, data evaluation matrix was subjected to the procedure factorize, the result of which was allocated to the 4 factors in the perception of the perfect operation, the characteristic for each group of subjects.

The results of the study, we found that in the minds of colors the perfect work associated with the benefits of this work to society, the opportunity to travel, to move car remixodelica to have fun. It is also important to the team in which they work and the quality of leadership.The image of the ideal working in the mind of women is associated with an opportunity for career growth, quality of labor conditions and relations in the team and with the ability to have regular weekends and holidays.

Our hypothesis was partially confirmed because, as we assumed women connect his image of the ideal work with the comfort of working conditions and relationships in the team, but for this group the opportunity for career growth and regular weekend and vacation was more important than getting moral satisfaction from the process. Assumptions about the components of the male image ideal job was only confirmed for students of the 4th course, for students the characteristics of prestige and material satisfaction are not important.

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***J. Wonsowitsch***
*Deutschlehrerin:Iryna Swyrydenko,*
*Kandidat der pädagogischen Wissenschaften, Dozentin*
*Zhytomyrer Staatliche Iwan-Franko-Universität*

# DAS GEHEIMNIS DER MENSCHLICHEN TEMPERAMENTE

Das Temperament beschreibt die Art und Weise, wie ein Lebewessen agiert und reagiert, seinem Verhaltensstil also, setzt sich aus emotionalen, motorischen, Reaktionen und der Selbstregulierung zusammen. Der Begriff umschreibt relativ konstante, daher typische Merkmale des Verhaltens wie Ausdauer, Reizschwelle, Stimmung, Tempo. Die Lehre der vier Elemente stammt von dem griechischen Philosophen Empedokles und stellt eine Synthese dar aus Parmenides (Sein) und Heraklit (Werden). Die Lehre der vier Elemente hat sich bis ins Mittelalter erhalten. Erst mit dem Aufkommen der modernen Chemie ist sie von der Atomlehre abgelöst worden. Man kann alle Menschen nach ihrem Temperament in verschiedene Gruppen einteilen: Choleriker, Sanguiniker, Phlegmatiker und Melancholiker. Die traditionellen Einteilungen in Temperamente und deren zugeordnete Verhaltensmuster sind stark abhängig vom Kulturkreis. Am bekanntesten sind die griechische und die chinesische Einteilung der Temperamente [1, p. 19].

Bereits im 5. Jahrhundert vor Christi Geburt stellte Hippokrates folgende Klassifizierung, welche die Medizin bis in die heutige Zeit beeinflusste, auf. Darin werden von ihr Haupttypen berücksichtigt, denen wir täglich auf der Straße begegnen.

1. Der Blutreiche oder Sanguiniker. Er ist ein geselliger "Lebenskünstler", etwas oberflächlich, und stellt sich keine großen Fragen. Er ist wohlbeleibt und wird oft wegen seiner Korpulenz bestaunt. Er isst, trinkt und arbeitet oft zuviel, braucht Bewegung und Emotionen, ist voller Tatendrang.

2. Der Griesgrämige oder Melancholiker. Er ist eindeutig ungesellig, nervös und leicht erregbar. Ein stolzer Pessimist, der sich in sich zurückzieht. Der Körper ist mager, der Schädel gut entwickelt. Dieser Mensch stellt sich grundlegende, tiefgreifende Fragen und leidet an zahlreichen Nervenstörungen.

3. Der Choleriker. Er ist jähzornig, äußerst empfindlich, aggressiv und kühn. Sein Körper ist groß und mager, sein Teint gelblich. Der Choleriker ist überhaupt nicht wehleidig. Es hat keinen Sinn, ihn beruhigen zu wollen: Er braucht Fakten, Mathematik und Logik!

4. Der Kaltblütige oder Phlegmatiker. Er sieht ruhig aus, ist dick, handelt langsam und ist meistens äußerst wehleidig. Er ist auf Suggestion und Hypnose äußerst empfindlich [2, p. 119].

