

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
THE NATIONAL TECHNICAL UNIVERSITY OF UKRAINE
"IGOR SIKORSKY KYIV POLYTECHNIC INSTITUTE"
FACULTY OF LINGUISTICS**

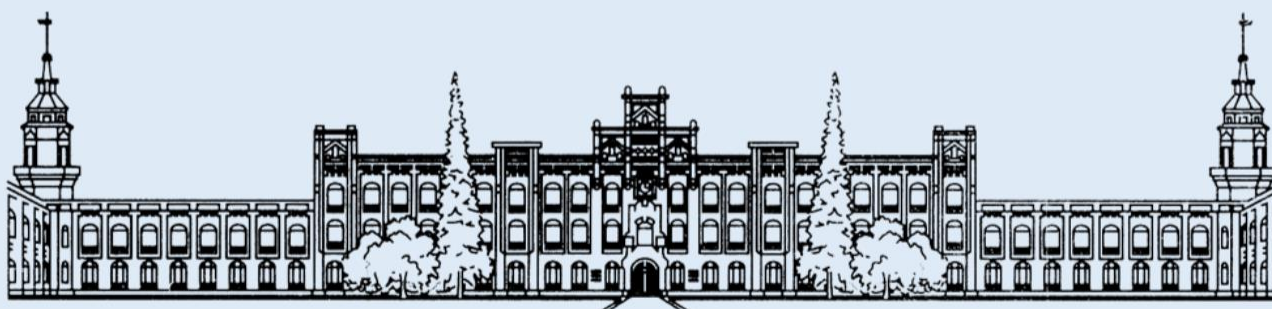
**IX INTERNATIONAL STUDENTS' RESEARCH AND
DEVELOPMENT CONFERENCE**

**Ukrainian and Foreign Science:
Yesterday, Today, Tomorrow**

CONFERENCE PROCEEDINGS

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The publication is intended for students engaged in research and development projects and young science enthusiasts.

Responsibility for the accuracy of facts, proper names, quotations, place names, and other information is born by the authors of the publication.

HOW COLOR IMPACTS OUR LIFE

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By the time we are three months old, we begin to distinguish colors. But how exactly do they affect us?

The research began in 1666, when English scientist Sir Isaac Newton discovered that when pure white light passes through a prism, it separates into all visible colors. Newton also discovered that each color consists of a single wavelength and cannot be separated into other colors.

Unfortunately, there is not much research in this area, but some concepts are used in product sales, design, and art.

Warm colors such as red, yellow and orange mostly evoke feelings of warmth and coziness, but can also cause feelings of hostility and anger. Red, orange, and yellow are often used to raise the attention of drivers on the road to warn of danger or to take action. For example, a red traffic light warns a driver to stop, as does a «stop» sign. In the same way, these colors affect our bodies. Red increases circulation, yellow stimulates the nerves and cleanses the body, and orange helps heal the lungs and increases energy levels (Azeemi, 2005).

The opposite colors are cool colors. these include blue, green, and violet. They are calming, but can also be associated with longing and sadness. For example, blue is considered the color of dreamers and soothes the nervous system. Since ancient times purple has been considered the color of rich people, the color was insanely expensive to produce and even kings were not always able to use it. This color is obtained by mixing blue and red, because it is often used to stimulate creativity. Many people associate green with youth and freshness, as well as with the beginning of new life and spring plants (Chapman, 2021).

Black is a classic color, as is white. It emphasizes elegance and power. Coco Chanel said that every girl should have a little black dress. But also, in some designations it is considered the color of sadness and mourning.

White signifies minimalism, simplicity and cleanliness. Using lots of white in a design creates a minimalist aesthetic and can lead to a simple, fresh and clean look. This color is neutral among the entire color palette (de Craen, 2021).

Likewise, warm shade placebo medications are more effective than the same cold shades.

Red makes people react with more speed and strength, which researchers believe can be helpful during sports.

Colors in different cultures can mean exactly the opposite. While in Ukraine black is considered a mourning color and white a festive color, in Japan, on the contrary, white is the color of mourning.

Probably some of the most important industries where color matters are marketing and design. For example, we can always tell a bottle of Coca-Cola from a bottle of Pepsi. These companies use completely different colors. One uses a cool

blue and the other a warm red (Gremillion, 2021). Brands pay experts thousands of dollars to find just the right shade for their brand that evokes the right feelings and actions from customers, while at the same time standing out from competitors in their industry to the right degree (and the "right" amount often depends on the specific industry) (Stecker, 2021).

To conclude, colors occupy an important part of our lives. They can determine our moods and purchasing decisions. By recognizing a person's favorite shade, you can determine what they are. So, color is not just rays passing through prisms, but something more?

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USING THE METAPHOR IN THE POLITICAL DISCOURSE

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Political discourse combines linguistic and communicative signs and is realized in society as a speech, which belongs to one politician. It has its distinctive language features, reflects the linguistic, social, and cultural features of the society, in which it is carried out. It is also focused on the audience with their psychological and ethnic characteristics. The main purpose of political discourse is to convince the audience. The metaphor is one of the most popular stylistic devices in literature. The metaphor is based on the similarity of objects or phenomena in a variety of ways. The metaphors used in politics are increasingly attracting the attention of specialists. In contemporary science, a political metaphor is formed as an instrument for understanding, modeling, and evaluating political processes as a means of influencing social consciousness.

In the political language, there are the following types of metaphors: size, personal superiority, distances, subordination, as well as metaphors of choice.

The metaphors of size mean "the more, the better". Due to this kind of metaphor politicians achieve the effect of a better perception of information, especially if it is connected with size and volume. They help to form an image in the conscious and establish an initial attitude to different concepts. For example, Hilary Clinton uses such an expression as "the scope and scale of the problem" in her speeches. It increases the significance of the problem in the minds of the audience. In his speech on military operations in Syria, Barack Obama uses the metaphor "an anchor of global security" The United States has been an anchor of global security. In our opinion, the token "anchor" is used herein its second meaning: a person or thing that gives somebody a feeling of safety. The adjective global highlights the scope of the phenomenon. The metaphors of superiority usually occur in totalitarian speeches and serve to separate the ruling elite from ordinary population groups. In democratic speeches, this boundary disappears and all classes and groups become closer. This type of metaphor is not typical for the texts we analyzed. But we can find some of the examples in Hilary Clinton's speeches.

The metaphors of distance are usually used to give an idea of a particular phenomenon in comparison with the past or the future, or within certain territorial boundaries, and to convince the audience that the following measures will be taken. We observe a large number of such metaphors in Hilary Clinton's speeches. Examples of the metaphors of distance are found in the speeches of D. Trump: "It's time to break through the television noise of the entrenched interests". Here Donald Trump means it's time to start action, and not just talk about the interests of the citizens from the TV screens. According to the English Oxford Living Dictionary, the token "to break through" means to make or force a way through (a barrier); to achieve success in a particular area. The token "entrenched", according to the Cambridge English Online Dictionary, means established firmly so that it can not be

changed. In our opinion, the metaphor means that the interests of citizens have become so deep that they can not be changed anymore, regardless of what is said in the media.

The metaphors of choice are the metaphors of democracy. Politicians use them to show voters the availability of alternatives. There are some metaphors of this kind in the speeches we analyzed. For example, in Hillary Clinton's speeches, we observe: "our foreign policy priorities, separating the wheat from the chaff, to keep the economic engine going". These metaphors create the notion that the future of the state is always in the hands of its citizens, and that their conscious choice helps in establishing democratic ideals and principles that will be the key to the success of their Motherland. We paid attention to the fact that examples of personification are characteristic of the speeches we have analyzed. They are especially frequent in Barack Obama's speeches. In particular, he often personifies the United States. In the next example, we also see the use of personification, where the speaker expresses the hope that the strategy will create opportunities for everyone: "I think what we need to do is keep the pursuit of a strategy that says, let's make the investments in the American people that will help us grow, but also will create the ladders of opportunity for everybody". The metaphor gives a positive impression on the listeners, as in its structure there are two positively colored tokens: ladder and opportunity, where ladder means moving forward - a series of stages by which you can make progress in your life or career, and opportunity - a time when a particular situation makes it possible to do something or achieve something. We have also found examples of personification in Hilari Clinton's speeches. For instance, at a meeting in Beijing, she emphasized the purpose of the conference: "The great challenge of this conference is to give voice to women everywhere, whose experiences go unnoticed ...". In the above sentence, the noun "conference" gets the properties of a person. In addition, we observe the use of idioms to give voice to, which means expressing your feelings, worries, etc.

So, based on the study, we can say that the metaphor is popular, it is an excellent tool for coloring and enriching speech. As we can see, metaphor in political debate is common among modern politicians. This confirms its importance in language and urgency to use.

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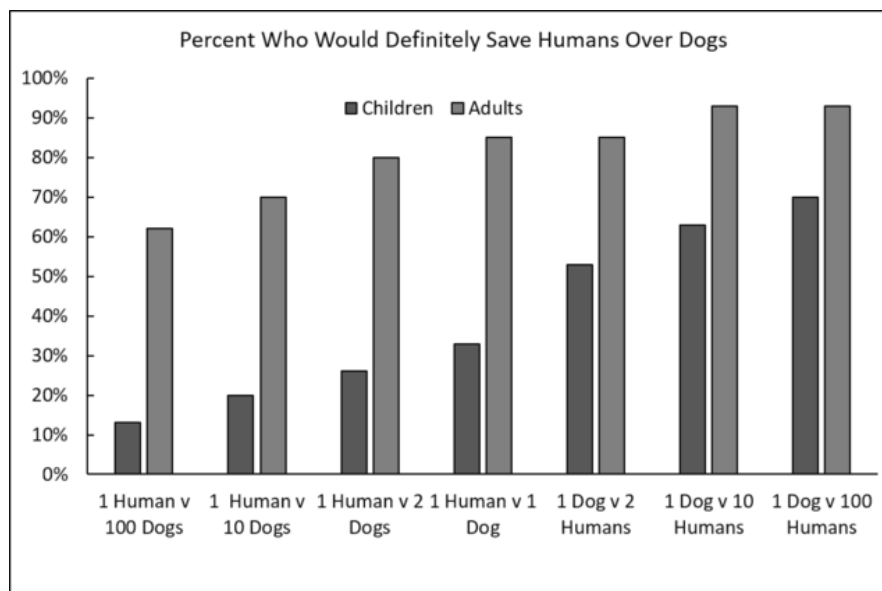
WHY DO KIDS PREFER TO SAVE DOGS OVER HUMANS?

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We hear and talk a lot about racism and sexism, but little about speciesism. Speciesism is a belief that one species is more important than another. Unfortunately, everyone has used this type of discrimination at least once in their life. We tell ourselves that it's OK to experiment on animals and kill them because it can help humans. We convince ourselves that we have the right to shave sheep's wool off for jumpers and scarfs and chickens' feathers for pillows. Humans use speciesism to justify every kind of brutality imaginable. Matti Wilks from Yale University and Lucius Caviola from Harvard state, that adults use speciesism more often than children. The science conducted research, where take a part more than 600 adults and kids between the ages of 5 and 9. Participants were faced with moral dilemmas. They were asked to imagine situation in which they might choose one of two boats. The first boat was filled with people, the second boat – with dogs or pigs. The survey was held twice. In both case, most of the children opted to save dogs over people. Most of the kids preferred several dogs then one person. Even though the dogs defeated pigs, selecting between 100 pigs and a person, students choose the first variant. As opposed to them, the adults prefer a human then 100 dogs. In more detail with results of research you can check in the graphs.



The authors came to decision, that things, that people are more important morally than animals, appear at the late stage of development. Accordingly, nobody comes into this world a natural-born spiciest.

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THE EFFECT OF MUSIC ON THE HUMAN CONDITION

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Many people listen to music of different styles and genres without even thinking about its impact on their psyche and behavior. If we compare the field of music with other branches of art, it's one of the most inspiring art forms. With its rhythms, melody, harmony, dynamics, variety of sound combinations and colors, music conveys an infinite range of feelings and moods. Its strength lies in the fact that, bypassing the mind, it penetrates directly into the soul, into the subconscious and creates a person's mood. By its content, music can evoke the most equal feelings, impulses and desires. It can be relaxing, soothing, invigorate, irritate, etc.

Sounds with different frequencies affect people in different ways. Scientists have found that this is directly related to the rhythms of the brain. When the brain receives audio information through the ears, it analyzes by comparing it to its own rhythms. Each person's rhythms differ in frequency. That is why tastes in music vary so much. In old age, the functioning of processes in the brain slows down and you don't appreciate fast rhythmic music, in favor of calmer and more measured compositions. And that's because the brain can't process fast-changing information. Music is becoming faster and more aggressive every decade. Whereas dance music used to be foxtrot and tap music and then the twist, then later came disco and Eurodance. A little later, electronic music became widespread. This gave us new rhythms of 140, 150, 160 beats per minute and more. But we know that the human body can't function all the time. We pay the price for this kind of progress with serious disruption to the central nervous system, sleep disturbances, depression and irritability.

Ancient teachings about the influence of music on the human body:

- 1) about the spiritual essence of the human being;
- 2) intelligence;
- 3) on the physical body.

The famous Russian surgeon Academician B. Petrovsky used music during complicated surgeries. According to his observations, the body begins to work more harmoniously under the influence of music.

The outstanding psycho-neurologist academician Bekhterev believed that music had a positive effect on the physical strength of breathing and circulation.

It has long been known that bell sounds containing resonant ultrasound radiation kill typhoid bacilli, jaundice pathogens and influenza viruses.

Listening to classical music makes it easier to remember information. Unlike classical music, medics advise against listening to rap, hard rock and heavy metal bands for a long time. That's according to a recent study by Melbourne scientists. Hard rock often causes unconscious aggression, rap also awakens negative emotions and heavy metal may cause mental disorders. And in other genres: blues, jazz and reggae can bring you out of a depressed state; pop music can lift some spirits.

Muscular and nervous tension can be relieved by melodic rock, while hard rock can bring you into a stupor. If you want to understand the effect that the music of a particular genre has on you, you simply have to observe your own emotions and feelings.

When a child performs a piece of music written by a famous composer, he tries to capture as accurately as possible the thoughts and feelings that the composer has put into his piece. This teaches them to be attentive to the subtle nuances of not only the music but also of human speech. It allows the child to grow up communicative, teaching him or her to communicate with others.

Beautiful music stimulates intellectual activity and provides inspiration. Many writers and poets have composed while listening to music or afterwards. Nowadays music is also used in medicine.

Mikhail Lazarev, pediatrician and director of the Children's Rehabilitation Centre claims that classical music has an excellent effect on the formation of the fetal bone structure. To the sounds of classical music, a child in the womb will harmoniously develop spiritually and physically. By listening to certain classical pieces, pregnant women are cured of cardiovascular diseases, various nervous disorders. It is especially recommended for expectant mothers to listen to the works of W. Mozart. The British scientific journal *Nature* published an article by an American researcher from the University of California.

Dr. Francis Rauscher conducted an experiment on the positive effects of Mozart's music on the human intelligence. Is it possible that this not only evokes an emotional experience, but can also make mental work more efficient? The experiments that have been conducted confirm that this is indeed the case. After listening to Mozart's music, tests showed an increase in the students' so-called "intelligence quotient" by several points. An interesting fact was that Mozart's music boosted the mental ability in all participants in the experiment - both those who like Mozart and those who do not.

In conclusion, music is the most powerful source of energies affecting humans.

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ART EDUCATION IN MODERN REALITIES

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Humanity began to study fine arts much earlier A.D. and continues to explore it till nowadays. It would seem that everything has already been studied and found, but handymen are still finding new techniques, materials and styles (at the moment there are already more than 43).

What about education? The most commonplace decision is to go to art schools. Yes, it is effective and after you even get a diploma, but there is a very important point. Art schools destroys individuality, passion for drawing, suppresses imagination, driving everyone into the framework of the rules of academism. According to sad statistics, most of the graduates give up drawing. For example, the vast majority of people, among whom I conducted a survey, who studied in art schools, afterwards stopped drawing altogether.

What else can we do? The second thing that comes to mind is self-study. Surely, it will take more time, and it will be a much more difficult path. But at the same time, you will learn what you really want. This also has its own but, after all, you will need to learn the techniques and rules on your own and not everyone will succeed. You can say that this applies only to the classics, but even in corporate stylization you need to know the anatomy, in order to distort it correctly, you need to know the theory of color and perspective. Well, a high level of proficiency in tools is undoubtedly needed, especially if it is computer graphics.

How can you optimize your learning? There is a very good option. This is uniting of art studios, not schools, it is important, self-study and of course desire and time. An important fact that you need to realize in time is that it can take your whole life to improve your drawing skills. As they say: "there is no limit to perfection". But, for example, you only need a couple of years to reach a more or less good level. One may ask if age does affect? Undoubtedly yes. Its influence is due to the fact that a person gains and loses some physiological and mental abilities, and these are the development of fine motor skills of hands, fantasy, evaluative vision, a sense of beauty, etc., which are very important skills in the visual arts, I would say the most valuable.

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NON-STATE PENSION PROVISION: LEGAL REGULATION AND THE CURRENT SITUATION IN UKRAINE

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For a long period of human history, able-bodied family members have taken responsibility for the material security of the elderly. The first pension systems appeared at the turn of the eighteenth and nineteenth centuries. during the transition from social security of certain categories of the population to the system of universal social protection (Moseiko, 2015).

The Constitution of Ukraine defines the right of citizens to social protection, which includes the right to provide them in case of complete, partial or temporary disability, loss of breadwinner, unemployment due to circumstances beyond their control, as well as in old age and in other cases provided by law.

This right is guaranteed by the obligatory state social insurance at the expense of insurance contributions of citizens, enterprises, institutions and organizations, as well as budgetary and other sources of social security. In particular, according to the data of the Pension Fund of Ukraine, as of January 1, 2021 in Ukraine there are 11.1 million pensioners, and the average pension is 3507.51 UAH. Obviously, this amount is not enough to ensure a decent life, so the pension system in Ukraine needs significant changes. The pension system is currently being reformed, in particular, in accordance with the Law "On Compulsory State Pension Insurance in Ukraine" a three-tier pension insurance system has been introduced, but the second level (mandatory accumulative system) is currently not valid (On Compulsory State Pension Insurance, 2003). Therefore, in fact, the only option provided by law for citizens to take care of the affluent old age is a private pension.

In Ukraine, on January 1, 2004, with the entry into force of the laws "On Non-State Pension Provision" and "On Compulsory State Pension Insurance", the reform of the pension system began (On non-state pension provision, 2003). In accordance with this law, the creation of private pension funds has begun. In addition, the legislation on private pension provision consists of the laws "On Insurance", "On Banks and Banking", "On Joint Investment Institutions", "On Securities and the Stock Market", "On State Regulation of the Securities Market in Ukraine" and other regulations. Non-state pension provision is the third level in the structure of pension provision in Ukraine. It is based on the principles of voluntary participation of citizens, employers and their associations in the formation of pension savings in order to receive pension benefits by citizens on the terms and in the manner prescribed by the legislation on private pensions. Non-state pension provision is implemented in three forms, namely: 1. pension funds by concluding pension contracts between administrators of pension funds and depositors of such funds; 2. insurance organizations by concluding contracts of life pension insurance with the participants of the fund, insurance of the risk of disability or death of the participant of the fund; 3. banking institutions, respectively, by concluding agreements on opening pension

deposit accounts for the accumulation of pension savings within the amount determined for the reimbursement of deposits by the Deposit Guarantee Fund of individuals, established in accordance with the law (On Compulsory State Pension Insurance, 2003).

Non-state pension fund is a legal entity established in accordance with the law and is a non-profit organization (non-profit company), operates and conducts its activities solely for the purpose of accumulating pension contributions for the benefit of pension fund participants with further management of pension assets. Pension payments to fund participants in the manner prescribed by law. The Law of Ukraine "On Non-State Pension Provision" distinguishes three types of non-state pension funds: open, corporate and occupational pension funds (On non-state pension provision, 2003).

Since January 1, 2004, private pension funds have been established in Ukraine. In the first quarter of 2020, the National Commission for State Regulation of Financial Services Markets published data on 57 such funds. Another four funds did not report to the body. According to these reports, the total value of assets of private pension funds as of 31.03.2020 amounted to 3106.5 million UAH. Participants in such funds are more than 878.3 thousand people, which is only 2 percent of the total population of Ukraine, or about 5 percent of the working population. Despite the fact that such funds have been operating for more than 16 years, they are not very popular.

However, the main problem of private pension funds is the negative indicators of net investment income. According to Art. 6 of the Law of Ukraine "On Non-State Pension Provision" pension funds are created on the basis of the decision of the founder (meeting of founders) and are not intended to make a profit. The main function is to effectively invest the fund's pension funds in assets permitted by law. And this involves the formation of the fund's investment portfolio in order to ensure the largest investment income of the fund. According to statistics conducted from December 2013 to December 2018, private pension funds received on average a negative net investment income (net of service costs and inflation) of -8.1% per year. Such negative indicators are due in particular to the following:

1. unfavorable economic situation in the country;
2. low income;
3. low level of public awareness in the mechanisms of private pension insurance;
4. lack of guarantees from the state in case of impossibility of the non-state pension fund to make payments to participants;
5. high costs for the administration of individual accounts of participants, payment for investment services, storage and other services.

Non-state pension funds in Ukraine are very expensive for participants, as each year they charge for the payment of services on average more than 4% of the accumulated pension capital (Non-state pension security in Ukraine: evaluation and recommendations, 2009).

Summing up, at the moment the system of private pension provision has not become widespread in Ukraine. The performance of private pension funds is not favorable, and in fact cannot guarantee the long-term operation of such funds. To ensure a high level of reliability of private pension provision, it is important to continue reforming this system, in particular by reducing the cost of servicing participants' pension accounts.

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IMPLEMENTATION OF ELEMENTS AND MECHANISMS OF THE "REASONABLE CITY" IN UKRAINE

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The main problem in the use of Internet of Things technologies is the lack of a legally enshrined concept in the regulations of Ukraine. Therefore, the lack of proper legal regulation can lead to gaps in practice in the event of disputes related to the introduction of elements of the "Internet of Things" in everyday life.

The objective of this work is to understand which elements of the "smart city" are currently the most useful and which of them have already been implemented in Ukrainian cities, to analyze the Kyiv Smart City 2020 Concept and its three key levels of change.

The first is the development of a system of sensors that would help to collect information about the state of the environment (the level of air and water pollution) and transmit it immediately to special institutions to further improve the environmental situation in the city.

The second is the creation of "smart transport", which helps to analyze the general situation on the roads, has JPS-sensors that allow people to track their location, as well as equipped with devices to pay for travel by card.

The third is the development of a network of video surveillance on the street, which would help law enforcement officers to monitor the state of crime and in some cases - to establish the identity of the offender, having received appropriate video evidence.

In 2017, the Kyiv City Council approved the Kyiv Smart City 2020 Concept, which included three key levels of change:

- technological - the creation of a modern effective platform for urban infrastructure management;
- changes in city management - increasing the transparency of administration and city management, developing a transparent and constructive model of public-private partnership;
- social change - the development of modern social infrastructure and the movement towards social equality (Kontseptsiia Kyiv Smart City 2020).

Today we have the opportunity to analyze the level of implementation of this Concept in practice. In particular, in the field of road safety, a video surveillance system has been launched, which allows recognizing faces and license plates of cars, which allows reducing the time of searching for offenders. At the same time, travel in the capital's municipal transport has earned an electronic ticket, which allows not only to save money on each trip but also to save time on its purchase.

An important step in using the Internet of Things is to give subway passengers access to 4G Internet, which allows you to stay connected even during your trip.

Also, representatives of the IT-sphere developed and launched a mobile application "Kyiv Smart City", which greatly simplified the lives of Kyiv residents,

thanks to such services as fare payment by e-ticket, payment of fines for parking violations, payment of utilities, and voting for projects of the Public budget (Nazarov, 2021).

In the process of researching the Internet of Things and creating "smart cities" with it, we can observe the existence of a high level of human capabilities and the desire of man to make his life more comfortable and easier. However, it is important to keep in mind the possible threats that may loom over all of humanity through the creation of separate mechanical systems. Therefore, in order to minimize the possible negative consequences, there is an urgent need to develop a system of legislation that would meet modern realities and properly address all existing problems.

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**ADMINISTRATION OF JUSTICE IN COMMERCIAL COURTS
DURING A PANDEMIC**

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On March 11, 2020, the Cabinet of Ministers of Ukraine adopted Resolution № 211, quarantine was established to prevent the spread of respiratory disease COVID-19 caused by coronavirus SARS-CoV-2 in Ukraine, where prohibitions include visiting educational institutions, holding mass events involving more than 200 people, except measures necessary to ensure the work of public authorities and local governments. Such restrictions were imposed from March 12, 2020, to April 3, 2020, and extended up to December 31, 2020, throughout Ukraine under Article 29 of the Law of Ukraine "On Protection of the population from infectious diseases" (Cabinet of Ministers of Ukraine, 2020)

Due to the quarantine measures and the possibility of the spread of infectious diseases, there were also restrictions on justice to protect the lives and health of the population. Thus, the Council of Judges of Ukraine adopted a number of recommendations dated March 16, 2020, which, in particular, the Council proposed to stop holding events not related to procedural activities (such as round tables, seminars), to stop holding personal receptions of citizens. Additionally, it was suggested to limit admission to court hearings such individuals: persons who are not participants in court hearings and who have certain signs of respiratory diseases. (Council of Judges of Ukraine, 2020)

In addition, it was recommended to conduct the proceedings without the participation of the parties, in written proceedings.