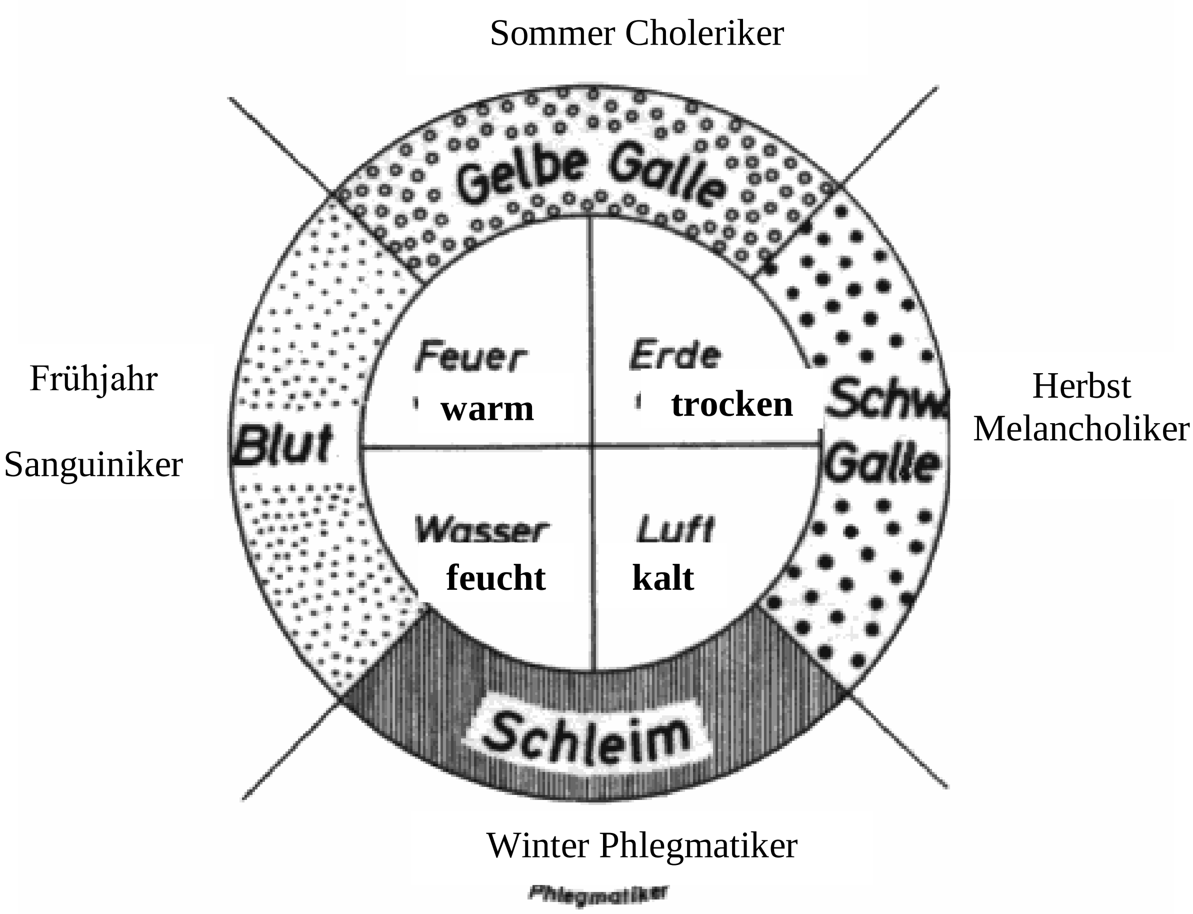
Das wären also die vier großen Menschengruppen. Reine Temperamente in ihrer vollen Einseitigkeit sind im Leben kaum zu finden. Im Grunde hat jeder Mensch alle vier Temperamente, aber oft sticht eines besonders hervor. Oft sind auch zwei Temperamente sehr stark ausgebildet, ein drittes spielt noch leise mit, während das vierte nur sehr, sehr schwach hervortritt [1, p. 22].

Das cholerische Temperament ist häufig mit dem melancholischen verbunden, ebenso das sanguinische mit dem phlegmatischen, wobei sich in dem jeweils ersteren die aktive, im zweiten die mehr passive Seite des Charakters ausdrückt. Problematischer ist die enge Verbindung der beiden aktiven Temperamente, also Cholerik und Sanguinik, was einen hyperaktiven Charakter ergibt, oder die Verbindung der beiden passiven Temperamente, Phlegmatik und Melancholie, was dem Menschen einen passiv verzweifelnden Charakter verleiht [2, p.120].

Die Temperamente bilden auch Gegensatzpaare, von denen dann das eine sehr stark, das andere kaum ausgeprägt ist. Dem cholerischen Temperament steht das phlegmatische als schroffer Gegensatz gegenüber, ebenso dem sanguinischen das melancholische, so wie Feuer und Wasser Gegensätze sind und auch Luft und Erde (Siehe die Zeichnung 1).

*Zeichnung 1*

*Die vier Temperamente*




Es gibt kein gutes und kein schlechtes Temperament. Jedes hat positive, das Eigenwohl und das soziale Miteinander gleichermaßen fördernde, wie auch negative, lebenshemmende Eigenschaften.

Also, man kann alle Menschen nach ihrem Temperament in verschiedene Gruppen einteilen: Choleriker, Sanguiniker, Phlegmatiker und Melancholiker. Choleriker sind schnell reizbar und empfindlich, sie reagieren heftig auf alles Geschehene. Sanguiniker sind lebensvoll, schnell reizbar, aber ihre Emotionen wechseln leicht. Phlegmatiker dagegen sind langsam, ruhig und zeigen ihre Gefühle nach außen nur schwach.

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***L. Yakovchuk***
*Research supervisor: L. A. Perepelitsa, Candidate of Biological Sciences, Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O.E. Kravets*

## THE DISTRIBUTION OF IONS PB$^{2+}$ IN THE WATER–SEDIMENT–PLANT SYSTEM IN RIVERS OF THE ZHYTOMYR POLISSYA

Regional pollution of small rivers by heavy metals (HM) entails a deterioration of water quality in medium and large rivers and poses a serious danger to the health of the population in many regions of Ukraine, increasing the risk of effects on the human body carcinogenic and mutagenic factors [3]. The deterioration of water quality has reached levels that lead to degradation of water ecosystems, reducing productivity of water bodies [2]. Therefore, constant monitoring of water quality of study level of pollution of the aquatic environment and bottom sediments of various toxicants, including ions HM is important and urgent for the preservation of species diversity and the optimal development of aquatic organisms.

One of the priority pollutants in surface water bodies remains in the HM, have toxic, mutagenic and carcinogenic effects on living organisms [3].

The aim of our study was to establish the content of ions $Pb^{2+}$ in water, sediments and plants in small rivers of the Zhytomyr Polissya: Noryn (Ovruch, Zhytomyr region), Huyva (g. Andrushivka, Zhytomyr region), Ubort (Olevsk, Zhytomyr region).

The objects of study were samples of water and bottom sediments of the rivers Noryn, Ubort, and Central square, and representatives of higher aquatic vegetation, namely *Carex acuta* L., *Ceratophyllum demersum* L. and *Phragmittes australis* (Cav.) Trin Ex Steud. With the aim of identifying sources of pollution with ions of $Pb^{2+}$ was selling for the analysis of concentration of the toxicant in the two frames: target No. 1 – the beginning the city is on target No. 2 – 1 km outside the city.

Research methods. Sampling and analysis were conducted according to General accepted methods in Hydrobiology, hydrochemistry, and toxicology [1]. The determination of the elementary composition of HM was performed by atomic adsorption analysis on the spectrophotometer C115–1M.

The results of the research. The results of these studies showed that the content of ions $Pb^{2+}$ in the three water samples exceeded the maximum permissible concentration. The highest content of ion $Pb^{2+}$, relative to the background observed in the water, Noryn and the city Huyva, and the lowest, Ubort.

A similar case is the accumulation of ions of $Pb^{2+}$ in the sediments and in the water, but the rate of accumulation of HM in the sediment is much higher.

Therefore, the state of water quality in the rivers of the Zhytomyr region for the content of heavy metals exceeds maximum permissible concentration of lead ions.The maximum value of ions of $Pb^{2+}$ was recorded in *C. demersum* L. on the outskirts of the city Andrushivka, and the lowest – in *P. australis* in early city Olevsk. A high content of ions $Pb^{2+}$ in water, sediments and plants caused by the placement in close proximity to water bodies in the factories, dumps and low clearance relief treatment facilities for household wastewater in cities.

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***M. Yangulova***
*Language tutor: Volnytska D.O.*
*Zhytomyr Ivan Franko State University*

## PARALLEL POSTULATE

Mathematics is one of the most important sciences since ancient times. A significant contribution to mathematics was made by Euclid, famous mathematician, often called "father of geometry." He is the author of treatise on mathematics "The Elements", a very important work in the history of mathematics.

The first book is devoted to studying the properties of right triangles and parallelograms. It also considered the famous theorem of Pythagoras, Euclid evidence which was one of the most common of all evidences of modern science. But the most interesting is the fifth postulate of Euclid or also known as the Parallel Postulate.

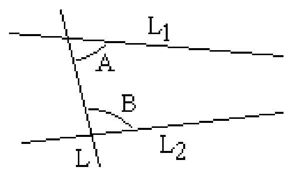
It states that in two-dimensional geometry:

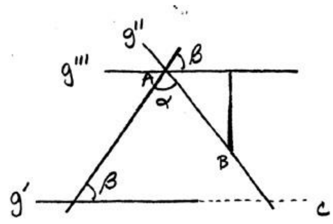
*If a line segment intersects two straight lines forming two interior angles on the same side that sum to less than two right angles, then the two lines, if extended* *indefinitely, meet on that side on which the angles sum to less than two right angles.*

This postulate was commented and studied by many scientists that led to the emergence of non-Euclidean geometry in the New time.