Taking into account the recommendations of the Council of Judges of Ukraine, the commercial courts also took additional measures to inform the population about new measures to streamline procedural actions.

Thus, the Commercial Court of the city of Kyiv was informed that the documents can be received in the court premises using a mailbox installed in the office premises. Persons who have arrived to attend court hearings await their start outside the court buildings and enter the courtrooms after the Registrar has been summoned. Representatives of litigants are advised to refrain from attending court hearings if the hearings do not require them to attend, and to apply to the court for consideration of cases based on the materials available to them and in the absence of litigants.

The Northern Commercial Court of Appeal stated that the party has the right to apply to a statement/request to the court for consideration of the case in its absence or without summoning the parties, provided that the case has all the necessary evidence and the position is set out in writing in documents previously submitted to the court.

As we see below, the recommendations of the Council of Judges were an appropriate, timely and good guide for the policy of visiting the court and resolving litigation. However, the principle of publicity and openness suffers - one of the basic

principles of the economic process. As practice shows, some courts have begun to restrict the rights of the media to take photos or videos and audio recordings of court hearings, while others have stopped holding video hearings due to the rapid spread of COVID-19 and to increase the safety of court staff and visitors.

An example is the Kyiv Court of Appeal, which restricted the access of media representatives to the courtroom, which is confirmed by the order of the Kyiv Court of Appeal of June 23, 2020, on the special regime of the Kyiv Court of Appeal. This document stipulates that admission to court proceedings is granted only to participants in the case, judges, court staff and technical staff. When it comes to other persons who are not participants in the trial, including journalists, they are granted access at the prior request of such persons. However, the procedure for granting admission to such requests, the grounds for its satisfaction or refusal, the definition of the criteria under which the case is resonant, are absent.

It turns out that the transfer of ships to a special regime reveals a lack of technical equipment or a malfunction of the video conferencing system. For example, the Commercial Court of the city of Kyiv in its decision with a request to hold a preparatory hearing by videoconference was denied due to limited technical capabilities to ensure the conduct of court hearings by videoconference. (Commercial Court of the city of Kyiv, 2020)

Namely, the court noted that, currently, the court has only two courtrooms, which are equipped with technical means for a court hearing by videoconference with a tight schedule of court hearings in these courtrooms and a significant workload, as decisions on court hearings video conferences come from all regions of Ukraine. At the same time, the requirements of the current legislation do not provide for the possibility of changing the date and time of the appointed court hearing in connection with the submission by the party of a petition for its participation in the court hearing by videoconference.

Another problem complained about by Ukrainian courts is the lack of regulations on the use of a single means of video conferencing. Therefore, there is a diverse practice of using means of communication. Thus, as we can see from rulings of the Commercial Court of Donetsk Region in the case №905/1604/19, the Commercial Court of Ivano-Frankivsk Region in the case № 909/1276/19, they gave preference to the program "EASYCON". Contrary, the Commercial Court mostly made the choice "Skype" or "EASYCON" (Decision of 08.04.2020 case №910 / 2184/20; the decision of 22.04.2020 case №910 / 670/20; the decision of 23.04.2020 case №910 / 3975 / 20D). Apart from that, the Commercial Court of Zhytomyr region in the decision of April 13, 2020, in case № 906/453/19 used the application "ZOOM" for a court hearing.

In conclusion, due to the spread of respiratory disease COVID-19 in Ukraine, a number of quarantine measures were introduced to protect the life and health of the population. Those measures included holding the proceedings without the participation of the parties in written proceedings, restrictions on persons who are not participants in court hearings prior to admission to court hearings, holding some court

hearings, where possible, by videoconference outside the court premises using their own technical means.

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LEGAL REGULATION OF OBJECTS CREATED BY ARTIFICIAL INTELLIGENCE

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The rapid development of science and technology has led to the emergence of such a phenomenon as artificial intelligence. The area under study is an innovative industry, both in the development of technologies and in the development of intellectual property, which does not have sufficient regulation, which causes numerous discussions and conflicts in legal application. Intellectual property implies the existence of property and non-property rights of the author to the created object. It is worth noting that the main feature of artificial intelligence is the ability to self-organization and self-education, that is, the set of algorithms embedded in this intelligence gives it the opportunity, through trial and error, to achieve a specific result in solving the task, remembering these erroneous attempts, avoiding them in the future, as it would be done by man (Belkina, 2021). Thus, on the basis of the input data and information obtained in the course of the activity by artificial intelligence, the latter carries out "creative activity", which is one of the fundamental normative criteria in determining the belonging of the created object to the objects of intellectual property. The fact of creative activity is a key in determining the authorship of an intellectual property object in many legal systems, despite the fact that the concept of creativity is not fixed at all. Nevertheless, some scientists are inclined to believe that there is not only a technical, but also an emotional factor in the process of implementing a creative task (Kashkin, 2019). Since intellectual property is a legal concept, which means it is governed by the norms of legislation that do not function autonomously, but are interconnected with other provisions of the legislation of various regulatory acts and even branches of law. It should be said that any actions in the legal field of all states are associated with the presence of legal capacity. In the legislation of many states, individuals and legal entities are endowed with legal personality, under the characteristics of which artificial intelligence does not fall.

It should be noted that Great Britain was one of the first to draw attention to the need to regulate this issue. Legislators have established that the author of literary, dramatic, musical works and works of art created with the help of a computer program is the one who performed the actions necessary to create such a work by a computer. Also, to study this issue, it is worth taking into account the position of the United States of America on the legal regulation of intellectual property objects created using artificial intelligence. The legislation enshrines two criteria necessary for the grant of copyright: the tangible form of the created object, and originality. Thus, the created object must be completely unique, that is, one that is not based on the analysis of existing results of activities and the application of its characteristics for future inventions. The US legal system is defined as Anglo-Saxon, which means that legal precedent deserves special attention. The ambiguity in the legal application

of legislative norms indicates the controversial nature of the recognition of artificial intelligence as a subject of intellectual property. Despite conflicting court decisions, the prevailing position remains in the legislation of the United States of America, according to which a work can only be registered if its creator was a person or a legal entity that possesses the necessary legal personality.

The position of the European Union in the regulation of objects created by artificial intelligence is reflected in numerous documents. The essence of these normative legal acts boils down to the fact that works are inextricably linked with the personality of the author. Also, artificial intelligence is understood as a system that is software or hardware device that displays behavior that imitates intelligence, including by collecting and processing data, analyzing and interpreting the information received, as well as endowed with autonomy to perform any actions to achieve specific goals. Attention is focused on the fact that artificial intelligence has neither legal capacity nor reason, and its main purpose is to serve a person (Novoseltsev, 2020).

The process of regulating the issue of intellectual property in the Russian Federation excludes the copyright of artificial intelligence as such. The provisions of the legislation stipulate that only individuals and legal entities have legal personality. Copyright is recognized for a person whose creative activity was created an object of intellectual property, but the concept of creativity in the legislation is absent. The result of creative activity should have a region of uniqueness, novelty and originality, however, the Supreme Court of the Russian Federation comes out with a position according to which, if such a result is not inherent in the above listed criteria, then it can still be recognized as creative and be subject to copyright protection.

The results of the analysis of the legislation of the leading countries of the world indicate that, despite the need to update the normative legal acts in the field of intellectual property for objects created by artificial intelligence, legislators have not been able to develop a unified approach to regulating this issue. The most relevant is the approach of the United States of America, which in judicial practice admit the recognition of artificial intelligence as a subject of law, at least in some cases. Nevertheless, the most widespread is the conservative approach to the regulation of this issue, which manifests itself in the fact that copyright to objects created by artificial intelligence is retained by those individuals or legal entities that affect the functioning of artificial intelligence.

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RIGHTS TO ACCESS TO COURT IN UKRAINE

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According to the principle of liberalism, state power in Ukraine is divided into three branches: legislative, executive and judicial. Issues related to the functioning of the judiciary have always interested scholars, practitioners and, directly, the population of the state. In this regard, one of the main aspects of the organization of the judiciary and the administration of justice is to ensure the human right to go to court in compliance with all guarantees and rights, which would generally ensure the right to a fair trial.

The effectiveness of going to court to protect one's rights and interests is manifested in the fact that there are no legal or factual obstacles when a person wants to exercise his right to access to justice. However, in order to freely exercise this right, it is necessary to know the legislation of Ukraine and comply with all its norms.

The main law of our state is the Constitution of Ukraine states that everyone is guaranteed the right to appeal in court against decisions, actions or omissions of public authorities, local governments, officials and officials.

The jurisdiction of the courts of Ukraine extends to all legal relations arising in society, whether civil, criminal, family, economic, etc. And, accordingly, the legislation stipulates that proceedings are conducted by the Constitutional Court and courts of general jurisdiction.

Courts of general jurisdiction operate on the principles of territoriality, specialization and instance, and consist of local courts, courts of appeal and the Supreme Court.

All justice begins with the local court, which is the court of first instance and hears civil, criminal, administrative cases, as well as some cases of administrative offenses. After the decision of the judge of the local court, the party to the case who does not agree with him may apply to a higher court - the Court of Appeal (On the Judiciary and the Status of Judges, 2016, Article 22).

The Court of Appeal acts as a court of appeal and administers justice in cases received from the local court, analyzes judicial statistics, studies and summarizes case law, and provides local courts with methodological assistance in applying the law (On the Judiciary and the Status of Judges, 2016, Article 27).

The Supreme Court is the highest court in the judicial system of Ukraine, which ensures the stability and unity of judicial practice. It also administers justice as a court of cassation, may appeal to the Constitutional Court of Ukraine on the constitutionality of laws or other legal acts, as well as on the official interpretation of the Constitution of Ukraine, and monitors the uniform application of law by courts of different specializations (On the Judiciary and the Status of Judges, 2016, Article 36).

Thus, when a person's rights and freedoms have been violated, he or she can go to court for justice, and each time, in case of disagreement with the decision of the previous court, he or she can appeal to the next court. The last link of justice in

Ukraine is the Supreme Court, its decision cannot be appealed, they are final. However, the Constitution of Ukraine provides for the possibility to apply for protection of one's rights and interests to the relevant international judicial institutions or to the relevant bodies of international organizations of which Ukraine is a member or participant, in particular, to the European Court of Human Rights.

All in all, our state still has something to work on and improve because in the right of access to justice, unfortunately, there are some obstacles that threaten the effectiveness of its implementation. These include the inconsistency of the system of local general courts with the new administrative-territorial structure on the district level, the lack of clear and unambiguous criteria for delimitation of subject-matter jurisdiction, the problem of quantitative and qualitative staffing and the resulting low level of public confidence in the judiciary (Stefanchuk, Hladun, 2021, p. 197). Ukraine should actively start the process of implementing European standards justice.

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THE ROLE OF EDUCATION IN FORMATION OF CURRENT SITUATION ON THE LABOR MARKET

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The aim of this research was exploring the current situation on the labor market and ascription of the causal nexus between the level of education and the laws of distribution of workforce.

Traditionally speaking, labor market is an exchange system of individual capacity for work for life values fund, that are required for workforce reproduction (Chernyavska, 2013, p. 13).

Current pandemic situation in the world results in exacerbation unresolved issues and problems of economics. Existing model of labor market establishment is ineffective. The reason for that are gaps and discrepancies between educational program and employers' requirements. So, nowadays the current situation can be described like that: graduates are not able to find a job and employers faced to the lack of suitable skilled personnel. It enables to consider this mutually exclusive phenomenon as an existing of enormous gaps in the system of education, that cannot respond to the urgent demands for high-qualified and skilled workers.

At secondary and high schools, vocational schools and higher education institutions it is obligatory for students to accumulate and store knowledge of the wide range of subjects. In Ukraine the number of them can fluctuate in accordance with educational establishments. So, in general, the average number of the compulsory subjects is 14 at schools and colleges and 16 at universities.

The formation of consciousness begins at school time, when student prioritize the particular subjects or areas of science over other ones. In this case, the diversity of compulsory subjects recenters the focus and provides constitutes a distraction and liability. The lack of allocated hours for acquiring valid skills for the fastest adjustment to the variable trends of the labor market provokes a high staff turnover and a low rate of working undergraduates and graduates in the field, that is related to their degrees. The shortage of organized practice and internship can be also considered as a reason for the lack of skills, employers are willing applicants to possess. The role of school is

The influence of current pandemic circumstances should not be ignored, because of obvious consequences. The transformation of the labor market was forced by quarantine restrictions, imposed by government. These changes have thoroughly affected the methodology of teaching. It appears that habitual system is not flexible enough to ensure a sufficient level of educating in the context of a reluctant transition to the distant studying. There is a variety of professions, that requires a special equipment, used during studying. So, the quality of acquired knowledge this way is unsatisfying. But, on the other hand, distant education gives students the possibility of gaining additional knowledge in the necessary field or some professional experience, that is required in hiring.

As a result, the research demonstrated the sequences between the level of providing educational services and the rate of employment.

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PROSPECTS FOR THE DEVELOPMENT OF UKRAINE AS A TRANSIT STATE

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Before and after independence, Ukraine had and has a favorable transport position, all the time it united Europe and Asia, consequently, without the participation of Ukraine, no transportation of any raw materials took place. Ukraine has the highest transit rate in Europe (coefficient – 3.75, compare with Poland – 2.92), but does not make full use of it (UBR, 2010, para. 1). The development of transport links is important for the economy of Ukraine; its advantages are to make a profit when using transit routes. In general, the development of the economy and transport depends on each other, and the modernization of the transport and communication complex is important not only for our country, but for those who want to transport their goods through us. However, for the full functioning of the transport system requires certain conditions: highly qualified personnel, developed foreign policy, guarantees of safe transportation of goods and passengers, reliability, favorable terrain, which is typical for Ukraine, developed territories. These conditions are also necessary for Ukraine's integration into the world economy.

Although Ukraine occupies one of the leading positions in Europe in the development of the transport complex, but this does not guarantee that this complex meets all European standards and the world as well. Our country lacks reliable service, high-quality roads that would provide fast traffic, i.e., the problem is outdated transit and transport infrastructure. Today, these problems are among the most pressing.

The structure of the transport complex of Ukraine includes automobile, railway, pipeline, aviation, sea, river, space. Further in more detail about the role of each mode of transport in transit.

Road transport ranks first in terms of passenger turnover. Its features are maneuverability, speed, reliability, urgency, guarantee of safety of cargo, dependence on weather. In Ukraine, there is a low quality of roads, and to the above about the standards, it should be added that our highways are not equipped with modern road signs, medical care and food, road markings differ from the European etc. All these discrepancies with European countries prevent people from calmly crossing the border from Ukraine to Europe, if the process of entering Ukraine can take 15-20 minutes, for trucks – 60, then departure – for hours, regardless of whether it is a car, train or truck. That is, our differences from world standards hamper by the development of trans-European transport corridors. One of the prospects is the modernization of the automotive industry; as a result, it will give impetus to the use of new technologies in other fields related to mechanical engineering and beyond.

Rail transport is the leading in the transportation of goods. Its advantage is not dependence on climatic conditions, the ability to urgently and en masse to transport goods and passengers, the disadvantages – low speed and expensive construction, not

maneuverable. Another disadvantage of the difference between Ukrainian and European standards is the different width of the tracks, due to which a small share of cross-border transportation of goods by rail compared to road transport. As a result, it is necessary to develop the railway complex, namely railway engineering and railway transport.

Pipeline transport ranks first in terms of transit. It is characterized as one of the cheapest (lowest cost), the main feature – the ability to lay pipes in difficult terrain and through large bodies of water. Ukraine ranks first in the world in the transportation of natural gas. One of the largest gas pipelines passing through Ukraine is the "Soyuz", which connects Russia and European countries. Ukrainian border gas measuring stations Orlovka, Uzhhorod, Oleksiyivka are equipped with equipment that meets all international requirements; this is confirmed by repeated inspections of influential gas companies. Ukraine can increase the capacity of the gas pipeline system if it additionally builds or modernizes gas pipeline stations. In addition to gas transit, our state transports oil. One of the largest oil pipelines crossing Ukraine is "Druzhba", which connects Russia with Europe.

Water transport in Ukraine occupies a special important place. The navy and the annual fleet have obsolete vessels that need urgent replacement or reconstruction, and the solution to this problem is the modernization of shipyards in Mykolayiv and Kherson. Sea freight transits cargo, which is quite important for the economy of Ukraine, because they make up almost all import and export transportation of the country. "Ukrichflot" is the largest river shipping company. The prospect of water transport is the development of ferries designed to transport cargo, because they are more efficient than motor ships.

Air transport in Ukraine is characterized by high cost, speed, maneuverability. Currently, aviation equipment is obsolete, and therefore our aircraft cannot compete with foreign ones. In addition, recently their production has fallen; as a result, the state is forced to lease equipment in other countries. One of the unique aircraft manufactured in Ukraine is the "Mriya", which is capable of carrying 640 tons. In addition to the aviation sub-sector, Ukraine has also mastered the space sub-sector. The development centers are Dnipropetrovsk and Kharkiv. Our country conducts both independent activities in this area and cooperate with such countries as China and the United States. It is our state that has developed the universal satellite "Ocean-O". One of the important transit programs was "Sea Launch" and "Globaster". Ukraine has a great potential for air transport development, as it has a large number of qualified specialists.

Four trans-European corridors of important economic importance for the country pass through the territory of Ukraine – corridors №3 (Brussels – Kyiv), №5 (Venice – Kyiv), №7 (Danube) and №9 (Helsinki – Alexandroupolis) (Penkova, 2016, p. 2). They are important for defining a country as a transit country.

Thus, the degree of transit depends on the development of the transport complex. Ukraine has most of the conditions needed to modernize the industry and improve trade and economic relations with other countries. In addition, one of the ways to improve the transport industry is the reconstruction of existing machine-

building plants and the construction of new ones with modern technologies. The development of transport is a very important part of the country's economy, because in themselves they are interdependent.

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PROTECTION OF PROPERTY RIGHTS IN UKRAINIAN AND EUROPEAN LEGISLATION

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The relevance of scientific research in the field of protection of property rights is due to the specifics of the flow of eternal changes, in connection with which certain collisions are formed, which interfere with the implementation of a qualitative mechanism for protecting property rights.

First of all, the concept of property rights should be outlined. Some scholars define property rights as a set of legal norms, the purpose of which is to regulate property relations, and it also includes the establishment of a special legal regime, the availability of methods for acquiring property rights, and others. Also, the right of ownership can be interpreted as a right that is vested in subjects to use this right to satisfy their interests in emerging relations of this kind with the provision of legal obligations by other persons, that is, the right of ownership in this definition acts as a subjective right.

It is also important to note that ownership and ownership are different concepts. The concept of property can be characterized as a socio-economic relationship between private and public persons to use certain material benefits. Considering already the concept of property rights, it should be mentioned that for a more accurate and broader understanding of this type of law, it should be considered through the prism, as previously mentioned, of subjective law (Marchenko, 2020).

One of the key moments in the history of the development of the institution for the protection of property rights is its consolidation in an international legal act, which equates this institution with a universal value. It is in Protocol No. 1 to the European Convention for the Protection of Human Rights and Fundamental Freedoms that the provision is enshrined indicating that every subject, be it an individual or a legal entity, has the right to the unhindered use of property, and no one can be deprived of this right of possession, except as otherwise provided by law. The property right in the context of the analysis of Protocol No. 1 is interpreted quite broadly, and the very concept of ownership in this provision is interpreted quite extensively. Also, this article is the only article of the Convention and the Protocols annexed to it, which describe in detail property rights and property rights, and also regulates and guarantees the rights of not only individuals but also legal entities.

The European Court of Human Rights activities is related to the consideration of disputes and cases, the purpose of which is to protect the rights of a person or a citizen of a state that has ratified the European Convention for the Protection of Human Rights Fundamental Freedoms. When the European Court of Human Rights considers disputes concerning the protection of property rights, the Court must take into account two key elements. The first is the compliance of the current legislation in the activity of control over the use of the property for the purposes it pursues, the second is the level of guarantee by the legislator in the sphere of control over the use

of the property to realize and satisfy common interests. When implementing the protection of property rights, the European Court of Human Rights can provide protection classically and take into account the aspect of economic claims that directly follow from property rights (Kocharyan, 2021).

If we consider the position of the Supreme Court of Ukraine, it means that state registration does not seem to be a way of acquiring rights, but is only a way of acquiring evidence that real rights to property were acquired. It should also be noted that it does not represent an opportunity for the subject to apply to the court with the requirement to recognize the ownership of the object of unfinished construction, which was not transferred into operation in the manner provided by law.

The problem of implementing the protection of property rights is quite important, in particular, the protection of intellectual property rights. Analysis of the current legislation defines the protection of intellectual property rights as public law, and not as private law in nature. Also, considering the methods of protecting intellectual property rights, it is worth noting that they are not differentiated to the protection of intellectual property rights, but are mandatory legal, which makes it possible to protect these rights only in a relative legal relationship. And, thus, it is necessary to consider the proposal to form property-legal protection, the differentiation of which will be extended exclusively within the framework of the protection of intellectual property rights.

Thus, highlighting the concepts of "property right" and "intellectual property right", and considering the positions of the European Court of Human Rights and the Supreme Court of Ukraine, the specifics of the protection of property rights in European and Ukrainian law were analyzed.

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**ISSUES IN MODERN AFGHANISTAN: THE WOMEN RIGHTS
IN TALIBAN**

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One of the most pressing problems of the modern world is the ongoing conflicts in Afghanistan. The future of nations largely depends on their quick and effective settlement. All these cases are handled by the Taliban terrorist group

Explosion at the stop. Capture the plane. Taking hostages. Numerous victims after the explosion of a bomb planted by an unknown person. Panic, screams, crying. Victims, wounded. This is not the plot of the film, but the reality. We hear such and similar messages in the news almost every day, and all this is terrorism. In addition, this is not the whole list of problems that exist in Afghanistan. Among them are violations of women's rights. During more than twenty years of civil war and years of repressive Taliban policies, they have been and remain the object of abuse. There may be those who turn a blind eye to this, but not us, because it is unacceptable, it is against all norms. Therefore, we would like to draw your attention to this topical issue and consider in detail the real status of women in the current legal system of this country and its government.

We must get involved in what is happening in this country now. This is the coming to power of the Islamist movement "Taliban", which is not yet excluded from the list of terrorist organizations. After their return to power, the violation of the rights and freedoms of the weaker sex became one of the most global problems. They violated the rights of both adult women and girls. Since wearing the hijab is one of the important rules of Sharia, all citizens were forced to wear it. Second, education for girls and boys was divided, so they went to separate schools. Third, women are not allowed to work in any institution in the country. However, before we begin to analyze in detail the problems of women in the Taliban, we want to say what Sharia law is.

In Arabic, Sharia comes from the word meaning path, or "pure, trodden path to the water." In practice, it is understood, interpreted and applied differently around the world, according to different traditions, cultural contexts and the role of Islam in public administration. Leaders, clergy, and practitioners use a variety of approaches to traditions and precedents. This may include the role of Sharia law in criminal law — a strict code of punishment applied in very many countries — or Islamic personal law, which regulates issues such as marriage, inheritance and child custody, which is more common in the Muslim world (Jeong, Hassan and Bailey, 2021).

In the period from 1996 to 2001, female citizens were forbidden not only to go to school but also to receive any other education. But the authorities have openly stated that they will not prevent women from getting an education at school, university or elsewhere. They also said they would not ban women from working. Unfortunately, we see something completely different. After seizing power, they asked all women, except those working in the health sector, not to work until the

security situation improved. The new government then replaced the Ministry of Women's Affairs with the Ministry of Vice and Integrity. But that's not all. They did not stop at restricting these rights. They violate other more important rights. First of all, it is violence against women. It is safe to say that at least 90% of women in Afghanistan have experienced violence. It could be verbal and mental violence, which often took the form of physical violence. Unfortunately, this chain does not end only with physical violence, in the worst case, a woman could expect death. And this is not fiction — this is reality. The so-called religious police, which is responsible for enforcing and enforcing Sharia law on the streets, not only restrict but also violate women's rights. She became famous for beating women for the immodest dress and being on the streets without a guardian, and this is not the only case where many women who have left Afghanistan talk about it (BBC, 2021).

Widow Zafia Zakil told about the difficulties she experienced when trying to earn a living. She sewed women's clothes at home. But the religious police tore the inscription "sewing of women's and children's clothes" from her apartment, and later forbade her to sew for sale, threatening to kill her.

Why should they be subject to such restrictions at all? Who said that this government has the right to humiliate women like that? Thousands of individuals who could make a significant contribution to the development of our world are dying without realizing themselves through such violations. And these are not empty words. This country has many talented women. But most of them have no choice but to escape from Karina. The country's greatest pop singer Ariana Said left the country on a US cargo plane, and the famous director Sahra Karimi was evacuated to Ukraine.