The formulation of the postulate according to the figure is:

*If the sum of two angles A and B formed by a line L and another two lines L1 and L2 sum up to less than two right angles then lines L1 and L2 meet on the side of angles A and B if continued indefinitely.*



The postulate attracted immediate attention. The commentator Proclus tells us that the postulate was attacked from the very start. He wrote, "This postulate ought even to be struck out of Postulates altogether; for it is a theorem...". The statement Proclus proves instead of the parallel postulate is, "Given $\alpha + \beta = 2d$, proves that the straight lines g' and g'' meet at a certain point C." But it is observed by Pogorelov that the parallel straight lines proof of Proclus relies on are not explicitly contained in the other postulates or axioms and therefore cannot be deduced from them.

Another person who attempted to prove the parallel postulate was John Wallis. In addition to Wallis' recognition of the significance of exponents, he also attempted a proof to the parallel postulate. However, instead of proving the theorem directly with neutral geometry, he proposed a new axiom In this postulate was expressed the opinion that it was either to increase or shorten the triangle as much as necessary without distortion. Using this Wallis proved a parallel postulate.

In addition to Proclus' and Wallis' proofs, in 1826 another mathematician's replacement of the parallel postulate lead to the discovery of Non-Euclidean geometry. This mathematician was N.I. Lobachevsky. Lobachevsky was a Russian mathematician. For his proof to the parallel postulate, Lobachevsky proved that "At least two straight lines not intersecting a given one pass through an outside point. " In proving this he hoped to find a contradiction in the "Eucli dean corollary system ". However, in the development of his theory, Lobachevsky, instead saw that the system was "non-contradictory ". From this he drew the conclusion that there existed a geometry, different from Euclidean, which was not connected with parallel postulate. This geometry became known as "Non-Euclidean " geometry.

In conclusion, throughout the past 2300 years of mathematical history many mathematicians from all over the world have unsuccessfully been trying to prove Euclid's parallel postulate. Although these attempted proofs did not lead to the desired result, they did play a part in the development of geometry, enriching it with new theorems that were not based on the fifth postulate, as well as leading to the construction of a new geometry, Non-Euclidean geometry, not based on the parallel postulate.

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***N. Yaremchuck***

*Language tutor: T.Yu. Biloshytska*
*Candidate of Pedagogical Sciences, Lecturer*
*Zhytomyr Ivan Franko State University*

## MIRACLE "RAINBOW" FUNGUS

It is developed in the soil as ovoid structure. In folk medicine people use infusions and tinctures from fresh or dried "Rainbow" fungi. A vodka tincture is used for treatment of abdominal pain and cleaning wounds. With the help of the "Rainbow" vodka tincture people can treat gout and kidney diseases.

"Rainbow" fungi kill viruses that cause herpes, influenza, hepatitis and even AIDS. It is also used to treat almost every type of solid tumor, including cancers of the brain, breast, cervix, larynx, liver, lung. These miracle fungi remove warts; also they are recommended for management of type 1 and type 2 diabetes. Those who have hypertension can normalize their blood pressure with the help of "Rainbow" tinctures. Mushrooms treat female infertility and male impotence successfully. Outwardly "Rainbow" vodka infusion is used for the treatment of venous ulcers, bedsores, bites, wounds and skin tumors [1].

"Rainbow" fungus is also used in cosmetology. Biologically active substances of the fungus stop skin aging, contribute to its rejuvenation. That’s why "Rainbow" masks and infusions are widely used in cosmetology to perform a variety of procedures.

In fact, it's difficult to overestimate its therapeutic properties. This is a real natural medicine that protects against many dangerous diseases. Those who once felt the effect of "Rainbow" fungi become dedicated mushroom hunters and each season they go into the forest in search of miracle "Rainbow" fungi.

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***T. Yaremchuck***
*Language tutor: T.Yu. Biloshytska*
*Candidate of Pedagogical Sciences, Lecturer*
*Zhytomyr Ivan Franko State University*

## OFF WITH HIS HEAD!

In 2015 Italian neurosurgeon Sergio Canavero claimed that he would do the first human head transplant next year. This transplant could help people with disabilities who are paralyzed from the neck below. The aim of the surgery is to first cut the spinal cord and then repair it before using electrical or magnetic stimulation to 'reanimate' the nerves and even movement in the corpse.

Canavero and scientists from South Korea and the United States published a series of articles about polyethylene glycol (PEG) in the journal Surgical Neurology International. In their opinion, this substance can help restore the cut spinal cord.

A neurosurgeon at Konkuk University in Seoul who has been collaborating with Dr Canavero, severed the spinal cords of 16 mice. They injected a chemical called polyethylene glycol (PEG) into the gap between the cut spinal cord in half of the mice. In a month, five of the eight mice who received PEG regained some ability to move but three of the mice died. Those who did not receive PEG also died.

Similar tests using an enhanced version of PEG was given to five rats with severed spinal cords and the South Korean researchers showed electrical signals passed down it after treatment. However, four of the rats were killed in a flood at the team's laboratory and so they were not able to see if movement was restored. The only surviving rat gradually regained the control of the body. The movements of all four limbs were weak at first. In a week the rat could stand, but it was difficult to maintain balance. Two weeks later, according to scientists, the rodent normally walked, stood on its paws and fed on its own. The rats in the control group remained paralyzed [1].

In a final experiment the South Korean team tested the PEG solution in a dog after it's spinal cord was almost completely severed. They claim 90 per cent of the cord had been severed. While the dog was initially paralyzed, three days later the team report it was able to move its limbs. By three weeks it could walk and wag its tail.

However, this experiment also had one fundamental drawback: lack of control. Other scientists have raised serious concerns about the results.

Dr. Canavero claimed scientists in China had performed a head transplant on a monkey where they connected up the blood supply between the head and the new body. They did not, however, reconnect the spinal cord and the animal was unable to regain movement. The experiment demonstrated that when the head was cooled to 15 °C, a monkey could survive the procedure without suffering brain injury. The monkey was kept alive for only 20 hours after the procedure for ethical reasons. However, until now the details of this experiment have not been published [1].

The man who has volunteered to undergo the first human head transplant in the world is Valery Spiridonov who suffers from a genetic disorder – a muscle-wasting disease. It is claimed that the team are hoping to approach Facebook founder Mark Zuckerberg for finance. Vietnam has offered the hospital to host future head transplants.

However, the claims have been met with scepticism by many in the scientific community who warn the experiments in animals do not yet prove a head transplant will work in humans. Others said it could still at least eight years before a human head transplant could realistically be carried out. Failure can cause not only an irreparable blow to the reputation of all the specialists participating in the project, but also to the whole field of science. Therefore, scientists and surgeons are not eager to join the adventure of Canavero.

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***K. Yasenchuk***
*Research supervisor: S. M. Nikolaienko, Candidate of Economic Sciences, Senior Lecturer*
*Zhytomyr Ivan Franko State University*
*Language tutor: A.P. Ochkovska*

## THE ACCUMULATION OF CAPITAL AND ITS INVESTMENT IN UKRAINE

The accumulation of capital is the process of converting the additional cost of capital, including all its various types (capitalist property) [1, p. 864].

The process of capital accumulation occurs in two main forms:

1. the concentration of capital,
2. the centralization of capital.

The factors that stimulate the growth of capital accumulation are scientific and technological revolutions. It leads to the formation of new industries and products which require significant investment. Moreover, STD also increases efficiency, which, in its turn, increases production at lower cost. This factor causes the downward trend rate of savings.

The state plays an important role in the process of capital accumulation. It influences the development of the human resources quality, NTP and other factors. Thus the state has to allocate funds for the development of education and science, finance high-tech industries, implementation of active tax, depreciation, finance and credit, structural, innovative policy.

The accumulation of capital implies the accumulation of productive and money capital. In the process of accumulation of productive capital and it allocates gross and real investment.

Gross investment is the amount of expenditure aimed at replacing worn-out assets and capital gained in the current year.

Real investment is investment in means of production, science, information and other elements of the productive forces [1, p. 865].

In addition to this, there is a difference between formal and real capital accumulation. Formal accumulation of capital is its accumulation in the form of money, securities and financial assets. The real accumulation of capital is in the form of material and the material content of real capital [1, c. 864]. Formal capital accumulation must be in a certain proportion of the real accumulation. Violations can lead to impairment of financial assets. Consequently, there is a so-called negative wealth effect (values of financial assets, cash balances).

In Ukraine, the first phase of capital accumulation took place during 1988 – 1992. The prerequisite for capital accumulation was granting autonomy to the state enterprises. State property used for business purposes by a narrow circle of people was associated with the production and delivery.

In the second phase of primitive accumulation of capital (1992 – 1996) occurred when approaching the domestic price to the world, most sectors (except for certain raw) lost opportunities to accumulate capital. Though new sources: the budget, redistributed through concessional lending for individuals, as well as personal household savings and working capital businesses seized from them during the period of hyperinflation.