The Taliban already control the most important parts of the country and sometimes, when talking to locals, they discuss what local life is like, what freedoms women have or do not have. Thus, this organization will inevitably have a significant impact on the rights and livelihoods of Afghan women. Unfortunately, not only they but most of Afghan society seem to adopt a doctrinal version of Sharia that calls for restrictions on women's rights and freedoms. That is why the world community must immediately consider women's rights and their protection as an integral part of the reconstruction and revival of Afghanistan.

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**E-PETITIONS TO PARLIAMENT AS MEAN OF COMMUNICATION
WITH AUTHORITIES IN UKRAINE**

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We live in fast-changing digital epoch where technologies play bigger and bigger role, so creation of effective digital tool for communication between citizens and authorities is vital for every country. Generally, these tools known as petition. Ukraine is parliamentary-presidential republic, so parliament is the most powerful structure in Ukraine. Thus, we decided to examine how does it deal with petitions from citizens and how to improve this process. To do this, we took 6 arbitrary petitions from parliamentary petition service (Electronic petitions, 2021) which gained enough support to receive response and review this response.

The first petition, that we want to analyse, is "The Protection of the simplified taxation system, through urgent consideration and adoption of Bill 3853-1". Petitioner said that recently passed laws which meant to create more checks and raise taxes on small businesses would be detrimental for them and to the Ukrainian economy as a whole. That's why petitioner asked to pass amendments to those laws which according to him "will separate small business from big, increase budget revenues, whitewash the "shadow segment" and give prospects for sustainable economic development!" (The Protection of the simplified taxation system, 2021).

However, the response was vague and full of meaningless bureaucratic-stylized text hardly understandable for ordinary citizens and implied that another law which regulates the same tax issues had already been passed before petition was created hence there is no need in passing amendment asked in petition. It is worth noting that those previous law was much harsher: established much lower levels of income for higher taxations and required much wider usage of payment registration devices which is precisely what petitioner's amendment was against. In fact, the petition was ignored.

The second petition is titled "The child protection of sexual abuse". It is said to pass a law which had been stuck in parliamentary procedures for 2 previous years. The response was ambiguous and again full of bureaucratic-stylized text. On the one hand, the petition was approved and the law was sent to the first reading but on the other hand, it again stuck in parliamentary procedures being neither approved nor disapproved (Crimes against Sexual Freedom, 2017).

Due to the problem of spreading anti-Ukrainian opinion in the media, people wrote an e-petition banning two pro-Russian channels – 112 Ukraine and NewsOne. Some people consider it as an attack on freedom of speech, but in reality, these TV channels broadcast misinformation and Russian propaganda. The e-petition received the required number of signatures - 25473. The Committee on National Security and Defense provided a timely response in the form of a document. Ultimately, the Verkhovna Rada of Ukraine approved the Resolution, which referred to the application of certain sanctions to these TV channels, and not a complete ban on

these TV channels. There is a substitution of concepts in order to satisfy the request of citizens in the response document. It would be more correct to report for what reasons it is impossible to satisfy the request of citizens and to provide a report on the implemented measures. The third e-petition is - "Legislative Regulation of Cannabis for Science and Medicine" include an idea of regulating cannabis in order to alleviate the suffering of patients and protect the right of citizens to a dignified life and access to modern and effective treatment. The petition had a problem with the answer, as the answer was published on the website in the form of 13 pages. There was a direct discussion of the e-petition with its author. The issue was considered at various levels of government, until the latest document announced the creation of expert groups to analyze legislation and study the legalization of cannabis, a recommendation to deputies of the Verkhovna Rada of Ukraine to join the group of initiators of this bill. Two years later, the bill was created, but its adoption was rejected. We consider that the answer to citizens in the form of a large number of documents with legal language should not be acceptable.

The next petition is - "For a ban on fur production in Ukraine," received a 34-page response from the Verkhovna Rada and other organizations. Some of the petitioner's appeals were refuted, and the information was taken into account and forwarded to the necessary Committees. The bill was registered and considered by the profile committee, but it did not get to vote in the session hall. It was proposed that if the bill is passed by the parliament, fur production in Ukraine will be banned from January 1, 2025, and until then it is necessary to create conditions for keeping fur animals. The problem with responding to this petition is that it contains one view of the impossibility of banning fur production from various government bodies and organizations. This is a reasonable answer, but these documents are inconvenient for ordinary citizens to process.

An equally interesting petition is devoted to the topic of vocational education. The author of the petition stresses the necessity of the adoption of the Law of Ukraine "On Professional Education". The answer was given in 5 days after the end of the collection of signatures. The answer contains a lot of information that is incomprehensible to people who are not familiar with this topic. The answer is not clear enough. The decision stipulates that the Verkhovna Rada's Committee on Science and Education is working on the draft Law of Ukraine "On Education". The Committee also initiated parliamentary hearings on "Professional education" to identify ways of reforming professional education in Ukraine. Due to the fact that the answer is written about the revision of the Law of Ukraine "On Professional Education", the decision can be considered to be partially in line with the content of the petition.

In comparison to Ukraine, the UK experience in providing electronic services has much higher quality. In our view, Ukraine should pay attention to this country for the development of electronic democracy in Ukraine. In Britain, the introduction of a new system of petitions includes the creation of a parliamentary Committee on Petitions, which is engaged in the consideration of petitions. This Committee may invite the petitioner to discuss subject of petition with Members of Parliament,

Government Ministers or give evidence to a special Commission. The Committee on Petitions considers all petitions published on the site. The Committee chooses petitions of general interest. Also, the Committee has the right to insist on certain actions by the Government or Parliament. If petition receives 10,000 signatures on the UK Government and Parliament site, it gets a response from the government. Moreover, has 100,000 signatures were collected, petition will be convened for a debate in Parliament (How petitions work, 2021).

As example, we have considered the petition “Make the assumption of the dog and cat meat illegal” (Dog and cat meat, 2021). The petition gathered 12,168 signatures, so the government responded. The answer was clear and specific, it contains no excessive information, and the text is easily understandable for ordinary person.

Considering the UK, we defined certain advantages: firstly, the existence of a special parliamentary Committee dealing with the examination of petitions. Secondly, the possibility of creating a petition on one site of petitions, which saves a lot of time and makes life easier for British people. Thirdly, simplified procedure for setting up petitions. Fourthly, the existence of a clear justification for the petition requirements. Fifthly, the government’s responses are clear and understandable to all citizens, and they do not contain any unnecessary information. Finally, in the United Kingdom, only 10,000 signatures are required to consider a government petition, moreover there have been situations when the petition had been considered before the required number of signatures were received. Due to the fact that writing petitions in Great Britain is carried out under simplified procedure, the percentage of people who participate in the signing of petitions is higher than, for example, in Ukraine.

To summarise, e-petitions give representatives of various social groups the opportunity to make proposals to the government and parliament, and thus citizens have a real opportunity to influence the policies and legislation of their country. Citizens' inquiries have the right to be answered, and the government's task is to do everything possible to simplify the e-petition process on the website and provide a clear answer. While this not the case in Ukraine, we should learn from experience of UK where citizens have a better situation: the petition can be written according to a simpler procedure and published on one site and get a clear and understandable answer. Thanks to such governmental decisions, citizens more actively exercise the right to influence legislation and public policy.

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**PROBLEMS AND NEGATIVE TRENDS OF INNOVATIVE
DEVELOPMENT OF UKRAINE'S ECONOMY**

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The final result of the development of science and high-tech industries in the XX century was the formation in the economies of the world's leading countries of a new mechanism of self-development - national innovation systems, in which innovations are born and implemented. Despite the national differences, the common feature of all national innovation systems without exception is the leadership in ensuring the three priorities of development: science, education and science-intensive production.

Unlike developed countries, Ukraine has not yet created a national innovation system. Innovative activity is characterized by structural deformation and imbalance of technological, economic and socio-value aspects.

Given current trends, the lag of innovative development of Ukraine from world-class countries is clearly visible. Innovative mechanisms of economic development should be used and based on the available scientific and technical potential and appropriate infrastructure. However, the current legislation is clearly imperfect. There is no clear mechanism that would provide for the consideration of new innovative projects in order to implement them. Unregulated terms of consideration by regulatory authorities, all these factors divert the attention of investors to finance new projects.

Activation of innovative activity requires new forms and methods of introduction of achievements in the fields of science and technology, first of all at the expense of expansion of the innovative market. Currently, the innovation market in Ukraine is at an incredibly low level of development, and the process of its formation to a normal degree is very slow. It is possible to immediately see and highlight the shortcomings of the development of the innovation market:

- 1) Non-market nature of price formation;
- 2) Lack of a clear system in determining the direct customers and consumers of completed developments;
- 3) There are no innovative exchanges and effective advertising;
- 4) Shortage of marketing research;
- 5) Low share of costs for innovation and implementation of new projects in investments.

Finally, the development of the innovation market is constrained by the insufficient pace of creation of non-governmental research and design organizations.

Therefore, for the effective development of an innovative market, it is necessary to do three fundamentally important things:

First, start managing with feedback, start monitoring the effectiveness of costs, in fact, evaluate your own usefulness.

Second, to build their programs in such a way as to obtain market, commercial effects at the expense of public resources.

Third, improve the quality of products and services budgetary organizations, since all other things being equal (for example, guaranteed estimated provision), they begin to compete for resources.

In the light of such trends, it is extremely important for Ukraine to build and implement a model of innovative development of the economy, which has already been talked about a lot, but our state has not yet made real and tangible steps in this direction.

Either Ukraine will find in strength, skill and resources necessary for long-term painstaking work on building complex structure of the national economy XXI century, or the world economy itself will consistently "build" its own a segment that will fully meet her needs, but to a very small extent will correspond to the national interests of the country.

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PROPAGANDA PHENOMENON IN COMMUNICATION TECHNOLOGIES

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Propaganda technology is one of the tools of the media and is an integral part of communication technologies. From the very beginning, the concept of propaganda did not carry a negative meaning. It was a global definition that meant a way to convey a certain idea, information aimed at the masses in order to reach the largest possible audience using the most banal and effective methods. Its further orientation depended only on the goals of the «propagandist» ([1],2019).

The choice of this topic is not accidental. Its relevance can be easily traced even with a very superficial analysis of some modern media. We can see that the technology of information coverage still remains the leading tool for suggesting ideologies, philosophical, political or other views by manipulating the consciousness of the masses and using outright lies in some cases.

The purpose of this work is to study technology, the phenomenon of propaganda and to reflect its use on the example of the German ideological product of the time of Adolf Hitler and the modern Russian media.

To begin with, it is necessary to consider the phenomenon of military propaganda according to G. D. Lasswell. Regarding military propaganda, it is said that a critical situation similar to war or any armed conflict awakens in a person primitive instincts (Mozolin, 2007). This is the basis of military propaganda. With the growing level of tension in society, primitive instincts are more strongly expressed and propaganda works more effectively. To successfully achieve the goals, the power over thought must pass completely into the hands of the state. The reason for this is that the danger that arises as a result of freedom of thought is higher than that which could result from the distortion of these thoughts.

Perhaps one of the most striking examples of military propaganda can be considered the ideological product of Germany during the time of Adolf Hitler. The definition and the main rule of Nazi and any other propaganda, derived by Adolf Hitler, in the book of the famous Russian publicist A. G. Nevzorov (2016) about the skill of journalism «The art of offending» is quite clearly formed: «... in Professor Hitler's «third law.» The third law states that «any propaganda must be accessible to the masses: its level must proceed from the degree of understanding inherent in the most backward individuals among those whom it wishes to influence. The more people are approached by propaganda, the more elementary its ideological level should be...» (p.112).

Joseph Goebbels successfully developed this idea and manipulated the public consciousness, using a de facto «Lasswell» model of strict state control over the media and culture: he concentrated in his hands all the levers of control of the press, radio, cinema. Having taken control of all the media, he has already set a clear

framework, limited free thought and in fact reduced everything to one «correct» opinion.

Unfortunately, even now we can see the detrimental effect of mass propaganda on people's minds. A striking example is the modern communication policy, the technology of information coverage, which is conducted in the Russian media. The following examples are only a small part of what is currently used by the Russian media as an «information» product. A. Chekmyshev gives some stereotypes and myths that stir up the Russian people and trigger their rather negative reaction towards the Ukrainian nation. Among them are Nazi symbols in combination with the state symbols of Ukraine, or red-black and blue-yellow flags that make the same impact on an average modern Russian citizen as hundreds of Muslims falling prostrate during religious ceremonies on the Americans. We need to say, though, that many Western media are now trying to avoid using photos of praying Muslims considering it manipulation, violation of journalistic standards and ethics. Another example is the constant use of the words «Banderivtsi», «fascists» to address the modern Ukrainian government (A.Chekmyshev, 2014).

In conclusion, the tool of propaganda still remains important in the work of the media. The peculiarity of public consciousness is that it is formed mainly by the information presented on media channels and other information portals. Basically, individuals study social life through the channels of public communication. So if it is formed this way, so it never existed.

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SOCIAL INCLUSION IN UKRAINIAN SCHOOLS

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Nowadays, the stage of modernization Ukrainian education is strongly connected with the attitude to unprotected groups of population. People used to divide everyone into a "full majority" and an "undervalued minority", which caused the appearance of "children with special educational needs" group. The urgency of the problem is connected, first of all, with the fact that the number of children with special needs in Ukraine is more than 1 million, which is 12% of the total number of children in the country. Society is obliged to allow every child, regardless of their needs and other circumstances, to realize their full potential.

The society recognized its duty to provide all equal opportunities in different spheres of life. It has offered new educational concepts, in particular, inclusive education, which provides creations of all necessary conditions to make that kind of education easier and more effective. Inclusion is extremely necessary – it is already proven fact. Children with special needs require equal opportunities and socialization. Healthy children are encouraged to perceive physical disabilities quite normally, and feel the other as equal. This is a natural education of morality.

The most important question we need to talk about: "Are we ready (morally, psychologically, socially) to meet the educational needs of children with psychophysical violations in the environment of "healthy" peers? Will these children be able to "fit" into the general educational space and to reveal their potential opportunities?" The concept of inclusive learning is a complex and multidimensional problem. Having entered a general educational institution a child with special needs will remain alone, with a complex of problems. Our main goal is to make it easier for them, make it more comfortable.

A child with special needs is not a passive member of society. It is a person who has the right to meet his or her own social needs, to work, to rest, to create a family. The level of support, humanism and tolerance for children with special needs, and the possibility to provide them with affordable and high-quality education are indicators of society development.

In Ukraine, inclusive education is considered as one of the strategic tasks of modernization of the education system. In favor of inclusion education in Ukraine and abroad, a lot of theoretical and practical material has been produced. Parents of children with disabilities, as well as social and charitable organizations, which have a particular profile of activity, are active in favor of exclusive education.

While talking about education of children with special needs, we should talk about changing the basic principles of education. The Soviet system tried to solve the problem by ignoring and limiting it. Nowadays people pay more attention to this problem. Western countries have been promoting the idea of comprehensive integration of people with disabilities into the ordinary world. Inclusion of children with special needs in mass educational institutions provides specialized correction and psychological support, the task of which is to control the child's development, the

success of his education, and to provide assistance in solving problems of adaptation in the environment of healthy peers.

Regarding my proposals concerning the regulation of the problem of the inclusion:

1. Provide schools with all necessary educational equipment: To arrange entrance to school adapted to disabled wheelchairs; to provide space for safe passage in corridors; to install specially adapted desks and chairs; to provide necessary textbooks and other facilities.

2. To start cooperation of state schools with private schools for inclusion education. First of all, it is necessary to involve the appropriate specialized specialists. The success of education depends on the teacher, in this situation.

3. Introduction of exclusive education should be gradually and in all cities of Ukraine.

Thus, the inclusion as a fundamental change in the educational strategy for children with social and educational, mental and physical characteristics of development has begun to be viewed by the world educational community as a process that requires changes at all levels of society, in all educational sectors, as a special system of education that changes the entire pedagogical system. Social inclusion provides mutual enrichment of the social experience of children with functional disabilities and children with health and development status within the age norm, and expands opportunities for children to learn humane values.

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THE ROLE OF TECHNOLOGY IN THE EDUCATIONAL PROCESS

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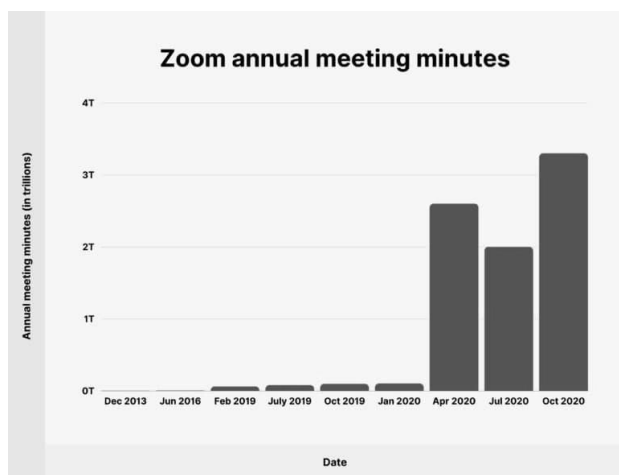
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Technology has a huge application in the field of education. Technology is finally being integrated into education, its use for teaching and learning. Although technology is everywhere for schoolchildren and students, teachers are outraged, because they are used to teach in a traditional way instead of using technology.

The main task is to talk about the usefulness of integrated technology into the educational process, its advantages and disadvantages.

Firstly, technologies were integrated into education to help children with autism; it gave them a chance to feel free compare to their classmates. The biggest barrier was communications between pupil and teacher, so there are were integrated visual schedules, motivating tools, vocational assistance, etc.

First, let us talk about some benefits of technologies in education, now it is easy to say that technologies such as Zoom, Google classroom, etc. became every day because COVID-19 brought in our lives serious changes in our typical lives. Hundreds of millions of students lost their chance to visit schools and universities physically to keep their social distance from each other. There is only online education by using technology can improve that situation.



The next step is to mention the disadvantage of integrating technologies into education. The effectiveness of online learning is controversial, as some of the students are cheating with their homework and tests to get a higher grade.

To sum up technologies in education not only helps with teaching children with special needs but also make students' daily life more productive even

in the pandemic. Therefore, the role of technology in the educational process has a huge impact.

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PROCRASTINATION AS A NEW PROBLEM IN MODERN SOCIETY

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Social inequality, hunger, global warming, wars - all this undoubtedly excites the minds of people around the world, but at the same time, according to scientific studies, four out of five people are prone to the problem of procrastination, as a result of which they unconsciously worsen their state of life, often without noticing it. There are many definitions of this term, among which there are a large number of conflicting interpretations of this concept. According to a rather general definition in a broad sense, procrastination is the tendency to constantly postpone all kinds of and often quite important and urgent matters. (Psiho.guru, 2021)

Many people habitually refer this problem to the category of ordinary laziness, but the main difference lies at the psychological, but rather at the physiological level. It turned out that the activity of the prefrontal cortex (the front part of the frontal lobes of the cerebral hemispheres), which is responsible for setting goals and plans for the future, making decisions and predicting consequences, is much lower in people suffering from procrastination.

The signals coming from the higher volitional centers are weakened. But emotional commands, on the other hand, do better. Procrastinators are more prone to "emotional swings", more and more often feel anxiety, indecision, worry about negative consequences and can't help themselves. The paradox is that the procrastinator may not be in time because he is too afraid of not being in time, or does nothing because he is extremely afraid of not doing anything. People with pronounced procrastination also lack the skill of long-term planning, they cannot clearly imagine what and how they will do to achieve their goals even in the not-too-distant future. (Newtonew, 2016)

Summing up, it should be said that procrastination is largely a consequence of impaired regulation of emotions, the work of the brain, and not time management.

How do you define yourself as a procrastinator? Often the main harbingers of procrastination are excessive fear of failure or even success, latent anger, pronounced perfectionism, self-denial, inability to plan and transgress long-term tasks, and much more.

The reasons are different - the scenario is the same. Regardless of the cause of the procrastination, it unfolds according to the same scenario. At first, some business (going to the doctor, the need to make a report or talk to neighbors who got sick by smoking in the entrance) leads to the emergence of unpleasant thoughts and emotions (anxiety, fear, shame, anger). A conflict arises - you have to do it, but you don't want to do it. (VC.ru, 2020)

So, what should such people do? John Richard Perry, a professor of philosophy at Stanford University, investigated the phenomenon of procrastinating important and useful things and gave birth to the theory of structural procrastination. (Psihdocs, 2019) According to this theory, you should always choose a productive alternative, in

other words, you need to work on something important, while you shirk something even more important. So, at the moment, people who want to achieve some notable success can only force themselves to do at least something, break problems into small pieces and gradually solve them. The main thing is to immediately admit the problem and not make too big plans for yourself, because if you drown in all the mass of responsibilities that you took upon yourself, it will be very difficult for you to get out of all this on your own.

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**POLISH EXPANSION IN THE UKRAINIAN LANDS IN THE 16TH-
17TH CENTURIES**

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The Polish invasion of Ukraine has one of the key meanings for our entire history. This was characterized in the political, social, agrarian and religious spheres of society. For many Ukrainians, this has become a key factor of their kind. The process of centralization and unification of voids under the control of the Polish-Lithuanian Union led to colossal changes in the life of every Ukrainian. Religious and national issues began to play an important role, which led to the split of the nation. The domination of the Poles was met with active resistance, which also led to a backlash and subsequent conquest.

In this work, the process of conquest and centralization of Ukrainian lands is studied from the point of view of the impact on the society of that time and on history in general. The events taking place during that period are quite multifaceted and difficult to understand by different scientists, which leads to dissonance and controversy when analyzing this issue. The conflict between the Ukrainian and Polish people has become key for the two nations, and the main goal in this context will be a thorough study of the motives, goals, consequences, characteristics and stages of Polish expansion into the territory of Ukraine.

The topic of the formation of Ukrainian history under the Polish-Lithuanian domination is actively studied by various scholars and scholars in various articles, books, works, etc. Therefore, the main method of writing this work is to use the authoritative opinions of the following scientists: Bagaley D. I., Golobutsky V. A., Grushevsky M. S. and others. Thus, the study of each individual term and event will help to get closer to the role of this period in the history of our people and to form a unified view of all the value of a given time.

The boyar conspiracy that caused the death of the Galician-Volyn Prince Yuri II Boleslav in April 1340 was a kind of signal for a new Polish invasion of Ukrainian lands.

The expansion was carried out under the guise of protecting the Catholics of Galicia. Having captured Lvov and plundered the princely palace at the High Castle, the Polish king Casimir III was preparing to expand the aggression to seize the lands of the region. In response to such impudent actions of the Poles, the local population revolted; boyar Dmytro Dedko became the head of the revolt. The insurgents not only liberated their lands, but, inviting the help of the Tatars, devastated the territory of Poland, up to the Vistula.

The confrontation ended in a compromise: Casimir III was forced to recognize Dedko as the ruler of Galicia and the latter - the formal supremacy of the Polish king. As a result, two state formations emerged for a time in the territory of the former Galicia-Volyn principality: the Volyn principality, headed by the prince of Lithuanian

origin Lubart (Dmitry) Gedminovich, and the oligarchic boyar autonomous republic in Galicia, whose leader was the "steward and starosta" Dmitry Dedko.

The death of Dmytro Dedko in 1344 became the occasion for the intensification of the struggle of Poland, Hungary and Lithuania for the inheritance of the principality of Galicia-Volhynia. Having made peace with the Crusaders and secured the neutrality of the Golden Horde, Casimir III launched his second large-scale expansion into the Ukrainian lands in 1349. The ideological basis of the invasion was the spread of Catholicism in the East, which is why the king proclaimed himself a "shield of Christianity", and the conquest attack was called a crusade against the pagan Lithuanians and Orthodox schismatics.

In 1366, after a long-armed confrontation, during which Poland was supported by Hungary and Lithuania by the local Ukrainian population, the Polish state subjugated Galicia and part of Volhynia. As a result of the expansion, to the crown lands of Poland was added almost 52 thousand km² with a population of 200 thousand people, which increased the territory of Poland almost 1.5 times.

Polish penetration into the Ukrainian lands was fundamentally different from the Lithuanian: from the very beginning of its establishment in this region the Polish government tried to make it its province, to impose the Polish law and administrative system, to oust orthodoxy through the establishment of Catholicism, which caused resistance and opposition to the local population.

The next historical turn in the fate of Galicia took place in 1370, when after the death of Casimir, as a result of the dynastic agreement, the region passed under the rule of Hungary. However, after the Union of Krewo (1385) Poland gained power again and in 1387 Galicia was finally annexed to its possessions. It began to force the Polonization and Catholicism. On Galician lands appears Russian voevodstvo, which later became a province of the Polish kingdom. Latin became the official language, all privileges and rights granted exclusively to Polish nobles and Catholics. These circumstances prompted some of the Galician nobles to adopt Catholicism, which allowed them to obtain an equal legal status with the Poles.

The Union of Krewo was Poland's first attempt to absorb the Grand Duchy of Lithuania, but the active resistance of the Lithuanian, Ukrainian and Belarusian nobility prevented the realization of this plan. The opposition was led by Lithuanian Prince Vytautas, but after a devastating defeat by the Tatars in 1399, he had to swear allegiance to Jagiello. In 1401 he signed a treaty according to which the Grand Ducal authorities in Lithuania and the lands, including Ukraine, had to return to Jagiello after Vytautas' death.

Participation in the victorious battle of Grunwald significantly strengthened the political position of the Grand Duchy of Lithuania. Poland, not wanting to break the Polish-Lithuanian union, made some concessions to Lithuania. In 1413, in Horodl, the Union of Horodło. was concluded between the Polish King Jagiello and the Grand Duke of Lithuania Vytautas. According to her, Poland was forced to recognize the right to exist politically independent Grand Duchy of Lithuania, Ukrainian lands after the death of Vytautas were not to pass under the rule of the Polish king, as once provided by the Vienna Union, but remained part of the Lithuanian state. However,

Poland did not refuse to absorb the Grand Duchy of Lithuania, it only changed its tactical line.

Many years of efforts due to external pressure to expand the sphere of Polish influence on Lithuanian territories gave way to an attempt to solve this problem in another way, from the middle - through the Lithuanian elite. That is why one of the conditions of the Union of Horodło. was the equalization of the rights of the Catholic nobility of the Kingdom of Poland and the Grand Duchy of Lithuania. Lithuanian Catholic feudal lords, in contrast to the Orthodox, received the right to fully dispose of their land holdings (before that their land ownership was conditional), to hold public office.

Thus, the union, driving two wedges between Orthodox and Catholic feudal lords, between the Orthodox masses and the Catholic nobility of the Grand Duchy of Lithuania, caused a deep split in the Ukrainian lands, intensified social and national-religious oppression.

After Vytautas' death, when Svydrygailo ascended the princely throne in Lithuania, Jagiełło marched on Volhynia in 1431 with a large Polish army in order to penetrate the Ukrainian lands as much as possible. Another Polish-Lithuanian confrontation ended in a truce, according to which the western Podillya was ceded to Poland, and the eastern one remained under Lithuanian control. The conquest was accompanied by active Polonization: three voivodeships were formed in Galicia - Ruske, Belz and Podil. From 1434, Polish law was introduced in the Russian provinces, the Polish administrative apparatus was imposed, and aristocratic self-government was established.

In the second half of XV -XVI century. Centralization processes are unfolding, Poland's influence is growing, and Lithuania's decline is progressing. Prolonged confrontation with the Muscovy, devastating attacks by the Tatars, the relentless struggle for the Grand Ducal throne put the Grand Duchy of Lithuania on the brink of disaster. Trying to avoid it, the Lithuanians turned to Poland for help. The dramatic and sharp Polish-Lithuanian negotiations ended in 1569 with a compromise - the conclusion of the Lublin Union, which united the Polish state and the Grand Duchy of Lithuania into a single whole - the Commonwealth.

The Polish penetration into the Ukrainian lands in the late XIV - XVI century it differed significantly from the Lithuanian one, as the Poles immediately based their course on total Catholicization, Polonization, and colonization of the region, which programmed a sharp aggravation of religious, social, and ethnic relations.

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CRIMINAL OFFENSES AGAINST PROPERTY AS THE MOST COMMON TYPES OF CRIMES

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Crimes against property are one of the most common and dangerous groups of criminal acts, as they encroach on one of the most valuable social benefits - the right to property. Protection of property rights is of particular social importance, as economic freedom of property is the basis of political, national and religious freedoms. The normal functioning of property relations ensures the stability of the entire economic system, increasing the welfare of the people.

One of the main guarantees of the inviolability of property rights is the establishment by the state of legal (primarily criminal) liability for offenses against property.

According to Art. 1 of the Criminal code of Ukraine protection of property and prevention of crimes is provided in the task of the code. To accomplish this task, the Criminal Code of Ukraine determines which socially dangerous acts are crimes and which punishments are applied to the perpetrators. In the current Criminal Code of Ukraine, liability for crimes against property is enshrined in one section VI of the Special Part, which emphasizes the state's equal criminal protection of the rights of all subjects of property, regardless of its form, as well as their equality before the law (Zakalyuk, 2007, p. 68).

The legislative level also defines the subjects whose powers include the detection, cessation and investigation of certain crimes. Today in Ukraine, according to official statistics, there is a steady increase in the number of registered criminal offenses in the field of property. The state of detection of such crimes has significantly deteriorated, so this situation causes public distrust in law enforcement agencies.

The National Police of Ukraine has certain powers, which include counteracting and preventing crimes against property. Exercising their powers, law enforcement officers must detect and stop criminal offenses in the field of property, prosecute persons who have committed such crimes. Liability for such crimes in the field of property is provided by Articles 185-198 of the Criminal Code of Ukraine.

The most common offenses against property are crimes such as theft, fraud and robbery. Theft in Ukraine is the largest among all types of crimes. If we analyze the statistics, we can say that this is about 50 percent of all types of crimes.

A significant number are pickpockets, which are most often committed in crowded places, with the temporary stay of property owners in a limited space surrounded by strangers, as well as in cultural, sports and entertainment facilities. Casinos, bars, expensive shops, restaurants, hotels, clubs, where wealthy people spend their time, and the objects of theft - large sums of money, jewelry, payment cards, mobile phones, etc. are becoming more and more common.

The analysis of the state of counteraction and prevention of crimes against property shows an increase in the number of registered criminal offenses of this type both in general and by individual subspecies. At the same time, the decline in the level of disclosure of these crimes is a matter of deep concern.

The current situation is significantly affected by the insufficient capacity of the National Police, which carries out the prevention, detection, registration, detection and pre-trial investigation of crimes against property. Significantly reduces its functionality and limited resources. This indicates the need to take urgent and decisive measures to improve the efficiency of the National Police, development, adoption and implementation of comprehensive programs to prevent and combat crimes against property. Such programs should include the introduction of the latest technologies in police activities aimed at detecting crimes, identifying and analyzing the causes and conditions of their commission, development and implementation of measures to combat and prevent crime.

The tasks of the National Police in combating and preventing crimes against property at the present stage include:

- ensuring the protection of property;
- implementation of operational and investigative information about persons who prepare crimes against property, to persuade them to refuse to commit them;
- timely separation of identified organized groups that commit crimes against property, to stop their criminal activities;
- prompt response to reports of citizens, officials and other information about crimes against property to detain criminals and solve crimes;
- accumulation, systematization and use of information about persons who have committed crimes against property, to ensure the timely adoption of measures provided by law;
- active public involvement in the prevention of such crimes, taking into account international experience;
- informing the population about the means and methods of legal protection against criminal encroachments on property (Lukashevich, 2015, p.81).

Therefore, it should be noted that important for the success of such activities are the results of scientific research in this area, which after passing the appropriate testing should be implemented in the practice of the National Police. This will help improve the work of the National Police in detecting crimes against property.

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ANXIETY AS A PROBLEM IN THE MODERN WORLD

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Due to the COVID-19 pandemic, a significant amount of attention is currently paid to the mental state of the population. It is noted that the main psychological consequences of the pandemic are expressed in an increased level of stress and anxiety.

The aim of this work is to define what anxiety is, as well as to identify what symptoms are inherent in it and what threatens a person.

Anxiety is an emotional state of substantially debilitating senseless anxiety, which a person associates, first of all, with predicting failure, danger or waiting for something important, significant to him in conditions of uncertainty.

Experts say that the optimal level of anxiety is normal and useful, without it we simply would not be able to adapt to reality, new and severe conditions. The complete absence of anxiety prevents the development of normal adaptation and interferes with productive activity, which cannot be said precisely about increased anxiety.

Increased anxiety can primarily significantly affect both the activity of a person and the formation of his personality. It negatively affects, first of all, a person's self-esteem, his professional activity, especially when work requires critical thinking, high concentration and attention, focus on details. Superficial sleep, irritation, constant feeling of danger, dizziness and fatigue throughout the day - all this affects every area of human life. Being in the world of your own fears and illusions creates an uncomfortable atmosphere. Constant feeling of anxiety contributes to the development of internal complexes, complicates interpersonal communication and adaptation in society. Anxiety, influencing negatively on human activity and being the causes of some of its failures, contributes to the formation of an individual of insecurity, indecision, low self-esteem, and also reduces a person's interest in life, the desire to improve and grow, overcome difficulties and solve problems.

With the advent of the pandemic in our world, many people began to suffer from this problem, which is dangerous for their psycho-emotional state and work capability. First of all, this is due to the introduction of anti-epidemiological measures, such as quarantine, restriction of public events, which was for people the usual leisure time earlier or part of the earnings for their families. Faced with this problem, people began to lose their jobs en masse and stay alone at home, which led to the development of increased anxiety, depression, conflicts between family members, and an increase in the number of cases of domestic violence. In order to "drown out" their negative emotional state, many representatives of the younger generation and adults began to use alcohol and drugs. During the first year of the pandemic, the number of cases of depression and anxiety in the world increased by more than a quarter, especially among women and young people. During 2020,

another 52 million people suffered from serious depression disorder, and another 76 million suffered from anxiety.

The study, published in the medical journal *The Lancet*, APF showed that women suffered disproportionately more, mainly because pandemic measures exacerbated existing health inequality and social inequality in most countries. Additional care responsibilities and household responsibilities continue to fall predominantly on women, and women are much more likely to become victims of domestic violence, which has increased dramatically during a pandemic.

As for the younger generation, the study found that closing schools and colleges limited young people's ability to study- interact with peers and get jobs - leading to excessive mental health consequences among 20-24-year-olds.

Similarly, as far as anxiety is concerned, the models predicted 298 million. Cases of anxiety worldwide without COVID-19, while in fact the actual number of cases last year amounted to 374 million.

Summarizing the above, it should be stated that anxiety plays a significant role in the life of every person – both an adult and a child. Anxiety has a serious impact on personality activity and development. It is important for each person to pay attention to their psycho-emotional state, to monitor the duration, frequency and level of anxiety, and if there are serious problems, contact specialists. After all, only a healthy and well-formed persons can be active and manifest themselves in society.

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SOMNAMBULISM IN ART

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Somnambulism or in a simpler and more understandable way — sleepwalking. What is it? As everyone knows, people need to sleep at night so that there are no health problems. During sleep, you need to lie with your eyes closed, not to get up, and even more so not to perform any actions other than very simple ones: breathing, eye movements under closed eyelids, turning over on the bed, attracting pillows with a blanket to yourself. Sometimes, even in a dream, people can hug a toy or someone who is sleeping nearby, and they can also shudder. This is all normal behavior of a healthy person.

How to understand that one of your friends or relatives has sleepwalking? In general, this is a very interesting topic on which many different works of art have been created: films, songs, paintings, poems. And by no means always in them the disorder is shown to be reliable, such as it really is. So, «sleepwalkers» without waking up get out of bed, open their eyes and with a «glassy gaze» begin to do something, of course automatically.

Contrary to popular belief and ideas, the actions are not very difficult. Somnambulists can just sit or not even get out of bed, they can walk, touch something, and generally do something simple that they usually do. Also, with sleepwalking, a person can talk: either with someone from a dream or with friends who are not nearby at the moment, or they can interact with someone who is nearby – just tell or ask something, or they can call on to some kind of action. Speech can be both coherent and incoherent. As a rule, after waking up, those suffering from somnambulism either have little or no memory of what is happening at night. Sometimes it is scary.

Since the disorder is poorly understood, there are many prejudices, theories and speculations. But is there something preventing you from realizing your fantasies? So there is a lot of literature on somnambulism, or in which this disorder is mentioned: «Dracula» by Bram Stoker, «Moonstone» by Wilkie Collins, «Silber. Second Dream Diary» by Kerstin Gier, «The Secret of the Old Oak» by Carolyn Keene, «Macbeth» by William Shakespeare.

There are now more and more songs dedicated to sleepwalking and related nightmares, such as Bring Me The Horizon's «Sleepwalking» and Nightwish's «Sleepwalker». Films are being made such as: Dr. Caligari's Office, Donnie Darko, The Phenomenon, Harry Potter and the Half-Blood Prince.

Also a common theme for painting: «Somnambula» by Ivan Kramskoy (1871), «Somnambula» by John Everett Millais (1871), «Sleepwalker or Walking on the Windowsill» by Maximilian Pirner (1878).

In general, in art, the theme of «Somnambulism» is rather romanticized. Perhaps due to the fact that it has not been fully studied, maybe because those who portray sleepwalking have not encountered it themselves. Perhaps romanticization

helps to cope with the fear of the unknown and incomprehensible, and maybe all the options together. In any case, «sleepwalkers» see their problem differently and can portray it differently. And I think it gets a little easier for them.

There are those who suffer from the disorder, there are those who dream of it, and there are those who create something beautiful during sleep. One such person is the unique artist Lee Hadwin. From the age of four he had bouts of somnambulism, and from the age of five he began to draw in his sleep. Now Lee Hadwin makes good money selling his unusual paintings. Previously, a short film was shot about him.

Some of my relatives also suffer from sleepwalking. Together with them and I. Most often I get upset during full moons, especially during eclipses and new moons, but it happens on ordinary nights as well. I periodically write poems and songs about this, as well as draw pictures. It helps to cope with your fears and bring something new to this world.

There is so much unknown, little-studied, mystical, inexplicable, mysterious and alluring around. Everyone chooses whether to accept it or to be afraid, to cope with it or not to pay attention. You can create something beautiful out of pain and fear, or you can be alone with your darkness and wait for death. I chose my path. Which path will you choose?

ATTORNEY'S FEE IN UKRAINE: FEATURES OF CALCULATION

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Fee is the only appropriate form for a lawyer to receive remuneration for the provision of legal services, which must meet the following requirements:

- to be legal in form and procedure;
- to be reasonably justified in amount.

The amount of the fee is determined by agreement of the lawyer with the client. The lawyer has the right to determine the amount of the fee within reasonable limits, based on their own considerations. Usually, the main criteria for the amount of the fee are the complexity of the case, qualifications, experience, workload of the lawyer and other circumstances. Given the fact that the court has no right to change and interfere in the legal relationship between the lawyer and his client, so the amount of the fee can be changed only by mutual agreement.

The amount of the fee directly for the provided legal service depends on the order of calculation of the fee chosen by the client, which can be carried out in the following forms:

1) fixed amount - is characterized by the fact that the amount of the fee is determined for each legal service provided by a lawyer. This can be preparing a lawsuit, writing a petition or complaint. The most appropriate use of this form is in cases where you can roughly determine how much time you need to spend to provide legal services;

2) hourly rate - usually used in cases where, based on the circumstances of the case, it is difficult to determine how much time to spend on defense or representation in a particular case. This form is most often used in cases with a limited budget. Whereas the client in this case will be able to pay for the services of a lawyer in periodic payments;

3) combined payment procedure - characterized by the fact that the client pays a lawyer a fixed fee for a separately provided legal service with the amount of hourly payment for legal services for additional services that are not specified in the contract for legal assistance (Law of Ukraine on Advocacy and Advocacy Activity, 2013, p. 282).

Today in Ukraine, a hot topic of discussion for lawyers and scholars is the issue of "success fee" of a lawyer for legal assistance. The cornerstones, in particular, are the questions: "What is the legal nature of the" success fee? ", " Can it be included in court costs? ", "Is the lawyer himself legally protected from an unscrupulous client? ".

There are two sides to the coin: on the one hand, the lawyer must be motivated by the end result of the case, but on the other hand, he can not promise a positive solution to the client's case, because he is not a judge and can not replace the judiciary. There is also no doubt that the client under this payment scheme can feel

completely protected because he will need to pay for the services provided only in the event of a positive result.

For the client, the fee is also interesting in that in most cases it almost helped to stimulate the lawyer involved to strive for maximum dedication and solve the problem material for maximum mysterious processing. At the same time, if a lawyer works for a "success fee" he is interested in taking only obviously winning cases, without wasting time in losing or doubtful, then some cases need to be heard in court.

Law firms are exposed to numerous risks, as there is a possibility that they will not receive a fee at all, faced with the dishonesty of the client. However, the payment of so-called success fees to defenders is a common practice and is widely used in countries such as the United States, Britain, Australia and Canada.

Thus, it is clear that the ban on remuneration, depending on the outcome of the case, will facilitate numerous cases of lawyers being paid "unofficial" fees. This, in turn, will lead to concealment of amounts from taxation, the use of various methods of legalization of income, as well as other actions aimed at circumventing the ban, both by lawyers and clients.

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PATHOLOGICAL ANXIETY AS A NEW SOCIAL DISEASE

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All people are familiar with the feeling of anxiety, because everyone at least once in their life experienced excitement before a competition, a difficult exam, or in the company of strangers. Anxiety is essentially our brain's capacity to predict danger and warn us about it, it gives us the opportunity to look the future see or anticipate problems therefore we can take corrective actions now to prevent bad outcomes. At first glance, there is nothing wrong with this feeling of excitement and worry, but there is also pathological anxiety, in the occurrence of which internal psychological and physiological processes play a role. The main difference between this type of anxiety is that it is disproportionate to the potential threat. That is, an alarming reaction to a certain situation will be much stronger than the significance of this situation (Fmc-clinic.ru, 2021).

Normal anxiety prevents a person from making informed decisions and thinking soberly. Pathological anxiety is harmful primarily by the threat of manifestation of anxiety disorders, which in turn increase the likelihood of depressive conditions and the emergence of dependence on harmful substances. Subjects of addiction can be cigarettes and alcohol, but there is a risk of dependence on medications for sedative or tranquilizing effects. The causes of anxiety can be a genetic predisposition to stress, interpersonal and social conflicts. Symptoms of anxiety can be increased heart rate, feeling short of breath, choking, nausea or vomiting, fear, derealization of the world around you and depersonalization of oneself, sleep problems, but since many psychological diseases have a similar list of symptoms, anxiety disorders can be difficult to diagnose (Mediasphera.ru, 2020).

Sometimes anxiety is not only a negative psychological aspect that provokes an increased experience of the emotion of fear, but in certain situations it can be useful for a person. It turned out that people who are highly anxious are better at performing not very difficult logic tasks. For some people, feeling anxious helps to accumulate the remaining energy and return with renewed vigor to the problems that caused the anxious behavior.

Summing up, anxiety carries adaptive functions, warning of external or internal danger, prompts the body to take the necessary measures to prevent danger or mitigate its consequences. These measures can be conscious or, predominantly, unconscious (defense mechanisms). As modern studies have shown, the success of individuals with varying degrees of anxiety varies depending on different conditions. When anxious individuals were reported to have succeeded in their work, they were more efficient due to the end of the stress caused by the work, while less anxious individuals were more inspired by reporting a failure in preliminary experiments. (Archive.org, 2010).

So, what to do with anxiety? The most important thing is to understand its nature, because this is the only way to start managing this state. It is quite natural for

a person to be in a state of stress, the most important thing is not to aggravate this with unstable mental or diseased physiological properties. Researchers have shown that increased anxiety due to fear of possible failure is an adaptive mechanism that increases the responsibility of the individual in the face of social requirements and attitudes. At the same time, negative emotions accompanying anxiety are the “price” that a person is forced to pay for an increased ability to be responsive and, ultimately, to better adapt to social requirements and norms.

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**THE HISTORY AND ARCHITECTURAL FEATURES OF
SPASO-PREOBRAZHENSKY CATHEDRAL**

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The history of the temple dates back to the XVI century. The church was built during the reign of prince Vasily-Konstantine of Ostroh and was called Church of the Savior. Since the first Orthodox church - Nicholas Church, built by Konstantine Ivanovich Ostroh in the early XVI century, about 1636. Church was rebuilt by Anna-Aloiza Khodkevich granddaughter of Konstantin Ivanovich Ostroh, into a Roman Catholic Church. Probably the Church of the Savior for some time remained the only Orthodox church in the town Zviahel. From the research of local historians it is known that in 1636 the church became Greek Catholic. The next period in the history of the Temple is associated with frequent destruction of the building because of fires. Information about this can be found in the research of O. M. Provotorova "During its 158 years as a member of the Greek Catholic Church, the Church of the Savior burned down many times during frequent fires and was repeatedly restored, but always as a wooden one on oak foundations (Provotorov, 2010, p. 12). In 1730 the church building was rebuilt of wood. From historical sources we know that in 1777 the construction of the Bell Tower near the Temple began. In 1794 the Church of the Savior was annexed to the Russian Orthodox Church and received a second name - Preobrazhenska. On the map of the city for 1798 the location of the Preobrazhenska Church is clearly visible there is a schematic representation of a sacred building on the corner of Koretska Street (modern name - Shevchenko Street) and a street the direction of Zhytomyr, now it is Zamkova Street. In 1799 the Preobrazhenska Church became a cathedral, the main church of the Novograd-Volynskiy diocesan district. From this year, the day of August 19 - the Day of the Ascension of the Holy Savior or the Transfiguration of the Lord - became the main temple holiday of the city. In 1800 at the request of the archpriest of the Preobrazhensky Cathedral, Father Stefan Simonovich, Emperor Alexander I issued a decree according to wish the church was overhauled (Provotorov, 2010, p. 12). In the tale 50's of the XIX century, the number of Orthodox in the city increased. In this regard, it was decided to build a new, brick Preobrazhensky Cathedral. In 1846 the diocesan architect created a project for the future church. But as history has shown, for various reasons, including enmity between denominations, the new temple wasn't built later. It is known from Victor's Vakhovsky's research that the construction of the new church lasted about 6 years: it began in 1855 and was consecrated on October 16 (in the old style) in 1861. In April 1914 at a citywide meeting of the active Orthodox community of the city, it was decided to build a new cathedral, which would accommodate at least 2000 believers. A building committee was even elected, header by the country leader of the nobility V. Uvarov. But it began on August 1, 1914 the First World War which destroyed all plans of the Orthodox community. In the mid 1920s, the removal of church valuables from the churches of Novograd-Volynskiy began. With the change of political system

and the conduct of atheistic policy in the first third of the XX century the existence of about 75-80 percent of the existing churches was destroyed on the instructions of the then authorities. The Preobrazhensky Cathedral did not miss these events either: on June 23, 1935, at dawn, the church was blown up. Until now, the further history of the cathedral library, which was considered one of the best in Volyn of its time, is not known for sure of memorial was unveiled on the locality of the destroyed temple on August 24, 2010. After Second World War, a new Preobrazhensky Cathedral was built-wooden but in a new place on the 2nd lane Gorkoga 9. The atheistic authorities of that time wanted the temples not to be in the center of the city, so they moved the construction location of the new temple to a neighbourhood far from the center. Later in July 2007 thanks to the efforts of the Orthodox community and personally charitable district of Father Stefan Markevich, a new magnificent brick church of the Transfiguration was built on the site of the wooden one, but of a different architecture. During a detailed analysis of the photos of the early XX century, it was found this architectural features: Cathedral was five-headed, that it was crowned by 5 domec. All five domes were helmet shaped. The walls holding the main dome had 6 narrow, elongated windows up and formed a light drum. Along the perimeter of the drum was decorated with a bas-relief frieze in the form of an ornament of small repeating arches. The drums of the small domes were deaf, with no windows.

The walls of all the elements of the cathedral were completed with decorative cornices. The dimensions of individual elements of the structure are determined by means of analysis of photographic materials. Regarding the size of the architectural structure and its elements, the local historians agree that the height of the cathedral was almost 14 meters. Size 30x13.5 m, thickness of walls was 1.2 m. Taking as a basis data on the dimensions of the temple, the size of the inner space of the cathedral is set as 11.1x27.6m, the probable location of the entrance door is determined. The bell tower of the cathedral was enlarged by the main conical dome, the so-called tent and the small one holding the cross. The bell tower itself was based on an 8-angle structure, with four open arched windows. The front door was double-sided, the top part was padded, glazed, consisting of two windows arranged above each other in each half of the door. On the right and left sides of the door were many windows. On the part opposite from the front door of the cathedral there was an altar, the internal space of which had the basis of a hemispherical shape. Externally, this element of the composition of the temple looked like absides. According to our calculations, the width of the absides was about 8.1 m.

The history of the cathedral goes back to ancient times. The church has been subjected to many fires and destruction. As a result, it was destroyed during the Second World War and has not been restored to this day. Despite this, we were able to identify key events in the history of the cathedral, as well as its architectural features

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THE ROLE OF THE SUBCONCIOUS IN HUMAN LIFE

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Studying psychology even at a basic level and for yourself often begins from the brain, where the topic of thinking is touched upon. The important components of it are consciousness, subconsciousness, and unconsciousness. These are the processes that take place in our brain.

I want to focus my attention on the subconscious, although in any case, these three processes cannot interact separately from each other. If try to explain the subconscious in my own words, this is about the mental processes that happen to us, but at the same time are not controlled by us. These may be thoughts and actions that we do not directly notice. I like to refer to the subconscious mind as “automatic”. We use the subconscious without even thinking about it.

The subconscious is often called “mysterious” because it is difficult to fully and clearly explore it. However, this is why this topic is broad and interesting for understanding and cognition.

It is important to understand and observe our subconscious. Because thanks to it we can change our reality and better understand ourselves. This is one of the main ideas pursued by the authors of books, who describe the topic of the subconscious: “Changing the subconscious, you can change your life”. For example, you can change things and factors that you do not like in yourself. The change of the subconscious does not mean a direct meaning. If you learn how to control your thoughts, emotions, behavior, you can reach a new level of life. ‘Our beliefs create our world and our life. Moreover, if something does not suit, it must be identified and replaced’ (John Kexo, 1987, p.51).