In the third phase of capital accumulation (1997 – 2000) took place shift to the accumulation of productive capital, that is opening opportunities for the participation of the national capital in the privatization of large enterprises.

After reviewing capital expenditure by type of assets from 2010 to 2015, we can see that investment in tangible assets far outweigh the investments made intangible. Fairly low investment was made in education, health and social assistance, agriculture, forestry and fisheries as well as in construction. [2]

Thus, the most important factors of influence on the process of capital accumulation and STP are the state that has an impact through the provision of funds for the development of education, science and finance in various industries.

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***N. Yatskevich***
*Baranovichi State University*
*Research supervisor: N.A. Yahorava, Ph.D. in Pedagogy, associate professor of the Department of the English Language of Humanitarian Faculties*
*Belarusian State University*
*Language tutor: N.A. Yahorava*

## COMPARATIVE ANALYSIS OF METACOMMUNICATIVE MEANS OF ATTENTION CONTROL IN THE ENGLISH AND RUSSIAN VIDEO LESSONS

This research was conducted in several stages: at the first stage, metaoperators of attention management were selected from the video tutorials by the method of continuous sampling, at the second stage the classification of metaoperators was identified by belonging to parts of speech, at the third stage the thematic classifications of metaoperators were singled out.

The material for the analysis of English-language video lessons designed for the independent distance learning of the English language by foreigners was selected from the archives of the Internet site Free English Video Lessons [1].

In order to analyze the English-language video lessons, 20 video lessons of an average duration of 15 minutes were reviewed. In the course of the study, a classification was developed according to belonging to parts of speech, within the framework of which the words were divided into 3 groups: adverbs of the mode of action, verbs expressing the appeal for information perception and demonstrative pronouns.

In the course of the study, it was revealed that the group "Adverbs of the mode of action" turned out to be the most frequently used one and makes up 66% of the number of all words, so the group was divided into 5 subgroups.

Later it was revealed that the group "Verbs, expressing the appeal to perception", comprises 30% of all the words, thus, the group was divided into 4 subgroups (Perception, mental activity, the process of speech, the action that can be implemented in the process of speech).

Thus, on the material of the English language, five thematic groups of adverbs of the mode of action and 4 groups of verbs, expressing information perception were singled out.

The material for the analysis of the Russian-language video lessons, intended for self-study of the English language, was selected on the Internet on the Youtube channel [2]. In order to analyze metacommunication means of attention management in Russian-language lessons, 5 video lessons of an average duration of 40 minutes were reviewed.

The total sample of metaoperators from the Russian-language video lessons was 107 words. In the course of the study, a classification of metaoperators was developed according to their belonging to parts of speech, within the framework of which words were divided into 3 groups: adverbs of the mode of action, verbs expressing the appeal for information perception and demonstrative pronouns.

The study revealed that the group "Verbs, expressing the appeal for information perception" is the most frequently used one and amounts to 68% of all the words, so the group was divided into 6 subgroups (perception, mental activity, the process of speech, the action that can be implemented in the process of speech, phase of action, the attitude of the speaker to the contents).

In the course of the study, the group "Adverbs of the mode of action", which comprises 19% of all the words, was divided into 2 subgroups (accuracy, easiness)

Comparative analysis of the Russian-language and English-language video lessons helped to identify that the verbs expressing the appeal for information perception are one of the most frequently used parts of speech in the Russian-language lessons, and the adverbs of the manner of action are in the English-language ones.

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***A. Yermakova***
*Research supervisor: L.S. Zubritskaya,*
*the senior teacher,*
*Baranovichi State University*
*Language tutor: L.S. Zubritskaya*

# THE ROLE OF GRAMMATICAL TRANSFORMATIONS IN THE TRANSLATION FROM ENGLISH INTO RUSSIAN

In terms of translation, the grammatical difference between English and Russian languages is expressed in the problems of translation in conditions of similarities and differences in grammatical features of linguistic units in the source and translated languages.

The commonality of grammatical features of Russian and English languages is shown in availability of common grammatical values, categories and functions, for examples, the category of noun's number, the category of degrees of comparison of adjectives, the category of tenses of verbs, functional significance of word order, etc.

At the same time, there is a difference in the principles of the grammatical system, for example, in the existence of dissimilar grammatical categories: articles in the English language, gerund in Russian; full-valued coordination in the Russian language, fixed word order in English, etc.

Grammatical substitution is a way of translation, in which a grammatical unit in original turn into a unit of translatable language with different grammatical value. The grammatical unit of any level can be substituted: word form, part of speech, sentence member, sentence of a certain type.

The most common type of grammatical substitution is the substitution of parts of speech. For English-Russian translations, the substitutions of the noun with the verb and the adjective with the noun are the most typical. For example, usually suffix *–er* is used to refer persons of certain profession in English. When translating such nouns, Russian verbs are used: *He is a good swimmer*. – Он хорошо плавает.

As can be seen from the example, the substitution of the noun with the verb is often accompanied with the substitution of the adjective with this noun in the Russian dialect. Verbal nouns of a different type are often replaced with verb: *It is our hope that an agreement will be reached by Friday*. - Мы надеемся, что к пятнице будет достигнуто соглашение.

English adjectives, which replaced by Russian nouns, are most often formed from geographical names: *the British Government* - правительство Великобритании.

Singular and plural nouns are translated, as a rule, in the same number, with the exception of cases, when the singular form in English corresponds to the plural form in Russian: *money* - деньги; or on the other hand Russian single corresponds to the English plural: outskirts -окраина, etc.

In terms of translation English gerund, the grammatical substitution is used, i.e. the unit of foreign language turns into the unit of language of translation with another grammatical value. In Russian text a verbal noun, or an infinitive, or a specifically Russian form of the gerund are employed instead of gerund. *It's no use talking about it.* – Бесполезно говорить об этом.

A special semantic role of English article can be compensated in translation to Russian language for pronouns: *They were powerful enough not to need a tsar, especially the tsar.* – Они были достаточно могущественны, чтобы не нуждаться в каком-то царе, особенно в таком царе [2, p. 174].

Thus, grammatical substitution consists in translating not so much the original form itself, as its grammatical or semantic functions in the text. And this way is used in those situations, when there is necessary to translate the language's unit, the values of which are generally absent in the translating language.

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***M. Zharkova***
*Research supervisor: O.V. Mazyar,*
*Candidate of Psychological Sciences,*
*Associate Professor*
*Zhytomyr Ivan Franko State University*
*Language tutor: O.I. Dienichieva*

## PSYCHOLOGICAL FACTORS OF RODION RASKOLNIKOV PERSONALITY CHANGES

F. M. Dostoevsky is the most well known Russian novelist. He wrote a series of extraordinary in its accuracy social and psychological novels. It is important to mention that it represents the scientific value for psychology. The novel "Crime and Punishment" is of a particular interest to the research as the main character of this masterpiece experiences his spiritual rebirth.

F. M. Dostoevsky asserted that social heredity is influenced not only by parents, teachers and peers. These are people who communicate with a human. These are books he reads, the stories he hears, the things he watches. The program of social inheritance accumulates the entire history of mankind and everyone knows only a part of it [2].

To conduct a more detailed study of behavioral characteristics of the hero of the novel "Crime and Punishment" a transactional analysis was used. Transactional analysis is the analysis of communication where partners are accompanied by presentation of their positions (I-state). It is the method of study that helps to identify and examine the psychological factors that caused different personality changes of the main character of this literary work and the person in general.

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***M. Zosik***
*Wissenschaftliche Betreuerin: V.I. Kosel,*
*Kandidat der pädagogischen Wissenschaften,*
*Dozentin,*
*Staatliche Universität Baranovichi*
*Deutschlehrerin: Alla Nikishova,*
*Kandidat der philologischen Wissenschaften,*
*Dozentin,*
*Staatliche Universität Baranovichi*

# ERZIEHERISCHE MÖGLICHKEITEN DER FREMDSPRACHE IN VERHÄLTNISSEN DER INTERKULTURELLEN KOMMUNIKATION

Tiefe Veränderungen in der Welt und den Gesellschaften sind durch grenzüberschreitenden Handel, technischen Fortschritt und eine weltweit wachsende Mobilität und Migration geprägt. Das macht den Multikulturalismus zu einer bedeutungsvollen Realität.

Um heute als ein/eine Fachmann/ Fachkraft angefragt zu sein und auf dem Arbeitsmarkt konkurrenzfähig zu werden, braucht man nicht nur die hohe Berufsqualifikation, sondern auch eine Reihe von persönlichen Fähigkeiten und Eigenschaften, die die berufliche Kompetenz bilden.

Bei einer integrierten Einstellung zur Entwicklung der beruflichen Kompetenz der zukünftigen Juristen auf dem Gebiet des Völkerrechts, für die das Erlernen von Fremdsprachen eine berufliche Notwendigkeit ist, sollte man den kulturellen wertmäβigen Aspekt berücksichtigen. Deshalb muss man bei der Vorbereitung von künftigen Juristen auch die Erziehungsziele beachten, die darauf gerichtet sind, die Weltanschauung, die ästhetischen und geistigen Eigenschaften der Persönlichkeit, das Selbstbewusstsein in der Gesellschaft und im interkulturellen Raum zu bilden.