Turning to beliefs, it is also important to note what exactly the subconscious includes. It is both a store and a source of our knowledge and skills, our feelings and emotions, some unfinished situations, and unresolved negatives, behavioral strategies in certain similar situations. The subconscious mind includes reverie, intuition, feelings, reactions, emotions (John Kexo, 1987, p.49). Also, it can include dreams. Because dreams are like our imagination, we do not even remember most of them in the morning, so at night we are controlled by the subconscious. Dreams give way to our subconscious desires, doubts, and anxieties. Dreams speak about them directly, but through different symbols.

The subconscious is located in the reptilian mind and limbic system. The subconscious mind does not understand human speech. It only reacts to images, emotions, and bodily sensations. Everything enters the subconscious through feelings and emotions. All our experience is stored there and it does not matter whether it is positive or negative. The more often the same information is received, the stronger these chains become. There is a stable program of the subconscious.

It is also important to note that the subconscious mind cannot exist on its own. The interaction of consciousness and subconsciousness is manifested in the fact that

consciousness controls the subconscious, and the subconscious affects consciousness. Reacting to the incoming information, the subconscious mind forms the emotional state of a person (S.A. Yuditsky, 2019, p.11). At the scientific level, the following functions of the subconscious are distinguished: the reflection of objective action, the function of information storage, the management of behavioral acts, and the protective function. The reflection of objective action. This function reflects the external world, which extends not only to the physical world but also through the extraterrestrial information field. Therefore, consciousness reflects both the external world and the content of the subconscious. The subconscious also reflects the content of consciousness and our physical world. In addition, the content outside the world information field. Then the sphere reflected by the subconscious is much larger than the sphere reflected by the consciousness. So, it is logical to question the proposition that 'consciousness is the highest form of reflection'. The function of information storage. A subconsciousness keeps any information, any signal that sometimes is influenced on the sense organs of man and directly on a man. Various information that sometimes is influenced on a person passes through subconsciousness. Researchers confirm that every second one milliard of information units influences a person, and as appear, the same carrying capacity in a subconsciousness. Besides, the amount of information perception by a subconsciousness in ten million times higher than the amount of information perception by consciousness. The management of behavioral acts. It is based on existing programs for managing human processes (when a person does something automatically). These automatic actions (movements) include the so-called ideomotor acts - involuntary muscle contractions in the representation of this movement. Such automatic actions are characteristic not only for human movements but also for verbal activity and speech. Due to this, consciousness is released to solve some tasks in parallel. The protective function. This function of the subconscious is aimed at protecting our psyche, the human body from possible diseases. Such protection is caused by the transition of information from consciousness to the subconscious, which was mentioned earlier - the displacement of information, the awareness of which leads to constant discomfort. Many mechanisms of psychological protection are beyond the control of consciousness but determined by the subconscious. (Panasyuk A.Y. (2007) Great encyclopedia of parapsychology, p. 514-524) A specific example of how the subconscious can be seen in action is the use of hypnosis. In this state, the subconscious will be above consciousness. In a state of hypnosis, we easily bypass all obstacles, get to the original essence, and change it. However, hypnosis is not the best way to work with the subconscious, so it is important to study your subconscious so that no one can influence it. Because, in addition to the benefits, the subconscious can play a destructive role. Influencing the subconscious, it is possible to manipulate people. Many technologies, for instance, NLP (neuro-linguistic programming), are built on this principle. This can be beneficial, but it can also be harmful.

Thereby, we are faced with the question of how then we can track our subconscious? Everyone can control their subconscious, just not everyone knows how to do it and how to start. One example of a positive reception is affirmations. These are

psychological attitudes to yourself for success and well-being. The placebo effect works on this principle: improving a person's well-being since he or she believes in the effectiveness of some influence. However, there is also a negative effect - the nocebo effect - attracting negative events with thoughts about them. Therefore, people should be careful with their thoughts so as not to harm their mental and physical health.

For the proper functioning of the subconscious, you must first understand yourself. You can use the following techniques:

- Meditation - a way of self-knowledge and calming your mind. You choose solitude.

- "Stream of consciousness" - writing on a piece of paper all free words with their subsequent analysis.

- Fine arts - the opportunity to give shape to their inner experiences and emotions.

- Consultation with a psychologist - in the case of his professionalism greatly simplifies the process of introspection.

- Visualization - the embodiment of your thoughts and emotions in certain forms that support their nature.

- Coaching session - since the subconscious is manifested in socialization so with the help of a coach it is easier to find answers to many of the questions.

- Attention to your dreams - dreams are an effective tool of the subconscious in dialogue with a person. (Lyadsky Igor, 2018, p. 2-3.)

Using these methods is enough to simply dive into your subconscious. Nevertheless, that is not all. After that, you should build your life based on the information received. In addition to understanding yourself, it is also desirable to adjust your subconscious in the right direction, which will help affirmations and positive thoughts.

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LEGAL STATUS OF THE JURY IN UKRAINE

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The institute of jurors is one of the main forms of public participation in the implementation of justice. Such exercise of democracy in Ukraine is enshrined in the Constitution of Ukraine (hereinafter KU), as well as the Law of Ukraine "On the Judiciary and the Status of Judges" and the Criminal Procedure Code of Ukraine

The work of a jury trial can be an effective mechanism for restoring confidence in the national judiciary. Encouraging people to participate in court proceedings will positively impact the transparency and fairness of court proceedings. Such a methodology will serve to improve citizens' understanding of the judicial mechanism and its procedures, and even more so to increase the percentage of socially responsible people in the country (On the Judiciary and the Status of Judges: Law of Ukraine, 2016).

The formation of a modern jury began on June 28, 1996, namely with the adoption of the Criminal Code, the rules of which enshrine a direct form of democracy, which allows for the administration of justice through a jury (Article 124 and Article 127 of the Criminal Code). The date of the jury trial in history has not yet been determined. However, there is a version of the creation of a jury in France, which has some evidence of the emergence of a similar body in 829. Discussions concerning the jurisdiction of such a court did not stop throughout its period. One of the first and most important points is that the court could not consider cases of so-called "state offenses" from the very existence. Then, the Law of 1878 liquidated cases concerning crimes against the order of management, and later, in 1889, cases concerning official offenses of officials were taken away.

This type of justice is permissible only in a state governed by the rule of law, where there is a law that determines what is forbidden and guarantees everyone freedom until he in turn commits a crime. Also, an important element of the work of the jury is the trust and confidence of society in their activities.

Analyzing the work of the jury in Ukraine, it can be emphasized that such a legal remedy for criminal proceedings should be implemented in close partnership of a professional judge with a jury. This method should be the only procedural organism in which functions are clearly divided (On the Judiciary and the Status of Judges: Law of Ukraine, 2010). Examining the statistics on the jury trial, which was reflected in the Ukrainian Center for Public Data, we identified certain indicators that reflect the positive and negative consequences of the introduction of a jury trial in the country. According to statistics, 35% of decisions made by juries in the field of criminal and civil offenses show positive dynamics: the revival of justice, the functioning of the rule of law and the establishment of the rule of law (Ukrainian Center for Public Data, 2019). The introduction of a jury trial in Ukraine will minimize the level of corruption in the judiciary, as the jury will involve individuals who will be independent in the decision to be made. However, in terms of negative

consequences, we can pay attention to the educational level of the jury, because an individual who is not familiar with the mechanism of the legal sphere, will not be able to understand the purpose and structure of civil or criminal cases (Tertishnik, 2003, p.15-19).

Thus, before considering certain decisions, the jury, in our opinion, must take a course in legal literacy. These lectures can be conducted by government agencies, namely the National School of Judges, which would develop concepts for the development of legal literacy of juries. After all, this body of the judiciary provides training of highly qualified personnel for the judiciary. According to our proposal, the course should include the main subjects that produce awareness and legal culture of the population, namely: the theory of state and law, human rights, legal analysis, judicial and law enforcement agencies of Ukraine. Such a curriculum would give impetus to a broader understanding of the concept of the term law, law and order, legal liability, legal facts that are the basis of the case. At the end of the training, future jurors should pass exams and receive a certificate, which would be empowered to make the final decision and decide the fate of others.

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**PRINCIPLES OF GOOD GOVERNANCE IN THE MODERN SYSTEM
OF UKRAINIAN ADMINISTRATIVE LAW**

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The concept of good governance was created in the early 19th century on the principles of EU formation. In general, these are the concepts of multilevel governance of the European administrative space.

How the Governance management model took shape when the UN Governance Development Program for Sustainable Human Resources Development was published (1997). This program presented 8 main characteristics: participation in public administration decisions, consensus orientation, responsibility (accountability), transparency, proper response, efficiency and effectiveness, equality and consideration of interests and compliance with the rule of law. With regard to participation, citizens should have the right to vote and be involved in discussions and decisions, both in person and through public authorities or representative institutions (Dniprov, 2021).

The rule of law stipulates that the legal system of the state must be fair and equal for all, regardless of property status, nationality, race, color, religion or other beliefs. In Ukraine, this principle is enshrined at the constitutional level and is the leading one, but in reality it is not fully implemented due to the high level of corruption. And until this phenomenon is overcome, there will be no full rule of law in the country.

Transparency provides freedom of information and its full availability. In Ukraine, this principle is at the stage of initial implementation. Legislative support: «On information»: Law of Ukraine of 02.10.1992 № 2657-XII; «On access to public information»: Law of Ukraine of 13.01.2011 № 2939-VI. Public websites, periodicals, and other official sources are also available. Transparency allows everyone to learn about management decision-making mechanisms and creates conditions for supervisors to conduct external audits

Consensus orientation is to maintain a balance of interests to achieve a single point of view on problematic issues. Many democracies use consensus in decision-making, because in this way for most people in the country it will be the right decision. But consensus also has its drawbacks, as experts say, for example: does not take into account the possibility of compromise; reduces community effectiveness; does not take into account the views of the minority (Dniprov, 2021).

Equity the normal functioning and tranquility of society depends on taking into account the views and interests of each person. Therefore, to build a harmonious and happy society, the concept of good governance extends to all and takes into account the views of everyone. The main guarantee of ensuring this principle is the possibility of citizens to address inquiries and complaints about the activities of a particular state body and the obligation to respond to citizens' complaints within a clearly defined period of law.

Effectiveness and efficiency the European principle of efficiency characterizes the most efficient use of resources to meet the needs of citizens. Effectiveness is the correlation of goal and end result, and their maximum satisfaction. In Ukraine, this principle is quite problematic, because there is no proper allocation of resources, which reduces the level of efficiency and, accordingly, effectiveness.

Accountability implies that public authorities are accountable to the public. This is necessary for ordinary citizens to control the activities of the government, to understand how effectively they work and what is changing in the country and in which direction.

Strategic vision involves finding new and effective ways to solve problems. That is, the authorities in the country and the citizens themselves must be innovative and provide certain prospects for good governance, further development of society, as well as clearly present the measures needed for implementation.

It should be noted that this list of principles is unlimited, as it can be changed and supplemented. Already today it has been supplemented by: impartiality, innovation, openness, competence and others.

In conclusion, the principles of good governance are an important and integral part of the administrative space of the country, which must be provided and improved in accordance with the changes and eradicate all current problems in Ukraine.

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HOW TO DEVELOP CREATIVE THINKING

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In our life, completely different situations arise: starting with the morning rise and ending with a very important trip to a distant relative on the mother's side. However, no matter what we do, the quality of our mind called "creative thinking" is valuable in the 21st century. So what is creative thinking? Where to look for it, how to develop it and what are its features?

In simple words, creative thinking is the ability to think in an innovative and unconventional way, including the ability to transcend boundaries, to find alternative and unconventional solutions. We are all potentially creative. In some publications, creative thinking equals creativity as such. However, when we talk about creative thinking, we mean a broader concept than creativity. Creative thinking can be defined as the ability to find alternative ways of solving problems at the cognitive level. The process itself presupposes openness of thinking and the rejection of all sorts of prejudices.

People often associate creativity with creative professions: writers, painters, screenwriters, directors, dancers, etc. Or with creative tasks: brainstorming for developing new strategies, products, solutions. But creative thinking is the ability to look at a situation in a new way as a whole. Lateral thinking helps us to behave more efficiently at work, as well as at home or even in the supermarket. You will find that once you start stimulating your creative thinking, it will be easier for you to prepare a management report, you will feel special pleasure in cooking recipes, or you will be able to improve the results of your long efforts in any area. So let's find out what exercises you can do right now, so that after a while your creative thinking will improve.

First, learn to relax. Creative thinking works best when we are measured or relaxed. The alpha waves of our brains, activated during a state of relaxation, are the conduit for creative thinking. Find activities that keep your brain from focusing on something for a while and relax. For example, when we take a bath, our creative thinking is stimulated. Psychologist Paulette Kouffman states that relaxation, such as when your body is at rest in a salt pool, promotes the activation of creative thinking while studying or working (Kaufman & Baer, 2006).

Second, be open to communication and new acquaintances. Creative thinking needs a lot of perspectives to constantly enrich itself. Having a wide social circle is very beneficial for sharing life experiences. In addition, having a large number of people with whom you communicate allows you to openly express your new ideas and find those who are really interested in them. It is also recommended that you not only meet new people, but also visit places you have never been to, or explore unusual objects, as these can all contribute to the emergence of new original ideas.

Third, try to "return" to childhood. As actor, writer and comedian John Cleese said, "If you want creative people, give them enough time to play."

Innovation is essential for the development of creative thinking. In childhood, we show the highest degree of creativity, but gradually we lose this ability: as we enter adulthood and learn to follow certain belief systems and patterns of behavior. When we are faced with non-standard situations that require us to make alternative solutions, at this moment it is very useful to think like a child would. Patrick Bateson and Paul Martin of the University of Cambridge argue that for this you need to forget about the reward for a while, and remember the feeling when we enjoy the game itself (Bateson & Martin, 2014).

Here are some exercises for our mind to develop creativity and creative thinking:

- take any abbreviation and make up as many transcripts as possible. There are so many options that one reduction may be enough for you for a week or more;
- make a list of five words chosen at random. Pick one of the five words and find principles by which you can relate it to the other four;
- read stories, short stories and novels. Fiction develops the intellectual ability needed to think differently, more creatively;
- always keep a notebook close at hand and write down ideas that come to your mind: this will help you later return to them and develop the most interesting.

Overall, it may be said that the most important thing is to learn to hear yourself, because creative thinking is in each of us. And the more we train him, the easier and more interesting our life will be.

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TRENDS OF INNOVATIVE ACTIVITY OF UKRAINIAN ENTERPRISES

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Innovative development is a decisive factor in the growth of enterprises, increasing their efficiency, sustainability and competitiveness in today's market. Provided high innovative development, Ukraine can take a worthy place in the world market. Innovative processes contribute to the constant evolution of all enterprises. Innovative activity is one of the main components of the process of ensuring the successful operation of enterprises. Innovators need to be creative in finding new ways to fully meet the needs of consumers, thereby improving and upgrading products, making profits, strengthening their market position.

Innovation is a complex, risky and responsible process. Enterprises need to create new means of production and labor, or upgrade existing ones. Innovation clusters play an important role in carrying out innovation processes on the territory of Ukraine. Cooperation of enterprises for the purpose of development and exchange of experience has a positive impact on the formation of each of them.

According to Forbes, there is only a small share of enterprises in Ukraine that have a high level of innovation.

Table 1 – Rating of innovative companies.
(Zhmerenetskyi, 2017).

Rating of innovative companies

Company name	Sector	Innovation index
1. PrivatBank	finance	79.2
2. Pivdenmash	engineering	64.6
3. Nova Poshta	trucking	60.4
4. Farmak	pharmacy	60.4
5. Turboatom	engineering	58.3
6. Grammarly	technology	56.3
7. Naftogaz	fuel and energy	54.2
8. MHP	agro-industrial complex	54.2
9. Ukroboronprom	military-industrial complex	52.1
10. Rozetka	e-commerce	52.1
11. Silpo	retail	52.1
12. Wind Power	renewable energy	50.0
13. Darnytsia	pharmacy	47.9
14. Petcube	technology	45.8
15. Nibulon	agro-industrial complex	43.8

After being acquainted with the activities of these companies, you can trace the following trends in innovation:

- digitalization of all processes - the creation of online offices for customers to facilitate the use of company services. Preference for online services, from the sale of goods to cash loans.

- focus on providing new services adapted to the needs of society, i.e. constant monitoring of consumer behavior and preferences, which allows these companies to become more attractive to use.

- an active marketing arsenal that opens new ways for companies to sell their products and makes them more competitive in the Ukrainian market. also conduct a detailed market analysis. The dynamics of recent years shows that Ukraine has chosen the right vector of development, as in 2015 it ranked 64th in the ranking of the world's most innovative countries Global Innovation Index, and as of 2020 ranks 45th (WIPO, 2020). The field of computer technologies is also positive, as evidenced by the level of exports of Ukrainian IT services: in 2016 - 1975 million dollars, in 2017 - 2485 million dollars, in 2018 - 3204 million dollars. In addition, in 2019 - 4171 million dollars (Ukrinform, 2020).

We would like to single out innovative developments of Ukrainian manufacturers in the IT sphere. For example, the Odessa project Lookery, a VOX music player from the Ukrainian company Coppertino, a fast English spell check service Grammarly, etc. The total revenue from all these developments is estimated by experts at \$ 105 million, which indicates a high level of innovation in such programs. The latest examples of today's innovative solutions of SE "ANTONOV" are unmanned aerial vehicles, developments "Gorlitsa", "Strategic Tank", "Target Complex", as well as various specially modified aircraft. Ukraine has also distinguished itself with its improved spacecraft launch systems by developing technology that makes it unnecessary for people to be on site when preparing a launch vehicle. Today, this technology is used by a large number of manufacturers in the field of rocket and space technology (Ukrinform, 2020). support research and development, protect intellectual property rights, promote funding for research and innovation in enterprises.

In order to accelerate progress in this direction, the Cabinet has already launched the Innovation Council, which should bring Ukraine to a new level of interaction and development of individual enterprises, as well as science, information and business in general. All these actions should provide Ukraine with even more active promotion among other countries, as well as improve the investment climate, increase GDP, exports and employment of Ukrainians, which in turn will position the country on the positive side of the world market.

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**PROTECTION OF THE RIGHT TO ANONYMITY IN THE PRACTICE
OF THE EUROPEAN COURT OF HUMAN RIGHTS**

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Anonymity is an extremely important task, not only for people who do not want to have problems with law enforcement, but also for the average user. Unsecured communication channels endanger the user's personal data, which can be accessed by both the provider and the attacker.

Issues of anonymity on the Internet are reflected in the Convention for the Protection of Human Rights and Fundamental Freedoms through the right to the protection of personal data and the free expression of opinions.

One of the most significant case laws of the European Court of Human Rights on the issue of anonymity on the Internet was the decision in the case of *Delfi AS v. Estonia*. Pointing to the importance of online anonymity for the free expression of ideas and opinions in the present case, the court nevertheless noted the specificity of the Internet as unprecedented in terms of availability, speed and coverage of the media, capable of storing data for a long time after disclosure, which significantly worsens the consequences of illegal statements compared to traditional media.

Moreover, the court allowed and characterized various degrees of online anonymity, stating that an Internet user may be anonymous to the general public, but be identified by the service provider through an account or contact details. The provision (disclosure) of this information will normally require an order from an investigating or judicial authority and will be subject to restrictive conditions. However, in some cases this may be necessary to identify and prosecute the perpetrators.

For example, in the decision of the European Court of Human Rights in the case of *Benedik v. Slovenia* on the distribution of child pornography in an anonymous network of users court recognized the right of police authorities to obtain data on IP addresses used to log in to the Internet (The European court of human rights, 2013).

As a conclusion, the right to anonymity is a subjective right of a person that ensures his information privacy and makes it impossible to identify him among other participants in public relations. At the same time, anonymity tools (such as VPNs) open up a wide range of opportunities for anonymous dissemination of false information, child pornography, slander, trolling, incitement to hatred, and so on.

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ARTIFICIAL INTELLIGENCE IN THE PUBLISHING SPHERE

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Technological development became an inevitable part of our life, even in such industry as publishing. Today we can read the news that artificial intelligence is creating books (Chepurko, 2017), articles, paintings (Mazzone, 2019, p.2) and even social-media pages. Apart from this, publishers use artificial intelligence for technical tasks in the publishing sphere.

This became possible owing to the neural network. Usual algorithms are not suitable for this task, because they can only work within the specified value. This type of system cannot work beyond the given formula. Neural network, in its turn, use these algorithms for studying. It is taught on hundreds of thousands of examples, which go through a network among a lot of formulas and equations, and in the end, it generates its own pieces of literature or art. This network has a lot of connections, as humans' brain, and people don't know exactly what processes happen between these connections. The main thing is that people see the desired result in the end (KOD, 2019). In today's publishing sphere editors, authors, copywriters and other content-makers use artificial intelligence for accounting, reporting, searching for new content, finding best marketing solutions and building an effective PR campaign for their products (Bilonozhko, 2020). This is more applied tasks, which publishers can introduce into their work and which neural network can be taught to do. The main problem is that not every publishing house has the opportunity and equipment to use artificial intelligence into daily work. Talking about creating authentic content, such as books, book covers, web-sites and so on, publishers don't use neural networks for this aim. The question is that will artificial intelligence replace people of the creative jobs in the near future? Today neural network writes text no worse than fans of the original book on the thematic publics. Neural Instagram accounts write post under the photo that does make sense, have lots of subscribers on the page and are just as popular as the human's social media pages. In the Internet there are tests for entertainment, which ask you to distinguish, which text was written by neural network and which by human. These cases show as that artificial intelligence has developed enormously for the last 5 years. The main problem is that such systems cannot be as creative as humans can. They work only within a written algorithm and are not able to generate original texts. They can do only what they were taught to do by people. Neural network cannot analyze the situation in the world, act according to this situation, make decisions quickly and create the content that will be interesting for people by itself, not only because artificial intelligence wrote it. This fact proves that artificial intelligence will not replace people of creative professions, in the publishing sphere in particular, for the next few decades.

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THE ART OF CARICATURE ON THE EXAMPLE OF CREATIVITY OF CARICATURIST YURIY ZHURAVEL

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In modern art, there are many types, directions, genres. One of the most popular is a caricature – a satirical or humorous drawing, a graphic anecdote (by analogy with a graphic novel). By subject differs: political caricature, social, household, etc.

The Caricature uses means of satire and humor, cartoon, grotesque and artistic hyperbole. It combines the real and the fantastic, exaggerates and sharpens the characteristics of the figure, face, costume, manners, uses unexpected comparisons, similarities and metaphors. Today there are many caricatures on various topics, but few know their development, history, function and significance in society (Free Merriam-Webster Dictionary, 2021).

To know your native land, you need to know famous fellow citizens. One of them is our Ukrainian - Yuriy Zhuravel. Yuriy Grigorovich Zhuravel was born May 6, 1972 in Ovruch, Zhytomyr region. He is a Ukrainian musician, leader and vocalist of the band "Ot Vinta"!, artist, animator, public figure, actor and scriptwriter. He is also called the pioneer of Ukrainian flash animation. He connects the happiest period of his childhood with his school in Gaysin in Vinnitsa region. His artistic talent was manifested in that period, but his parents did not take it seriously. So his sister became the first person he painted. Also in Gaisinski school, where he studied till the 8th grade, there were extremely colorful teachers, whom he often portrayed with a certain irony. After graduating from school, he moved to Rivne, where he received higher education, namely graduated from the Faculty of Pedagogy and Methodology of Elementary Education of Rivne State Pedagogical Institute, specializing in "the basics of design and education.

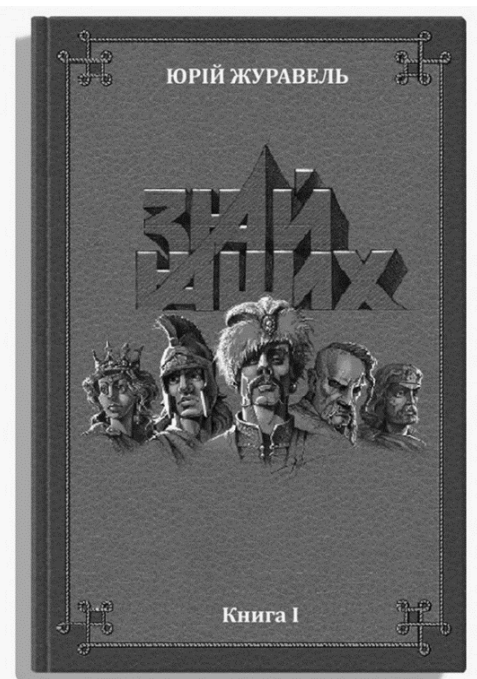


He is a brilliant representative of such genre as caricature. Yuriy is a great patriot of Ukraine and a researcher of its rich history, which can be easily seen in the collections of his works, in which he depicts Ukrainian heroes: "Our history is the only true pointer to the future; it is a map that consists of paths and highways of victories and mistakes of our ancestors». Artist thinks it is quite regrettable that the Ukrainian society still does not know the history and does not use the real heroes of

our land as examples and inheritance. Yuriy Zhuravel creates caricatures and cartoons not only of Ukrainian heroes, but also people who lived in different historical periods, had different activities, but made a great contribution to the development of their country, that is bright and majestic personalities. He is also struck and saddened by the fact that a large number of history books and many websites, portraits of famous people are either poor quality or inappropriate. That is why he wanted to paint them full of strength, optimism, and that they would not look like dozens of previous existing portraits.



Exactly his drawings became illustrations in the books "Mazepa", "Step to Truth" and the novel "Diary of My Secretary" by famous Ukrainian writers Kapranovych brothers. Together with Kapranovych brothers Yuriy Zhuravel joined the creation of "A Pictorial History of the Independence of Ukraine". The artists from five cities of Ukraine worked on the book design, and the author of portraits of prominent Ukrainians was Yuriy Zhuravel. At first, he had to make also comics for the book, but because of the busy schedule he didn't have time to draw in full, so he concentrated only on the portraits. He also authored the books "Battles for the Land of Our Own," "Know Our Own," and the "Know Our Own" calendar-gallery. He also became the author of the books "Battles for the Native Land," "Know Our Own," and the "Know Our Own" calendar-gallery.



There are many figures that no one has ever seen in reality," says Yuriy Zhuravel. - I had to portray them according to different historical data and my own ideas. Some of them I decided to portray "more alive" than they are usually portrayed. For example Lesya Ukrainka, whose face displays not only mental excitement, but also physical pain.

Zhuravel also created a series of drawings in which he conveyed his vision of Ukrainian politicians. These drawings immediately gained popularity on the Internet. Yuriy Zhuravel created a series of drawings in the genre of graphics, which were burned by Berkut in 2014, when the events on the square began, and also drew a chevron for the Maidanivtsi.

Analyzing the modern art of caricature in Ukraine and taking as an example the work of Ukrainian artist, animator and musician Yuriy Zhuravel, we can say with

confidence that "Ukrainian caricature" continues to develop. Consequently, Yuriy Zhuravel is a vivid representative of modern caricature, depicting in his works famous Ukrainians, real patriots of Ukraine and traits that are inherent only to our people.

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INTERACTON BETWEEN CULTURE AND ECONOMICS

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“If we learn anything from the history of economic development, it is that culture makes all the difference” (Landes, 1998). Definitely, culture and economics are tightly intertwined. Another question is how crucially they influence each other.

It is an obvious fact that the culture plays truly vital role in human’s existence. Moreover, there is the hypothesis that culture is literally our reality (Karimzadi, 2019, p. 1). This point of view can be effortlessly proved, since “culture” drives and reasons the questions “What are we doing?”, “Why are we doing that?”, “How are we doing that?” etc. Therefore, if to talk in more determined way, culture is the complex of beliefs, prejudices, feelings, religions of certain social groups.

As the point of existence has been mentioned above, we are to discuss its development. The main reason of our life’s improvement is the high level of economy. Economics fights against poverty, decreases the number of unemployed people, upgrades living standards. Furthermore, this discipline combines plenty of other sciences, such as psychology, sociology, history... It means that economics is about people, about our behavior and its consequences. Therefore, all segments of existence are connected to economics.

The negotiations about whether economics affects culture or vice versa are long-standing and not have been accomplished yet. Modern economists are slightly neglecting culture as a factor of economic development. However, it has become the fountain of progress and a key element in the development process (Streeten, 2006, p. 402).

In the work “People’s Opium? Religion and Economic Attitudes” (Luigi Guiso, Paola Sapienza, Luigi Zingales (2003)) authors raised variety of issues like “Can we trust people? Should we be aware of them?”, “Is it important to educate children how to spend their own money?”, “What is the place of women in society? Who should be the first to get a job: a man or a woman?”, “Can the government and state institutions be trusted?” etc. The results are as follows: in general, religion has a positive effect on beliefs that promote a free market and an improved institutional structure; religious people trust each other more, trust the government and the legal system, are less likely to break the law, and generally believe that the market distribution of income is fair.

The first value component that economists are exploring is “trust”. Why is it important for economists? Because any business involves uncertainty, and uncertainty requires trust, especially when it comes to international trade or financial transactions. Another value component that is important for the economy is “thrift”. Well-known economic factors in the level of national savings are the level of income growth per capita, the age structure of the population, and the fiscal policy of the state. However, the level of national savings also depends on people's beliefs about the importance of raising children to be frugal. Religious beliefs also have an impact

on economic growth, interestingly; the belief in hell has a stronger impact on economic growth than the belief in heaven.

To sum up, economics and culture are closely interrelated, and even more, they cannot exist all alone.

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ETHNOPSYCHOLOGY OF UKRAINIANS

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Since ancient times, the culture of our country has been constantly exposed to strong foreign influence. Initially, it was a positive, moderate influence - a cultural exchange with benefits for both parties, as, for example, with Byzantium. But over time, the situation worsened, foreign actions became aggressive, as other nations sought to assimilate our culture and establish their own order. The situation was not improved by the fact that each part of Ukrainian territory had a different source of threat, which has changed repeatedly over time - in the east Muscovy, in the west - Poland, Hungary and so on. And it did not go unnoticed. Even in our time - the time of Ukrainian independence - when, it would seem, there should be a cultural flourishing, the problems of Ukrainian loss and uncertainty in the question of their national and cultural identity are clearly expressed, due to our sad past. It complicates our attempts to free our own selves from continued influence of neighboring countries, which for centuries of domination have become accustomed to perceiving us as a part of their ethnic heritage rather than as a separate national entity. Under the influence of propaganda, Ukrainians themselves are beginning to doubt whether there are uniquely Ukrainian national characteristics. But there are. And they were formed over a long period of time, at least equal to that for which the identities of our cultural aggressors were being formed. Ukrainians have their own unique ethno-psychotype, culture and psychology, and we, as citizens of this state, should be clearly aware of these features in order to understand not only ourselves, but also our immediate society as a whole.

Let's start by defining what ethnopsychology is.

Cultural psychology consists of three main areas of research - historical psychology, ethnic psychology (which will be discussed later in the Ukrainian context) and cross-cultural (comparative cultural) psychology. Ethnopsychology tries to study those psychological features of an individual or a group of people that are related to their ethnicity (Kuznetsova, 2005, pp. 11-12).

Ethnopsychology is based on the study of traditions, myths, language features of individual people which aims to identify their behavioral characteristics at the national level, which are related to their ethnicity and are manifested on both conscious and unconscious levels. That is, ethnopsychology examines general trends, rather than individual cases, understanding of which is important for the correct perception, analysis and use of research results. Awareness of the peculiarities of a particular ethnic group can help form a successful strategy for the development of the state, as well as settle interethnic conflicts. Understanding the psychology of their citizens by the authorities can also help in matters of cultural development. Properly conducted activities can have a positive effect on people's spirit and increase their commitment to their own state through a sense of pride and kinship with something good.

Thus, disregard for the ethno psychological features of the people, especially in a situation of constant external oppression is a big omission. It can lead to demoralization of people and a sense of alienation from the affairs of the country, as well as a desire to move

to a place where national characteristics will be pronounced so as to meet the need of being a member of a strong and unique group of people.

If we talk about the ethnicity of Ukrainians, we must take into account both natural, geographical and social factors.

According to researchers, the Ukrainian territory has undergone severe cooling and warming four times, which has significantly affected the people of our land, especially in psychological terms, which manifested itself in such traits as plasticity and the ability to adapt (Gubko, 2003). At the same time, large plains, rich in fertile land, formed a deep peaceful diligence in our ancestors, aimed at constant reproduction in harmony with nature. This, in turn, gave rise to some inertia in our people, a stable calm that did not require the search for solutions to problems, and therefore eliminated the need to create something new over the old. Dynamics and activity were not typical of our ancestors, which cultivated softness in them.

At a time when it was no longer possible to maintain military neutrality, the clear influence of Byzantium on Ukrainian territory became apparent. This manifested itself not only in the adoption of Christianity, but also in the general imitation of the Byzantine attitude to all aspects of life. It was during this period that the Ukrainian lands temporarily sharply detached themselves from Western European influence, which in the future would create a paradoxical combination of opposite internal impulses in the Ukrainian consciousness. A striking feature of the Ukrainian psychotype is the synthesis of passivity, flexibility and introverted dreaminess with heroism, some idealism and a passionate desire for a change for the better. The problem of this combination, at the core of which lies an acute ineffectiveness of actions, can be seen especially vividly in the period of the Ukrainian revolution through the then representatives of the state - M. Hrushevsky, V. Vynnychenko, P. Skoropads etc. Thus, we can say that the natural state of Ukrainian culture is peace, without the need for active action, rather than a state of violent military internal or external action.

Another feature of Ukrainian psychology is the dominance of the feminine over the masculine, which is manifested in individualism, executiveness, introversion, emotional and aesthetic dominance, creativity and tolerance (Donchenko, Romanenko, 2001). In general, our mentality is full of very attractive positive traits (feminine), which are manifested equally in both men and women. Compliant, friendly behavior, the superiority of social values over ego values and tolerance are quite evident in our people. Although the developed tolerance in Ukrainian society is the result of negative processes (imposition of foreign cultures, languages, beliefs), in the modern world it becomes very important for successful integration with the countries of the first world.

But we also have the negative consequences of the feminine principle: the previously mentioned excessive moderation in actions, reflection, constant insecurity, apathy, naivety and the need for a strong and strong-willed ally (Donchenko, Romanenko, 2001). The latter can be observed particularly clearly, for example, during the Hetmanate.

We will also superficially consider the difference between the Ukrainian and Russian psychotype, with which we allegedly have "everything in common with." The difference is mainly in our attitude towards power. Russia has imperial traits in mentality. This is due to the vertically oriented collectivist culture, whereas Ukraine is characterized

by a horizontal collectivist culture (Kuznetsova, 2005, p. 65). This may seem like a small thing, but in fact this is crucial in describing the differences between our cultures. Ukrainians have always sought independent choice of power, freedom of belief and opinion. On the other hand, even in times of democracy in Russian society there is a preference of single-handed and lifelong reign, where people don't have the ability to independently influence the development of the state. Our differences can also be noticed in the inner aspirations of people. The irrationalism of the Russians is very closely intertwined with such a quality as the pursuit of a great goal. The Russian national character in general is characterized by a gap between the present and the future, exceptional focus on the future (Valtsev, 2011). In contrast, Ukrainians are less interested in future experiences and make fewer forecasts and plans. Our people prefer the present or even the past (this is manifested in the tendency to reflect). The topic of comparing ethnic groups is very deep and complex, so let's limit ourselves with a partial overview.

Thus, the main problem of our psychological identity is inertia, from which, however, in the most extreme situations we are able to move away. This is the reason why the Ukrainian nation still exists even after so many attempts at assimilation and destruction. Although our people tend to be overly soft and seem morally weak, they still have the inner core of power that aggressors have been facing for centuries. The most important thing for the state is not to forget about this core and constantly strive to create a pure cultural and ethnic space around this core, which will give comfort and a sense of kinship to all citizens of the state.

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THE PROTESTANT REFORMATION BY MARTIN LUTHER

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Martin Luther was a German theologian, whose works brought about the Protestant revolution. Luther received a good education in Germany.

By the time Luther came of age, Christianity was no longer like its beginning. The church had left the truth, and become the political force, trusting not in God's wisdom power and strength, but in its own. The people's hope was not in the righteousness of Christ alone, but instead in their ability to meet the commands of God. Desiders wandered the streets, peddling their false promise that as soon as a person paid gold, the soul would be saved to paradise. The Bible written to the common man had been snatched from his hands. It's content known only to an elite.

In November 1518, Luther was summoned to Augsburg to appear before an assembly and defend his theses. Three days of debate proved fruitless. Cardinal Thomas Cadgeton continued to defend the practice of selling indulgences. Luther refused to renounce his beliefs, but the controversy didn't end there. Luther continued to write, publish and teach formulating the doctrines, which would become the foundation for the reformation. Papal commissions studied his works and declared them heretical. Pope Leo the 10th declared him a heretic, and excommunicated him from the Church in early 1521. Later Luther was called to defend himself beliefs again. He was put under enormous pressure, but Luther wouldn't be swayed.

Declared a heretic by Leo the X, and vilified by holy roman emperor Charles the V, Martin went into hiding in Eisenhack. He began to translate the New Testament into German, so everyday folks could have the Bible in their own language. Here in exile his desire for moral reformation morphed into the desire for a complete transformation.

Martin Luther delivered his final sermon in 1546 and died three days later at the age of 62, but his legacy is the main figure of a Protestant Reformation lives on.

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GENERATIONAL DIFFERENCES

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American scientists Neil Howe and William Strauss were among the first to glorify the theory of generations. In 1991, they published the book "Generations", where they studied the history of generations up to 1584. But the data described applied only to those who lived in the United States.

Six years later, Strauss and Howe published a second book "The Fourth Turning". The difference with the previous one was in the detailed description. In the book, they emphasized that there are only 4 generations that are constantly cyclical every 20 years.

At that time, people perceived this work very differently, some admired such an extraordinary approach, while others complained about the authors because of the embellishment of reality, hyperbole in time, convinced that different generations are not so different.

On the territory of the former Soviet Union, this theory has adapted to modern realities. And this is correct, since the events that took place in these two completely different areas, almost do not coincide, and the behavior of people, who were affected by certain events, is different.

After all, consider the classification of these generations:

1. Baby Boomers (1946-1964)
2. Generation X (1963-1983)
3. Millennials (1983-2003)
4. Generation Z (2003-now)

And now more about each generation. Speaking of Baby Boomers, they were born after World War II. The features of this generation are trust in peers, faith in a better future, commitment to teamwork, a conservative view of the world.

With regard to Generation X that these are people of a new type representatives of 1964-1984. As in all generations, various factors influenced the formation of the characteristics of a generation, some of which were related to this: the decade-long war in Afghanistan; the first evidence of the deadly disease AIDS; rapid development of technology and much more. Characteristic features of this generation are distrust of politics, the ability to adapt to circumstances, rely only on themselves, try to check everything yourself. We can safely assume that this generation was ready for change.

Generation Y is also called millennials. They are in love with freedom, independent, active. This generation is radically different from all the others Consider the features of this generation: nothing is impossible, unwillingness to start a family, continuous search for yourself and a place in society, rebels, who know the world.

Generation Z are children born from 2003 to the present. They can destroy everything that was before, they know technologies well, because gadgets with them from birth. Features of generation Z: equality of all people; search for relevant

information right now; they know everything, and, at the same time, nothing; do not give up; always looking for new experiences.

In conclusion, I can say that although each generation is completely different, but you can find a common language with anyone, communicate with each other regardless of age and be happy.

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**PROBLEM OF SOCIAL INEQUALITY.
ROBIN HOOD INDEX AND GINI INDEX**

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Unfortunately, it is generally accepted that Ukraine has very high social inequality. There are many wealthy people who has almost the all e wealth of Ukraine, and there are people who are below the poverty line and they have less of this income.

However, whether this is really the case, people who study statistics learned to count much earlier. They came up with a sufficient number of formulas, graphs, indices and coefficients. Let's consider a little more about indices. One of the main problems of countries that are at the stage of improvement is income inequality. The best image of their level is the Gini index. In the 20th century, scientists set up a way to distribute income fairly. The ratio was invented in 1912 by statistician Corrado Gini. It allows us to calculate the inequality of income distribution in the country. Its value is in the range from 0 to 1. The smaller value is, the more evenly distributed income, and vice versa. We can calculate this value using the Lorentz curve. The Lorentz curve shows the graph of income distribution in society. In addition, not only the Gini index shows other social inequalities of society, but also the other coefficients. For example, decile ratio . In terms of the Gini index, Ukraine is among the top ten countries with the lowest index, what is quite surprising. After all, Ukraine has such countries as Germany, Norway and Switzerland, with a more stable economy. However, to compare with other coefficients, the researchers found that the study of the Gini index in Ukraine was not accurate. Data such as the shadow economy and the small amount of information about the income of poor and rich people in Ukraine weren't taken into account (Wikipedia, 2021).

Despite the number of coefficients that already exist, society is always trying to come up with new coefficients that reflect social inequality. Such indices include the Robin Hood index or the Hoover index. It reflects the level of income of society, which must be redistributed to achieve absolute equality. Graphically, it is represented as a vertical segment between the line of absolute equality and the Lorentz curve. Also, according to the Robin Hood index, we can study how many days society can live on the account of the richest man in the country or how much money can get each citizen who is below the poverty line, in the distribution of money of the richest man in the country. For example, Ukraine could live on 36 days of Rinat Akhmetov's money, and every poor citizen could receive \$ 1,029 (Bloomberg, 2021).

To sum it up , these indices and many others help solve the problems of social inequality and help stabilize the level of the economy.

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THE PROBLEM OF TERRORISM IN THE WORLD

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At the beginning of the 21st century, terrorism, which is based on unlawful physical or psychological violence, has become one of the most dangerous challenges to humanity. The problem of organizing the fight against terrorism is also relevant for our country, and now it has become especially important in connection with the complex political, socio-economic and spiritual-cultural processes. Large-scale terrorist attacks in the United States, the Russian Federation, Spain, the United Kingdom, and France show that terrorism has become a global problem on a par with the nuclear threat and environmental dangers. In 2017, an estimated 26,445 people died from terrorism globally. Over the previous decade, the average number of annual deaths was 21,000. However, there can be significant year-to-year variability. Over this decade the global death toll ranged from its lowest of 7,827 in 2010 to the highest year of 44,490 in 2014. (*Terrorism*, 2019). The main goal of terrorists is to involve a large number of people for whom either the purpose of terror is so high that it justifies various means, or they do not understand the means capable of committing any immorality. I will now give one example of the terror that took place in France.

The Orly tragedy was a terrorist attack by ASALA on July 15, 1983, at Orly International Airport in Paris.

As a result of this terrorist act, 8 people were killed Jean-Claude Blanchard, Luc Francois, Mats Gunnarson Holsve, Jacqueline (Kirchner) Legros, Benjamin Kirchner, Huseyn Memis, Antony Schultze and Halit Yilmaz (*5 killed in orly airport bombing; armenians claim responsibility*, 1983) and 55 were injured. Among the dead were citizens of France, the United States, Sweden and Turkey. Immediately after the blast, French police arrested 51 people linked to ASALA, 11 of whom were brought to the prosecutor's office for questioning, and six were charged with organizing a terrorist attack. Among the six arrested was Varujan Karapetyan, a Syrian-Armenian, the main organizer of the terrorist act and the leader of the terrorist group. Karapetyan pleaded guilty in his testimony to the investigation, saying that the suitcase with the bomb should not have exploded in front of the Turkish Airlines ticket office at the airport, but inside the plane while it was in the sky. However, the terrorists' plan did not materialize and the bomb exploded prematurely. Karapetyan also said in his testimony that Ovanes Semerci, an Armenian citizen of Turkey, also participated in the preparation of the bomb. Along with the arrested ASALA members, the police also arrested Nair Soneri, a Turkish citizen of Armenian descent. As Nair Soner is an expert in electronic devices, the terrorists also used his help to make the bomb.

The government of the Socialists, who were in power in France at the time and did not sympathize with the Armenian terrorists, was forced to take certain measures against the terrorists after the terrorist attack in Orly. Karapetyan was sentenced to

life imprisonment by a court decision. International media reported that a deal had been struck between the French government and terrorists.

During the trial, Karapetyan denied his testimony to the investigation and denied involvement in the terrorist act, along with other defendants. On March 3, 1985, the court sentenced Karapetyan to life imprisonment, Nair Soner to 15 years, and Ovanes Semerci to 10 years. The court explained the softness of the verdict by the fact that there were "acquittal" facts in the case. In 2001, after 17 years in prison, Karapetyan was released and deported to Armenia. The Prime Minister of the Republic of Armenia Andranik Markaryan, who met with Karapetyan on May 4, 2001, did not lose his joy over the release of the terrorist and congratulated Markaryan on this occasion. Earlier, the chief executive of Yerevan undertook to provide the terrorist with a house and a job.

French press alleged that the French government had struck a secret deal with ASALA in January 1982, in which there would be no further attacks on French soil in return for French recognition that the Turks had attempted genocide against the Armenians in 1915. Under the terms of the deal ASALA members supposedly were also granted unrestricted use of French airports, and four ASALA members charged with the takeover of the Turkish consulate in Paris, in which a security guard was killed, were given light sentences (seven years in jail) (*1983 Orly Airport attack*, 2021).

Finally, I can say next: Terrorism is a rather complex, dynamic and multifaceted. Given all the above, we are unlikely to succeed overcome it in the twenty-first century, not to mention the social reasons that it generate. But this does not mean that the fight against crime is not content. Do not allow terrorist attacks to become commonplace, but requirements terrorists - the main determinant of foreign policy - really. That`s why in the near future the efforts of the relevant structures will be concentrated it is under this slogan.

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ECONOMY OF ANNUAL TRANSPORT OF UKRAINE

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The topic of economic development and independence of Ukraine is often raised on television. One of its components is the economic development of river transport in Ukraine, as one of the components of economic independence of the state.

According to international experts, river transport is in the third place in terms of transportation costs, after pipeline and sea transport. In many countries around the world, river transport plays a significant role in the economic activities of the state and the lives of citizens, meeting the needs of transportation of goods and passengers in a more environmentally friendly and less expensive way compared to other modes of transport. Ukraine has a fairly high navigable potential of rivers. The waterways of the Dnieper 1205 km and its tributary Desna 520 km and Pripjat 60 km of the Danube 160 km of the Bug 155 km have always been traditional in use.

Indicators that characterize the state and efficiency of use of the navigable potential of rivers of Ukraine have a negative trend. Since Ukraine's independence, the length of navigable waterways has halved. The reasons for this lie in the privatization of the river fleet of Ukraine, as a result of which the new owners destroyed almost the entire river fleet of Ukraine, as well as such vessels of the class "River-Sea". The Kyiv River Port and the Kyiv Shipbuilding and Shiprepair Plant were destroyed before our eyes. This happened by increasing the issue of bonds and the number of shareholders. The ships they owned were sold for nothing to Romania and Bulgaria; namely: hydrofoil passenger vessels and work tugs that have been scrapped or handed over to private hands. The construction of residential complexes is currently planned on the territory of the Kyiv River Port and the Kyiv Shipyard, which is becoming an obstacle on the way to the restoration of Kyiv as a river port. Possible solutions are initiatives of private owners such as Nibulon, but without state support it is impossible to maintain Ukraine's waterways in good condition. Given that Ukraine's river transport has been looted by people who are still in power or have big business, there is no hope of renewing Ukraine's river potential in the next 10 years.

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DISCRIMINATION AS A CHALLENGE OF MODERNITY

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Among the many difficulties of our time, the problem of discrimination on various grounds is perhaps the most important. This problem hinders the development of a democratic, legal, state in which citizens live with equal rights and opportunities. The urgency of the issue is that, despite the promotion of equality, protection of rights, and the promotion of justice, discrimination exists in our post-industrial world. Its consequences negatively affect the lives of thousands of people who are different from others in one way or another.

Discrimination is, therefore, any difference, exclusion, restriction, or advantage based on race, color, language, religion, political or another opinion, national or social origin, property status, birth or other circumstance, and which has as its object or as a consequence, the destruction or diminution of the recognition, use or exercise by all persons, on equal terms, of all rights and freedoms (International Covenant on Civil and Political Rights, 1973, part 3).

Various manifestations of discrimination existed at the beginning of society. From the moment the transition from the appropriative to the reproductive economy took place, there was a division of people into poorer and richer. In our view, this is the source of discrimination. Years and centuries passed, customs and traditions were formed. The culture of a region has had an impact on the introduction of discrimination and its establishment in the minds of people as the norm. For example, inequality in ancient Roman society appeared in the existence of two classes. The lower class was represented by slaves. They were not even subjects of law, but only their objects. For some time in ancient Roman society, the status of a slave was generally equated with a tool. This was the case in Ukraine until 1861. Representatives of the second class were slave owners. Their power over the slave was limitless. A slave was a thing that slaveholders could buy, sell, and use for various purposes (Ravlinko, 2016, p. 11)

The global spread of discrimination, its long history have become the basis for the formation of a large number of classifications. The most common of these are as follows. Direct or indirect - discrimination, the manifestations of which can even be de jure classified as inequality or de facto. There is also a classification, which was formed on the basis of the features on which it is carried out:

- become;
- race;
- skin color;
- language;
- religion;
- political or other beliefs;
- national or social origin;
- belonging to national minorities;

- property status, etc (Convention for the Protection of Human Rights and Fundamental Freedoms, 2013, part 1).

Racial discrimination

Racial discrimination is found almost everywhere and has a long history. What is it? This is a shameful attitude towards people with a different skin color, disrespect for another race. Such discrimination can lead to terrible conflicts and even war. Let's just mention the Civil War in the United States (1861–1865). How to deal with this discrimination?