Bei der Sprachvermittlung ist es notwendig, die interkulturelle Kompetenz zu entwickeln, die Fähigkeit und den Wunsch, andere Kulturen, die Unterschiede anzunehmen, andere Leute zu achten, mit anderen Kulturen, Sprachen, Nationalitäten, Religionen zusammenzuleben usw.

„Interkulturelle Kompetenz beschreibt die Kompetenz, auf Grundlage bestimmter Haltungen und Einstellungen, sowie besonderer Handlungs- und Reflexionsfähigkeiten in interkulturellen Situationen effektiv und angemessen zu interagieren.“ [1, S. 5].

Anhand der Ergebnisse einer Befragung, die wir mit 120 Jurastudenten der 1.-2. Studienjahre durchgeführt haben, soll ermittelt werden, welche Ziele und

Motivationen des Erlernens von Fremdsprachen die Befragten haben. Von 100% Befragten wird als Ziel “Kommunikation mit den Menschen verschiedener Nationalitäten” genannt, 93% nennen “Berufliche Tätigkeit”, 76% - “Seelisch-geistige Entwicklung” und 59% sagen “Fremdsprache ist ein Teil meiner allgemeinen Kultur in der modernen Welt”. Als materielle und professionelle Motive des Erlernens von Fremdsprachen werden von den meisten Befragten hochbezahlte Arbeit in der Zukunft und hohe Berufsqualifikation genannt. Von 50% Befragten wird “Bedarf an ständige intellektuelle Entwicklung” als Motiv angesehen.

Der interkulturelle Austausch dient heute als Instrument der Entwicklung der Persönlichkeit, denn es bildet sich die Fähigkeit zur Teilnahme an der interkulturellen Kommunikation, die Bereitschaft zur Kommunikation, Zusammenarbeit und zu den freundschaftlichen Beziehungen aus. Die Rolle der interkulturellen Interaktion wird heute deutlich erhöht. In diesem Zusammenhang steigt auch die Rolle von Fremdsprachen und die Notwendigkeit sie zu beherrschen, da es die Möglichkeit bietet, verschiedene weltanschauliche Positionen zu vereinen und die Welt von mehreren Seiten zu beurteilen.

Der Prozess der Sprachvermittlung geschieht in engem Zusammenhang mit der interkulturellen Erziehung. Die Grundlage des Konzeptes der interkulturellen Erziehung bildet das Postulat, nach dem die Kulturen und die Menschen, die im Rahmen dieser Kulturen existieren, als gleichwertig und gleichberechtigt betrachtet werden. Zwischen verschiedenen Kulturen und Menschen geschieht eine Wechselwirkung, demzufolge sind eine gegenseitige Ausbildung von Vertretern dieser Kulturen und die gegenseitige Bereicherung der Kulturen selbst möglich. Die eigene Kultur bildet die Basis für die Entfaltung der Persönlichkeit eines jeden Menschen, sie ist die Quelle seines Selbstvertrauens und seines Selbstbewusstseins.

Das erzieherische Potential der Fremdsprache als Mittel der interkulturellen Kommunikation besteht darin, die geistigen Potentiale der Studenten und der Lehrer auszuüben, und zwar Wertorientierungen, Kompetenzen im Bereich der zwischenmenschlichen Kommunikation, der persönlichen Selbstentwicklung sowie Formen und Inhalte der Kommunikation, kreative Tätigkeit. [2, S. 55]

Im Sprachunterricht werden heute moderne Bildungstechnologien (WebQuest, Internetrecherche, etc.) eingesetzt. Dadurch bildet man die Fähigkeit, aktuelle authentische Informationen über die deutschsprachigen Länder zu erhalten. Zusammen mit der Bildung landeskundlicher Kompetenz dienen sie dem Aktualisieren von axiologischen , gnoseologischen, kommunikativen, kreativen und anderen Potentialen, die in interkultureller Interaktion, im Dialog und in der Zusammenarbeit realisiert werden. Das dient der Erziehung der Toleranz, der persönlichen Verantwortung für die Arbeit, sowie der Erhöhung des Prestiges der Fremdsprachenfertigkeit, der Veränderung der Beziehung der Studenten zu ihrem Studium und der Einbeziehung in die Selbstverbesserung, fördert die Humanisierung des Bewusstseins der Studenten sowie eine tiefere Selbstbesinnung der modernen Welt und sich selbst in der Welt.

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