For example, there is now an international movement of activists who oppose violence against people of a different color. This movement ("Black Lives Matter") was founded in 2013, but the whole world learned about it only recently. Its main goal: the fight against racial discrimination, achieve equality of people in all spheres of life (health, education, work, political freedom) (Made for minds, 2021, Black Lives Matter).

Sex discrimination

What is sex discrimination? It is discrimination or prejudice against people because of their gender or gender. Gender discrimination manifests itself in various spheres of life. For example, education, work (very often women get lower wages at the same job as men), politics. Gender discrimination is also manifested in issues of harassment and domestic violence.

This must definitely be fought. Many films are being made about how to protect the world from sex discrimination. Also activists spread information about discrimination on social networks. All this so that people do not turn a blind eye to the obvious problems that exist.

Language discrimination

Linguistic discrimination is a violation of economic or civil rights of a person or a group of people due to ignorance or poor knowledge of the language that dominates a certain ethnic group, restriction of language rights, as well as prejudice against such persons.

Linguistic discrimination can be expressed in the restriction of the freedom of people who have peculiarities in their language, culture, traditions.

In order to overcome language discrimination, it is necessary to equalize the rights of all nations on the territory of one state, provide them with security and develop penalties for negative attitudes, insults of certain ethnic groups.

Religious discrimination

Under such discrimination, people are restricted in their rights because of their religious affiliation. Most often, religious discrimination severely offends the feelings of believers and causes terrible damage to the psyche and moral health. The main signs of discrimination on religious grounds include:

- disrespect;
- terrible attitude;
- limiting the possibility of passing church traditions.

Such prejudice can sometimes even lead to armed conflict.

In order to avoid this, the whole world needs to be tolerant, open to each other, to respect the interests of all people without exception. It is also necessary to introduce criminal liability for violating the rights and freedoms of groups of people who profess their religion.

Discrimination against people with disabilities

This type of discrimination can manifest itself in the following ways: lack of passage in public transport for people with disabilities, unjustified refusal to hire, insults, exclusion from political or social life, restriction of freedoms and rights to receive social assistance, benefits. Unfortunately, discrimination against people with disabilities exists and must be combated, as human rights cannot be restricted simply because they are disabled (RowLadyLand, 2021, What is discrimination - its types, the main features and how to deal with discrimination?).

In conclusion, it should be said that discrimination is a malignant tumor that can destroy the whole organism, namely the planet Earth and the entire population. Discrimination must be combated: it is enough to respect everyone around us, not to ignore the rights and freedoms of others. By opening to the world from the good side, you can avoid war and conflict.

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BANKING SYSTEM TRANSFORMATION: SMART ATMS

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At the present stage of the progress of science and technology, in the context of the latest technologies introduction, each field of activity introduces new and unique products into its operation. The banking system is no exception. The high demand for various banking services has motivated the bank to invest in its service infrastructure.

One of the projects of the well-known company BC/2 is the creation of smart ATMs. The company's mission is to transform ATMs into automated service points that offer a variety of services to customers. However, the bank admits that it cannot implement this idea in a short period. This project is associated with constant analysis of customer needs, so it will take at least a year to create it.

I would like to draw your attention to the fact that a similar idea has already been implemented in Japan. Japanese company Hitachi-Omron Terminal Solutions has developed the country's first ATM, which should help in the fight against fraudsters. The device is equipped with cameras that analyze the appearance and behavior of users. For example, if the client is wearing glasses or a mask, then the ATM offers to remove the accessory before performing a banking operation.

The site "Virtusa" highlighted several advantages of introducing smart ATMs into people's lives:

Firstly, it is the possibility of remote service.

Secondly, smart ATMs with touch screens have more functionality. This allows customers to leave their signature, which is the core element of banking functions.

The benefits include the possibility of contactless payments and increased interaction with customers.

In addition, smart ATMs use innovative technologies, such as biometric authentication, that can provide customers with a higher level of service and reduce fraud. [1]

In conclusion, I would like to say that smart ATMs are a great idea for the further development of the banking system. By developing this project, we can improve the ATMs operation, simplify their use and protect users from potential fraud.

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RESOURCE ORIENTATION OF UKRAINE'S ECONOMY AS ONE OF THE NEGATIVE TRENDS OF SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

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The world economy of the XXI century faces several serious problems. The globalization of economic relations has certain pros and cons for the countries involved in this process. Ukraine has not yet achieved a clear leadership position in the international arena. To overcome the consequences of the planned-directive totalitarian system, to change the structure of the national economy in the direction of market regulation of its processes, to create conditions for the production of competitive products, a state development program is needed. According to the GDP rating compiled based on IMF data, Ukraine ranks 39th among 191 countries. The main reasons for the negative trends of socio-economic development are the monopolization of the economy, low levels of foreign investment, labour migration and more. But one of the main aspects of the regression of the national economy is its so-called raw material or resource orientation.

The resource type of economy is aimed at the development of primary processing of raw materials and mining. The share of exports of raw materials in the trade balance is about 50%, which can ensure economic growth, but economic growth and improving the quality of life is achieved only through the rational use of raw materials and stocks. The resource economic model is inherent in developing countries, have a low level of education and neglect the achievements of STP. In the context of globalization, demand for raw materials fluctuates, and prices depend on many factors, one of which is the reduction of natural resources. Consider the main disadvantages of the resource model of the economy. One of them is the Dutch disease - a phenomenon when the country's GDP growth mainly depends on the extractive industry, which negatively affects the development of other sectors of the economy. Another consequence of the large share of raw materials in exports is corruption, as the government of a corrupt country redistributes income among the privileged elite without developing the rest of the economy, leading to its backwardness. Thus, with this type of development, the state neglects its labour resources, the intellectual potential of the population in favour of rapid enrichment through the sale of goods that have undergone only primary processing.

As of the first half of 2021, the main export goods in Ukraine, which account for about 75%, are mineral products, agricultural products, food industry and metallurgy. Exports of goods and services increased by 25.5% compared to the same period last year. The increase in sales abroad occurred in the machine-building and mining industries, light and chemical industries and agricultural products. Given the above-mentioned shortcomings of the resource-oriented type, it is easy to understand that the state must change its course to the production and sale of goods created based on Ukrainian raw materials. To do this, you can use the experience of other countries

that have already passed this stage and are now in the lead, such as China, Taiwan, South Korea, Singapore and others. Branches of large international production companies have been established in these countries. The knowledge gained by citizens working in these industries allowed them to learn about the experience of foreign entrepreneurs in the areas of labour management, production of goods and resource management. States have created conditions for import substitution of goods in their territories.

Therefore, to strengthen its position in the world economic space, Ukraine must develop industries with high added value, reduce imports and increase exports of finished products and contribute to the digital transformation.

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HISTORY OF THE WAR OF THE CURRENTS

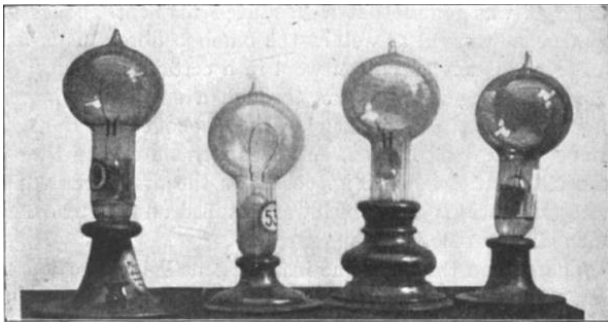
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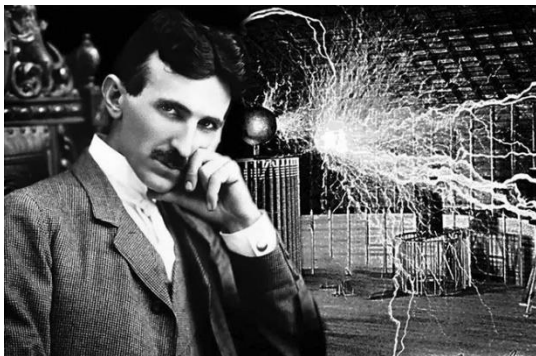
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This article aims to tell the story of the change from DC to AC. Direct current was discovered by Thomas Edison and designed for constant voltage and one direction – forward. Nikola Tesla proposed alternating current for changing direction and various voltages (Lantero, 2014).

This story begins with the invention of the Edison incandescent lamp.



He planned to light up the whole world with his cheap, but effective lamps. But Thomas didn't know, that DC is not designed for long transfers. At that time, European engineer Nikola Tesla came to work for him in the company.



He saw that most of the company's owner's devices run on DC. Tesla tried to intrigue Edison with another type of electric current, which he didn't want to hear about.

Tesla was offended, turned for help to George Westinghouse. Together Tesla and Westinghouse created their own company and began to compete with Thomas Edison (Nix).

From this moment the famous «WAR OF CURRENTS» began.

Thomas didn't give up and launched a large-scale black PR campaign against the Westinghouse company. Edison spread misinformation about the dangers of alternating current through advertising techniques in which he or his staff exposed people and animals to electric shock to demonstrate an AC death (Waxman, 2019).



Meanwhile, Nikola Tesla and George Westinghouse continued to advertise themselves. And received an order to light a fair in Chicago with two hundred thousand light bulbs.

It was a victory.



In the USA stopped developing direct current systems, fully convinced of the benefits of AC. With the disappearance of the last DC consumer in New York in November 2007, the «Current War» almost ended.

Why «almost»? Nowadays, the war continues, but instead of carrying on the battle, two currents run parallel to each other (Lantero, 2014).

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WHAT ARE THE CONSEQUENCES OF ONLINE EDUCATION?

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The coronavirus pandemic has made its adjustments in all areas of public life. Ukrainian education also had to adapt to the new conditions dictated by the COVID-19.

The fateful event for education and participants of the educational process was March 12, 2020. The Ministry of Education and Science of Ukraine has introduced a three-week quarantine for all educational institutions, which lasted until the end of the academic year... The quarantine posed new challenges for teachers, students, pupils and their parents and turned education 180 degrees. A new concept has emerged - "distance learning".

At the end of the three-week quarantine, the traditional form of education, which has existed since the first school, was replaced by distance learning. Instead of classrooms and auditoriums - a room at home, numerous books and notebooks have been reborn in a new way of learning information - a personal computer, a laptop or a phone. Instead of 17,000 schools and about 300 higher educational institutions, it was necessary to organize a centre for comfortable education in the home of each Ukrainian family. Obviously, difficulties could not be avoided.

The first obstacle to implementing the educational process at home was the lack of proper technical support. Students and pupils who were being in equal conditions before the introduction of quarantine measures had been forced to find a way out of a difficult situation on their own. According to the results of the first survey in Ukraine of the availability of public access to high-speed Internet, at the beginning of autumn 2020 year we had 17,000 settlements out of 28,000 available in Ukraine, which do not have any optical provider. More than 5 million Ukrainians do not have access to high-speed Internet, through which distance learning is carried out. Participants of the educational process, both students and professors, both pupils and teachers, deprived of the benefits of the Internet, were driven into unbearable conditions. The education ceased to be accessible to all who had desire but did not have the opportunity to study.

This problem has befallen not only Ukraine. According to the results of PISA 2018 in Mexico, 40% of students have neither gadgets nor the Internet at home. In Albania, Brazil, Greece, Kosovo, Montenegro, Morocco, Turkey and Vietnam there is only one computer for every 4 students. No one has accurate research data in Ukraine, but the situation is about the same. The Ukrainian government has not taken any action to provide technical equipment for pupils and students, while in Latvia the government has purchased more than 5,000 gadgets for children who do not have them.

With the advent of the pandemic and the introduction of quarantine, the education, so to speak, experienced a crisis. In the spring of 2020, most students in schools could not qualitatively learn information due to lack of understanding of the

material or technical limitations. Students were forced to acquire university sciences on their own, which was not always good. As a result, we have gaps in knowledge that will continue to deepen. Perhaps this will not manifest itself in obtaining a certificate of education or in protecting a diploma, but will make itself known at work, in adult life.

Eventually, the global education crisis was overcome: teachers, professors, students and pupils in two years adapted to the new conditions. However, it still makes itself known. There is a proportion of those who are denied the opportunity to study remotely, but let's talk about pupils and students who have access to education. What is wrong with their education?

Pupils are looking forward to (not all, but most) the red zone and the transition of their educational institution to distance learning, because among schoolchildren the principle is common: "online education - holiday". They relax at home, their work is aimed at assessments not knowledge, students cheat, copy out. Someone even lies that they do not have the normal Internet or technical equipment in order not to perform the test.

The academic culture of students is now characterized as deformed. At the heart of this deformation is the motivation of a significant part of students for assessments, scholarships, diplomas, rather than obtaining professional knowledge, which is a main factor in the presence of academic fraud. In the article about academic corruption in Ukraine, Ray M. Jones writes (2004): "Ukrainian students do not have a standard of academic behaviour to which they can apply. There is also no limit to unacceptable academic behaviour. It seems trivial to remind that higher education should be based on the truth. Do we want to have doctors who were involved in fraud during the anatomy exam; managers who cannot take responsibility; statesmen who have not really studied economics - even if their academic credentials indicate the opposite?" (p. 7). Distance learning deepens this phenomenon.

The consequences of distance learning will not catch up with us immediately, perhaps for another year or two, and there will be no one to teach. Pupils and students lose the ability to study constantly, it is interrupted, then may not recover at all. It is impossible to avoid this phenomenon, as well as to abolish distance learning.

There is a need to mitigate the effects of online education, to develop in pupils and students a conscious attitude to the acquisition of knowledge and their practical application in adult life.

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**INVESTMENTS IN INNOVATIONS FOR SUSTAINABLE
DEVELOPMENT OF THE ENTERPRISE**

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With the spread of the COVID-19 pandemic, the problem of ensuring sustainable development of the enterprise is becoming more acute, because by creating an effective socio-ecological and economic system, businesses are able to ensure high rates of economic growth. At the same time, investments and innovations play an important role in the development of the strategy of sustainable development of the enterprise, as they are the basis for technological, economic and managerial activities aimed at improving the efficiency of the enterprise. Therefore, one of the priority tasks facing the company is to develop and implement an effective investment and innovation strategy.

Sustainable development is one of the most important factors in ensuring the competitiveness of the enterprise in the XXI century. Analysis of literature sources suggests that there are many approaches to the interpretation of the concept of 'sustainable development of the enterprise'. However, in our opinion, the essence of this concept was most fully revealed by M. Thompson, who interprets 'sustainable development of the enterprise' as the creation of economic income through innovative solutions that contribute to social welfare and environmental protection (Kuzmina 2015, p. 16).

In general, analyzing the concept of 'sustainable development of the enterprise' it should be noted that it is generally accepted that it is based on the implementation of the Triple Bottom Line (TBL), it combines the following components: economic, social and environmental. Thus, the economic component includes the optimal use of limited natural resources; the social aspect is based on the fair distribution of goods, improvement of living conditions and ensuring social stability; the environmental aspect is the desire to ensure the integrity of biological and physical natural systems. From the standpoint of a system approach, the effective interaction of these components is the basis for building processes that lead to sustainable development of the enterprise (Pilipenko 2020, p 81).

However, in modern conditions it is impossible to achieve sustainable development without investing in innovation. So, enterprises face two problems: the generation of new ideas and the search for investment in their implementation. Innovation is an economic category that underlies innovation, which is designed to ensure the ability to build and actively use organizational, economic, technical and technological and other innovative opportunities. The introduction of innovations in the latest equipment and technology is a key factor in the effective development of the national economy, and increasing the activity of innovative activities of enterprises is one of the main prerequisites for its sustainable development. However, the implementation of innovative ideas requires a "nutritious" investment environment (Gurochkina 2015, p.51). Therefore, the company needs to develop an

investment and innovation strategy, which is based on finding the most effective ways and methods of investing investment resources in scientific and technical development. As a result of effective implementation of this strategy, the company is able to obtain additional profits and optimize the business process as a whole.

Elaboration of analytical material made it possible to identify a number of factors that constrain investment and innovation processes. They include: lack or insufficiency of financial support from the state; residual principle of financing scientific developments from the state budget; long payback period of innovations at high financial costs; high level of risk for investors; imperfect legal framework; lack of own resources; lack of motivation to implement and implement research know-how; weak links between science and industry (Nakonechna 2015, p. 49).

Taking into account all the above factors, we can conclude that the process of formation of investment and innovation is complex, because it involves developing a strategy that takes into account all the deterrents and incentives and does not contradict the goals and objectives of the enterprise.

Examining the issues of sustainable development of enterprises and their investment and innovation activities, we analyzed the UN study on the goals of sustainable development of enterprises in Ukraine for the period from 2016 to 2019. The implementation of sustainable development goals can be characterized by 17 goals. As of 2019, Ukraine has seen a positive trend, as progress has been made on 15 of the 17 targets, with 97 reports analyzed (Sustainable development goals. Ukraine. Voluntary National Review 2020, p. 3-4). The study of non-financial statements of Ukrainian companies showed that the companies did not review the strategic directions of sustainable development policies, with the exception of Nestle in Ukraine, PJSC "Carlsberg Ukraine" and Ukrgasbank.

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INFLUENCE OF PARENTS ON THE FURTHER LIFE OF THE CHILD

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Traditionally, the main institution of upbringing is the family. What a child acquires in a family during childhood is preserved for the rest of his life. The importance of the family as an institution of upbringing stems from the fact that the child spends a significant part of his or her life in the family, and the duration of his or her influence on the personality of the institutions of upbringing cannot be compared to the family. It lays the foundations of a child's identity and, by the time he starts school, he or she has more than half developed as an individual.

The family can act as both a positive and a negative factor in upbringing. The positive effect on the personality of the child is that no one, except the people closest to him in the family — mother, father, grandparents, grandparents, brother, sister — treats the child better, does not love him or does not care so much for him. However, no other social institution can potentially do as much harm as a family can do to the upbringing of children.

Negative emotions from contact with parents lead to negative perceptions of them in the child's mind. Carl Gustav Jung said: "When a young child exhibits symptoms of neurosis, it is not necessary to spend much time exploring his subconscious. There is a need to start research elsewhere, especially in the mother, because parents are usually either the direct source of neurosis in children or the most important contributor to this source."

It is in the family environment that the child first experiences life makes first observations and learns to behave in various situations. It is very important that what we are teaching the child to be supported by concrete examples so that he can see that adult theory does not contradict practice. (If a child sees that his mother and father, who tell him every day that lying is bad and not noticing it, deviates from this rule, the whole upbringing can go to waste.)

In cases of frequent negative emotions in the family, individual images of the parents are influenced by the negative aspect of the archetype of the Father or Mother. Relations with parents in such cases are complicated by the projection of negative feelings on them. There may be runaways, vagrancy, aggression. Socialization of such a child is extremely difficult. In other cases, the child may confine himself or herself to creating his or her own world. He then formally communicates with his loved ones, displaying conformance and miracles of manipulation.

Clinically, in a child, this can manifest itself as a reassessment of their personality, a disregard for parents who do not command respect, arrogance, unbridled fantasy with elements of fairy tales, myths, sometimes cosmic content. As an adult, such a person, all the negativity and suppressed aggression that he has accumulated in the family, unconsciously projects on the world around him, staining the universe in dark tones. The individual has a lack of confidence in himself, an

unrequited fear of strangers, administration and power structures, a lack of trust in those around him, and unconsciously takes a defensive position in society. Negative emotions cause stress in the nervous system and lead to psychosomatic diseases.

In conclusion, many factors other than parents' actions influence how children grow and develop. As children grow beyond the preschool years, they're exposed more and more to other adult socialization agents (teachers, coaches) and, of course, to individual friends and larger peer groups. But in any case, it is the parents who have the greatest influence on us and our future.

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IMPORTANCE OF LAW IN HUMAN LIFE

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From time immemorial, people have been subject to certain rules that allow them to coexist with each other in society. With the complication of relations between people, there was a need to create stricter rules, which over time have been called the law.

One of the oldest collections of laws that have survived to the present day is the laws of Hammurabi, created in Babylon. This collection contains the laws of both criminal and civil law.

So what is the law? Law is a system of rules created and enforced through social or governmental institutions to regulate behavior (Robertson, Crimes against humanity, 90). Laws serve to protect good from evil, to protect good people from bad, and disregard for the rule of law is sometimes fraught with the death of society.

According to the meaning and place in the system of legislation, laws can be divided as follows:

- Constitutional laws;
- Constitutions;
- Ordinary (current) laws;
- Providing (operational) laws.

The law should be: fair, affordable, unambiguous, consistent, feasible.

Why do you need to know and understand the laws? We need to know and understand the laws to maintain order in society and not to violate generally accepted norms. If there were no laws anywhere, hierarchy and lawlessness would prevail in the world, then everything would turn into chaos and disorder.

So what is the importance of laws in human life? First, the law sets standards for acceptable (and unacceptable) behavior. In essence, the law is about mitigating conflict. By bypassing laws, society will take into account the causes of the conflict. Some things, such as murder and theft, are obvious and have been included in the law since ancient times. However, over time and social change will change what is considered acceptable. The legal system is being adjusted to provide clarity and context for unacceptable behavior. They also give recommendations on impact. Second, the law is very important for maintaining peace. The law is necessary to preserve peace. This is because injustice can escalate the conflict. If destructive behavior is allowed to spread without remedies, people will feel pain and dissatisfaction with their government. If justice is applied unequally, it will also ignite the flames of conflict. For peace, society needs to strengthen the rule of law and ensure justice.

Third, laws provide access to justice. If you punch someone in the face illegally, the person being beaten can do something about it other than just brush it off. In an ideal world, justice is equal. It doesn't matter who hit whom. The powerful thing is that the law against strikes was violated. Everyone in society - not just the

privileged - should have equal access to justice through the law. I wrote about why we need a law and why it is so important only from the useful side, but we must not forget that laws are not always useful for society. The fact that the law can be used for harm is the last reason why the law is so important. The law is not always useful for society or only for certain groups. The government often uses laws to increase power and punish critics. If laws do not address the root cause of a problem or even make it worse, they can also be problematic. Punishments designed to motivate people to obey the law can lead people to debt and poverty. In these cases, the law violated human rights, not protected them.

Thus, the importance of the law is undeniable in human life, because it helps to control and regulate the most important issues of public life.

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THE EFFECTS OF FAST WEIGHT LOSS DIETS ON A TEENAGER'S BODY

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A diet is a set of rules for the consumption of food by a person or other living organism. A diet can be characterised by factors such as chemical composition, physical properties, food preparation, and the time and intervals between meals. Diets can vary considerably and may include or exclude certain foods. The nutritional benefits and choice of diet affect a person's health. Many teenagers suffer from body complexes. They use diets to lose weight quickly, but choosing the wrong diet can cause serious damage to their physical and psychological health.

The main objective is to determine the impact of diet on people's mental and physical health

With the help of volunteers, examine changes in blood pressure, body temperature, skin condition, blood sugar, body fat and muscle mass, weight and general well-being by testing different diets over the course of a month.

Three girls aged 16, roughly the same body type, will follow the diet plan for a month. And they will see a doctor every week for mental and physical health check.

Volunteer 1 will test a low-carb diet and eliminate sugar altogether.

Volunteer 2 will test interval fasting 8/12.

Volunteer 3 will test a Maggi diet. (Prohibited foods: Sugary fruit, starchy vegetables, pasta and bread, fatty meat, cereals)

Volunteer 3 only had to endure 10 days of the experiment. She found it emotionally difficult to endure such strict food restrictions. During the experiment, she suffered from dizziness and physical fatigue. Her skin condition and body temperature did not change over the 10 days, and her blood sugar dropped, but within normal limits. During the experiment, her weight decreased by 7 kg (from 60 to 53), fat mass decreased by 2.9 kg (from 15.7 to 12.8) and muscle mass decreased by 1 kg. Two weeks after the experiment, the lost kilos were back.

Volunteer 2 only had restrictions on the time and amount of food. She ate 1300 calories a day for eight hours. Emotionally, she was calm. Her skin rashes decreased markedly and all her vitals remained normal. She noticed that she felt better and more energetic and also felt satiated. During the experiment she lost 4 kg (from 59.2 to 55), fat mass decreased by 3.2 kg, muscle mass remained unchanged. After the experiment ended, the lost kilos did not return.

Volunteer 1 also survived the experiment to the end. For the first 7-10 days she was very hungry for sweets and felt sluggish, but then her body cleared up and got used to the new diet. She noticed that, thanks to the rejection of artificial sugar, all taste sensations became brighter and she slept better. All her vitals remained normal. Her weight dropped by 6.8kg (from 61.4kg to 54.6kg), she lost 3.8kg of body fat and her muscle mass stayed the same.

Any diet for the body should not lead to a deficiency of micronutrients and vitamins. Deficiencies in potassium, iron, calcium and other minerals have a negative effect on general health and well-being. Problems with nails, hair, weakness and pale skin may occur. Heart problems and increased sensitivity in the extremities and blood vessels may also occur. Lack of vitamins in the body causes problems in the nervous system, impairs vision and disturbs sleep. Digestive problems can also occur, often resulting in impaired enzyme function.

Before going on a diet, weigh up the pros and cons. Consult a specialist if it's possible. They will be able to advise you on the right diet to make you as comfortable and safe as possible.

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EMOTIONAL BURNOUT AND HOW TO DEFINE IT

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Over the past few years, there has been an active trend among influences to show off their productive day. They film how they get up at 5 in the morning, begin to perform a certain to-do list. And then they all tell what they did and where they were. Obviously, without rest, such a regime will have an insanely detrimental effect on a person. It's important to understand that people who are actively monitoring this are under additional pressure.

There are a lot of reasons for emotional burnout, but the main tragedy is that 80% of people do not know how to identify it. First of all, emotional burnout leads to the depletion of the body's emotional and physical resources. Such professions as programmers, businessmen, artists, athletes, doctors, policemen, teachers and others are more vulnerable.

There are several factors that contribute to emotional burnout. This is primarily uncertainty at work. They arise when a person is responsible for what will develop further in his field of activity. For example, the creators of advanced technologies such as artificial intelligence decide for themselves what trends to set in the future. The second factor is nescience about when the work will end. For instance, a person makes significant efforts because they are waiting for the result of their work, their consequences of reducing efforts, but this does not come. The third factor is the ability to influence any events. This can be traced to doctors who cannot find the cause of a particular disease due to lack of researches.

Another reason is that a person gives more than he receives. For example, doctors who do valuable work for a small fee. The next factor is the rejection of defeat, when a person will always only wish for victory. This is especially well expressed among athletes.

Of course, everyone is prone to emotional burnout, not just individual professions. You can select certain characteristics of people. They are inveterate workaholics and people who do not know how to rest. Sometimes it may seem that this is due to childhood when the child was forced to study at a high or forbidden to rest. These people do not know how to spend their leisure time correctly.

Emotional burnout has 4 stages which are very different from each other. First one is expressed by a strong surge of energy and enthusiasm. Person gets great pleasure from work and becomes addicted to it. The second stage is expressed by physical changes. For example, fatigue, insomnia, anxiety, skin diseases, stomach problems and more. A person wants to use psychotropic substances like drugs or alcohol, wants to smoke, eat sweet, salty or sour food. The third stage is exhaustion. People who are prone to depression at this stage, fall into it. In others, the manifestations of this stage are experienced in a strong physical exhaustion of the body. This stage is characterized by the fact that exhaustion can no longer reversed. A person often becomes professionally unsuitable.

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THE MAIN FACTORS IN THE FORMATION OF PROFESSIONAL COMPETENCE OF THE SPECIALIST

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The formation of the future competence of the specialist is an extremely important task of modern society. It depends on a large number of performance indicators of the entire socio-economic sphere in conditions of limited resources. After all, only truly skilled workers can provide quality service to material production and social infrastructure, while meeting all the needs of society.

Professional competence is a dynamic set of knowledge, skills and personal qualities of a representative of the workforce, which are used in practice to solve certain tasks and achieve goals, depending on the field of human activity. General competence is formed by sets of competencies that are its components (Bibik, 2004, p.7).

Recent research has shown that competence is an integrated quality of the employee. Therefore, scientists have identified two groups of professional competencies: general-professional and professional-specialized. The first characterizes the awareness of the specialist in a larger field of work. That is, they are fundamental and necessary for the overall development of man. At the same time, professionally specialized competencies require a deeper understanding of specific aspects of a particular specialization (Ukrainian Academy of Banking of the NBU, 2009, p.75-78). If we take the example of an economist, his professional and specialized competencies include the ability to analyze the current situation of economic systems and predict their possible state under the influence of certain factors. But a person can be called an expert in the case only if he masters and uses both groups.

Obtaining this knowledge most often occurs during the training of future specialists at the university. Therefore, the basis that creates the basis of the employee's work is education. The main purpose of economic - the formation of an active subject of industrial relations. He must not only perform the standard duties assigned to him, but also be able to adapt to any changes in the socio-economic system. Moreover, the specialist in economics is obliged to directly participate in the improvement of this system. Therefore, his required skills are a full understanding of the functioning of all relationships and patterns laid down in economic theory.

But no less important is the personal characteristics of the person, in particular the social worker, because the defining feature of a skilled worker - is motivation, the desire to improve themselves and realize their potential. In addition, significant characteristics of a professional are the ability to interact with other people, show initiative in the work environment and show the qualities that are needed in appropriate situations (managerial, organizational, encouraging, etc.). Having analyzed the considered information, it is possible to define the factors forming professional competence of the expert (Kozlovska, 2012, p.17-18):

- basic knowledge and skills that are the basis of each skilled worker and the basis for its improvement (logical and critical thinking, the ability to quickly absorb information, public speaking skills, etc.);
- specialized professional competencies that characterize the ability of a specialist to perform key tasks of his specialty, using previously tested tools and methods or testing new ones, the development of which is the basis for further research;
- social and personal qualities of a person. They help to establish communication with the work team, and are also responsible for such important aspects of effective work as: creativity, intelligence, interest and responsibility.

Thus, now, in the conditions of rapid scientific and technological progress, a high level of professional qualification is a significant factor in the effective and efficient functioning of the entire socio-economic sphere. It is achieved through the complex interaction of educational institutions, the motivation of the person and the social environment that surrounds him. Although many models of forming a qualified specialist have already been identified, with the development of society, many of them need improvement. And a specialist himself cannot become a specialist once, because the acquisition of professional skills occurs throughout life.

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**THE PHENOMENON OF COSSACK STATE OF THE HETMANATE IN
THE CONTEXT OF RESEARCH BY UKRAINIAN AND FOREIGN
HISTORIANS**

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Actuality of theme. With the proclamation of Ukraine's independence, the topic became especially important, because it is believed that Ukraine-Hetmanate is one of the important stages in the history of Ukrainian statehood, because the issue of the phenomenon of Hetmanate Ukraine remains relevant.

Despite the rich scientific heritage, there are different views on this issue in the historical and legal literature (Blanutsa, 2014)

The Ukrainian Cossack state Hetmanate had all the characteristics of any state: political power, which was in the hands of the hetman and the officer; territory; a new political and administrative system - a regimental-hundred system, which extended to the entire territory of the lands liberated from Polish rule; the law was based on customary, Cossack, Magdeburg law, Lithuanian statutes; court and proceedings; as for the financial system, the hetman introduced his own coin, the tax system was regulated by the hetman's universals, the state treasury was replenished from the land fund, border trade duties, industrial revenues, trade and taxes; the social structure of the population, which consisted of 5 classes: Cossacks, nobility, clergy, burghers and peasants; own army, which numbered up to 300 thousand people and consisted of various segments of society. The existence of the Hetmanate was of great importance, because it allowed protecting the Ukrainian nation from assimilation, social exploitation, national and religious oppression from Poland, provided conditions for the formation of the Ukrainian people, development of language and culture, inspired future generations to fight for a free Ukraine. to become a component of pan-European processes of creation of new states, an active participant in international activities. During the years of the Hetmanate, the "statutory courts" were abolished and a full-fledged judicial system was formed: regimental, hundreds and rural, a little later the General Court was formed as the main appellate tribunal, together with the Magdeburg courts, which were inherited from Polish times. 1750.

Ukraine-Hetmanate of the second half of the XVII - 80's of the XVIII century. had its own independent legal system. Most branches of law of the Hetmanate were quite developed, especially civil, criminal, marriage and family. Among the many sources of law that operated, customary law was very important.

Thus, during the Hetmanate, unique, unknown to the world state-building governing bodies based on Cossack traditions were created, much was taken from the Zaporozhian Sich, and it had a significant impact on the development of political ideas of the Ukrainian Cossacks and the people. The democratic principles, principles of power and authorities formed at that time had an important influence on the way the state was organized in modern Ukraine.

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COMMUNICATION SKILLS OF RISING GENERATION

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Our communication skills becoming more valued day by day. In the Internet Era, when people are deep in their phones most of the time, we are fortunate to face COVID-19. Quarantine put us in our houses all at once. It is just set of circumstances, which has brought us to this state of affairs. The possibility of getting real-life communication increased exponentially.

Now children between the ages of 6 and 18 experience difficulties in making new acquaintances, owing to insufficient amount of time spend on live school classes. For children's psyche it can become a breeding ground for progressing closure and shyness. In an older age these character traits can grow into serious mental illnesses, such as social anxiety and panic disorder.

In order to prevent above-mentioned problems, parents have to pay attention at their children's interaction with other people. The unwillingness of participating in any events or excessive worry before it must be a red flag. Also adults can notice avoidant behaviour relating to people included into their inner circle, like grandparents or aunts and uncles.

To help your kid, follow some necessary instructions. First step is to find time in your schedule to spend it on conversation, playing games or pursuing hobbies. Then you need to establish contact between your kids and their schoolmates by organising a joint party with various activities. Also you can get to know your neighbour's family better, so your kids can make communication with counterparts more often.

If emotional state of the kid raises suspicious, don't leave it too long and turn to specialist. Sessions with a psychologist will grow in your children open-minded and brave personality. Consequently, they will trust other people and show readiness to achieve certain goals to our world. Therefore, they can focus on really vital things, without distraction by worthless timidity and concern.

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COMPETITION AND MONOPOLY IN ECONOMY OF UKRAINE

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The topic of competition is relevant for the Ukrainian economy, because an important factor of a market economy is the high development of competition. Competition in the economy is characterized as a struggle between producers (sellers) for the most favorable conditions of production and sale of goods and services, for the appropriation of maximum profits. The functions of competition in a market economy are as follows:

- It is important to constantly develop production technology, because at the lowest production costs and the highest quality production, demand for goods will increase.
- Analysis of social needs to meet demand for products and make a profit from it.
- Profit of enterprises depending on their contribution to production.
- The inability of companies to significantly raise prices due to the presence of competitors who will be able to make a profit with much lower prices.

In essence, the dominance of one producer or seller in the market is called a monopoly. In order to constantly develop competition and prevent market monopolization Antimonopoly Committee of Ukraine has been established, which has the following responsibilities:

- Prevents the cessation of violations of legislation on the protection of economic competition.
- Regulation of the price of goods produced by natural monopolies.
- Control over the functioning of the competitive environment.

The Committee's focus in 2020 was on the pharmaceutical sector due to the outbreak of the COVID-19 pandemic, as many unscrupulous manufacturers made false advertising and inflated drug prices. In 2020, 1.624 violations of competition law were detected and fines amounted to UAH 2.86 billion. This is the largest amount of payments in the history of the Committee.

In Ukraine, monopolies are widespread in such industries as transport complex, mining and metallurgical complex, agro-industrial and machine-building complexes.

Therefore, a large number of producers in the market is an important factor for the effective development of the economy. Manufacturers are constantly improving the production process, as well as product quality so that it is in demand in the market. Ukraine does not yet have a high level of competition, but the Antimonopoly Committee of Ukraine monitors compliance with the law by enterprises and the prevention of monopolies on the market.

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MOTIVATION IN MANAGEMENT

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Process of encouraging people to enhance their wish and willingness to effectively carry out their duties and cooperate to achieve the common goals of the corporation calls "Motivation". In other words, it means to induce, instigate or prompt someone to take a specific course of action in order to obtain the desired result. It's a powerful tool in the hands of managers to induce subordinates to act in the desired way by satisfying their needs and desires. It focuses on how behaviors start, stimulate, initiate, continue, and guide.

A successful manager knows that directions, he appropriately uses motivation to motivate employees to work effectively to achieve the set goals.

Understanding the content of motivation is the main point of the professional skill of the head of the organization. Knowing why people do what they do is a prerequisite to helping them realize their motives and to prevent cases where lack of motivation can cause certain complications. Today the content of motivation is understood by scientists differently. For instance, according to I.S. Zavadsky, motivation is an aggregate system of processes responsible for motivation and activity. I.F. Khmel believes that motivation, as a mental phenomenon, is a set of motives.

The path to effective professional activity of a person lies through understanding his motivation. Only knowing what motivates a person, prompts him to activity, what motives lie at the basis of his actions, one can try to develop an effective system of forms and methods of managing him. At the current stage of the development of society, the problem of personal motivation has acquired great importance, since the solution of the tasks facing society is possible only if an appropriate motivational basis is created that can induce the personnel of enterprises to effective activity. We are talking about the use of such forms and methods of stimulating the individual, which contribute to the high performance of its work. All human activity is conditioned by real needs. People strive either to achieve something, or to avoid something.

Labor motivation is one of the leading personnel management tools that affect the economic development of an organization. The main motivational factors are, firstly, the results of labor in terms of its social significance and, secondly, material reward (what is expected and what is obtained). Optimal is the kind of labor motivation in which the employee realizes his importance in (team, society, etc.) and at the same time satisfies his material needs.

- The working conditions that satisfy most of the personnel to the maximum extent "ideal work", must meet the following requirements:
 - integrity, completeness, a certain result of the work;
 - the work is assessed by the performer as important and necessary, that is, one that needs to be done;

- performers can make independent decisions regarding the ways and means of completing the task (autonomy within certain boundaries);
- the intensity and conditions of feedback with the performer are established depending on the effectiveness of his work;
- the remuneration for the work performed must be fair from the point of view of the performer.

The system of labor motivation at the enterprise must be built in such a way that each employee can clearly understand its content. Of course, you need to adhere to simple rules of motivation: more and less; more often, but less, which will allow you to more effectively reward each positive result of the work.

Rewarding personnel should be organized according to indicators that are perceived by everyone as correct. These actions should create a sense of fairness among employees and establish work not only for the sake of satisfying their own needs, but also encourage them to "friendly relations" with the administration.

From the above, it becomes clear that motivation is a part of the labor process, which consists in increasing the economic results of an enterprise through material and spiritual stimulation of high production results of an employee.

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SOCIAL STRATIFICATION

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The collected data for statistics mainly represent the factual side of the processes that take place in people's lives. However, unfortunately, they do not address such important spiritual aspects as human values, personal or public interests, opinion, needs. In such cases, sociological research reveals identity internally. The questionnaires are mainly concerned with the public mood and social well-being. Most studies contain paragraphs on the scope of self-evaluation.

As example might be questions of self-identification or self-determination in areas such as health, education, social relevance and wealth. Such questions generally assume low, medium and high response options. Practice shows that most people do not hesitate to answer immediately "average" and only a small part "low" or "high".

More often than not, the trend I have described is clear when a person is asked for self-identification by a class of society. The main categories defining a respondent to a class are their material condition, educational level and lifestyle. He considers himself to be in the middle of the middle as such factors push him to answer.

First, in determining one's place in the social hierarchy, one compares one's position with others. This "status" reflects the mood to be like everyone else, to be no different from the majority, or even to be unwilling to reveal their real situation.

Second, the line between high and low status is blurred. It does not have the negative connotations that society has for the upper and lower strata.

Finally yet importantly, an individual's response is constructed based on his own social experience. Comparing himself with others, he tries to maintain his identity with members of his group in different categories.

Thus, questions that affect social stratification in sociological research often yield a predetermined result self-evaluation can be carried out regardless of the significance of the actual manifestation of the topic being studied.

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LIFE COMPONENTS

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The conditions in which the life of modern man takes place, often rightly called extreme and stimulate the development of stress. This is due to many factors and threats, including political, ethnic, informational, socio-economic, ecological, natural. In modern psychology, the problem of life situations and especially difficult and extreme life situations are developed by many authors that are based on such concepts as coping strategies, strategies for overcoming difficult life situations, post-traumatic stress disorder: these are NV Tarabrina, M. Sh. Magomed-Eminov, MM Pukhovskiy and others.

In the context of breaking old relationships, changing behavioral patterns and value systems the relevance of the study of personal qualities that help a person effectively increase cope with the growing tension and pace of modern life. Old rules and life values that previously prevailed in the public consciousness, in many respects do not match realities of today, but continue to put pressure on the individual.

The urgency of this problem is determined by the presence of contradictions between modern ones social conditions that make special demands on the formation of a system of values orientations of the individual, and insufficient study of viability and mechanisms of its development, and also weak development of concrete receptions of the corresponding purposeful influence.

As you know, in the life of every person there are always many problems. Every day to him it is necessary to solve something, to overcome difficulties, in a word, not to give up, and all the same to achieve of his. Some problems disappear, but new ones appear and if a person successfully overcomes them difficulties, then he can feel what success is. There may be situations to resolve which, extremely difficult and very difficult, no matter how much a person does not want it and no matter how it is to she did not seek it. It can be any misfortune: the death of a loved one, deprivation housing, property, roof over your head, betrayal of a loved one, death of children, in general, everything that can deprive us of hope for a bright future and the desire to live.

S. Muddy. believes that the key to viability is three basic settings:

1. Involvement - the confidence that in difficult situations, it is better to stay involved: to be aware of events, in contact with others. The opposite of involvement there is alienation.

2. Control - the belief that it is always possible and always more effective try to influence the outcome of events. If the situation is fundamentally impossible no influence, the person with a high level of control will take the situation as it is, it will change his attitude to it. The opposite of control is helplessness.

3. Risk-taking - the belief that stress and change - is a natural part of life, that any situation - is at least a valuable experience that will help develop yourself and deepen your understanding of life. The opposite of risk-taking is a sense of threat.

S. Muddy believes that viable people try to build in any conditions relationships based on mutual assistance and mutual support. He also claimed that for Transformation coping is necessary to ensure viability. In other words, you need to learn wisdom, a lesson from your failures, do not give up and continue to act, but act sensibly, wisely, understanding what is happening and what it will lead to.

The psychology of stress shows that there are two ways in which psychological factors affect stressful situations. The first way is to assess the situation. Man begins to wonder whether stress is a threat to him, whether he will be able to overcome it. The second way is to influence the human reaction. It affects behavior, the way of overcoming stressful situation.

Stress is caused by many factors. This may be a congenital weakness of the body, susceptibility to disease, views and beliefs of man, external factors, skills individual to deal with a difficult situation. Congenital vulnerabilities and external circumstances often uncontrolled, but the development of viability can mitigate their effects.

Sustainability affects the assessment of the situation. We no longer understand stress as something traumatic or dangerous, because beliefs make us think we can change the course of events, add self-confidence. Sustainability pushes us to action. Moreover, beliefs help us to overcome difficulties. Exactly vitality forces the head of the century to exercise every morning, eat right, after all it contributes to the recovery of the body and further well-being. So the person becomes smaller prone to psychosomatic or chronic illness, constant stressful situations have a minimal effect on the body.

No matter how reasonable arguments are given to a person, no matter how he understands it and finds it meaning, no matter how he changes the situation, does not increase the number of friends, he will never forget about his own pain. He will suffer in silence, because wherever a person is, no matter how hard he tries run away from problems, or, conversely, actively solve them, the reality will still remain an invariable fact.

Is it possible to learn to deal with such situations or is it an "inevitable punishment" that is can happen to everyone? How to learn to deal with it, what to take as a basis? IN the opposite of S. Muddy, we assume that when the question of difficult inevitability arises a situation that can no longer be corrected, changed, something needs to be accepted note the following settings:

Humility is the acceptance of a situation that can no longer be changed, no matter how hard you try. This does not mean giving up and retreating in the face of difficulties. Nor does it mean try to justify someone or something, look positively at what cannot be called positive. This means understanding that it is necessary and stop trying to fight situation.

Accepting yourself in spite of everything is the next step. In which complex insurmountable circumstances would not be a person, he is simply obliged to be able

to accept himself. Accept self-means to forgive and stop blaming; means to love yourself and respectfully treat yourself. This is tantamount to a promise to myself: "I still will not give up, whatever I have fate was not, no matter what happened and no matter how bad I was. I love myself no matter what". To do this, there must be good self-esteem.

Finding inspiration and inspiration itself is what makes you switch to your favorite business, on other equally important people, gives strength to live and create something new. Without inspiration not to cope with the situation. It is creativity, the realization that you are doing something unique, important and perhaps even great, even if no one will appreciate it.

These three settings define the concept of "survive". Summing up, we can say that all three settings are interconnected and go in a strictly defined order. Without them it is impossible to cope with any serious problem. Humility is not a sign of weakness, and it is not wisdom. It will not let you forget about the wound, it will turn it into a scar, a scar with which one can continue to live, not exist.

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OUR GROCERY BASKET PROMOTES CANCER AND DIABETS

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Today, the number of people with cancer and diabetes is increasing. For example, over the past 10 years, the incidence of cancer has increased by 33%; the number of people with diabetes has increased by 400%. There are now more than 420 million people with diabetes all over the world. The increase in morbidity is due to improper nutrition.

Top 7 foods that cause cancer and diabetes: alcohol and cigarettes, sugar and refined carbohydrates, processed meat (any type of meat that has been preserved by smoking, salting, curing, or canning, such as hot dogs, salami, sausage, ham, beef jerky), sugary carbonated drinks (Coca-Cola, Fanta, Sprite), palm oil, vegetables and fruits with nitrates, fried foods. At first glance, it seems that many people know that these products are not useful, but in fact, they are included in the food set of an average person.

Plastic not only pollutes the environment but also reacts with the products that are in it, thereby releasing toxins. The chemicals used in the production of plastic are toxic and detrimental to the human body. Chemicals in plastic-like lead, cadmium and mercury directly can come in contact with humans. Plastic is disposable straws, plastic cups for tea/coffee, dairy and other products in plastic containers, pickles in plastic buckets, etc.

Vegetables and fruits are treated with herbicides in large quantities. Advertising imposes on us a standard of products with an ideal appearance, no flaws because of this, farmers have to use a large number of pesticides and chemicals, which have the potential to harm the nervous system, the reproductive system, and the endocrine system.

Overall, when buying food, one should choose products with minimum health risk, pay attention to the safety of packaging and the quality of products, try to choose organic products of local production, lead a healthy lifestyle and refuse bad habits in order to avoid health problems.

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PSYCHOLOGICAL EXPERIMENTS

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Psychology is a humanitarian science about the mental activity of a person and groups of people. Its goal was to learn as much as possible about the nuances of human behavior, his emotional state and perception of the world around him. Scientists use various methods to obtain truthful data in this area of study, the most popular of which is the psychological experiment due to its practicality.

Below I would like to analyze three well-known experiments that were carried out in the 20th century.

The Stanford Prison Experiment was conducted in 1971 at the Stanford Department of Psychology. Psychologist Philip Zimbardo divided the participants into two groups: "prisoners" and "guards". The prisoners were arrested, searched and given overalls: especially ill-fitting dressing gowns without underwear and slippers. The guards received wooden batons and military-style uniforms, as well as mirrored sunglasses that could not be seen (Haney, Banks, & Zimbardo, 1973).

The relationship between guards and prisoners quickly took on a classic character, with the guards beginning to think of prisoners as inferior. The prisoners saw the guards as sadists. The experiment quickly got out of hand: despite the fact that the guards were forbidden to use physical force, most of them used sadistic methods and insults against the prisoners. On the second day of the experiment, a riot broke out, which was immediately brutally suppressed. Over time, the guards became fully accustomed to the role, constantly inciting and insulting others, while the prisoners became more obedient and submissive. The experiment was designed for two weeks, but was completed within 6 days due to the increase in violence (Haney, Banks, & Zimbardo, 1973).

This psychological experiment revealed the demonic inclinations of people and showed the receptivity and submissiveness of people when their actions are supported by ideology, society and the state.

In 1951, Solomon Asch decided to find out how the opinion of society influences individual judgments.

During the experiment, the participants were asked in turn to solve 3 problems: for the first two "decoy" participants gave correct answers, and for the third, they were deliberately incorrect. If the participant, contrary to the opinion of the majority, gave the correct answer, he felt uncertainty in his statement. As a result, 75% of the subjects submitted to the erroneous opinion of society, only 25% denied incorrect answers, which was suggested by the majority (Asch, 1951).

As a result of the experiment, it was concluded that a third of people, under the influence of society, are ready to abandon their correct opinion and adapt to the majority.

In 1974, a Loftus and Palmer Study was conducted to test the so-called disinformation effect. The goal was to test the reliability of memory and the possibility of manipulating facts.

During the experiment, 45 students were shown videos with a recording of a car accident, after which they were asked to fill out a questionnaire with questions about what they saw. 9 people asked how fast the cars were moving when they «smashed» into each other. The rest of the students were asked the same question, but instead of the word «smashed» they used «bumped», «hit» and «contacted». When answering the question using the word "crashed", students attributed a speed to the cars that was 16 km / h faster than when answering questions containing other words (Loftus, & Palmer, 1974).

As a result of the experiment, it was proved that the recall of memories becomes less accurate due to the additional information. Thus, even one adjective can change an event in a person's memory.

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ACCOUNTING RATE AS A TOOL OF ECONOMIC REGULATION IN UKRAINE

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In recent years, namely 2019-2020, the National Bank of Ukraine has begun to actively reduce the discount rate. So let's look at the impact of the refinancing rate on Ukraine's economy, namely its impact on inflation and entrepreneurship.

Reserve requirements are one of the NBU's tools for regulating inflation. When the discount rate increases, the growth of the inflation rate slows down, and when the discount rate decreases, it accelerates (Ukrainski mediini systemy, 2020). However, the NBU in its "Inflation Report" reports that in Ukraine the strongest change in the discount rate of the NBU affects the inflation rate in 9-18 months (Ukrainski mediini systemy, 2020). According to the NBU, on May 23, 2020, the NBU reduced the provisioning rate to 8% (National Bank of Ukraine, 2020), and on June 12, reduced it from 8% to 6% (National Bank of Ukraine, 2020), this figure is the lowest in the history of Ukrainian independence.

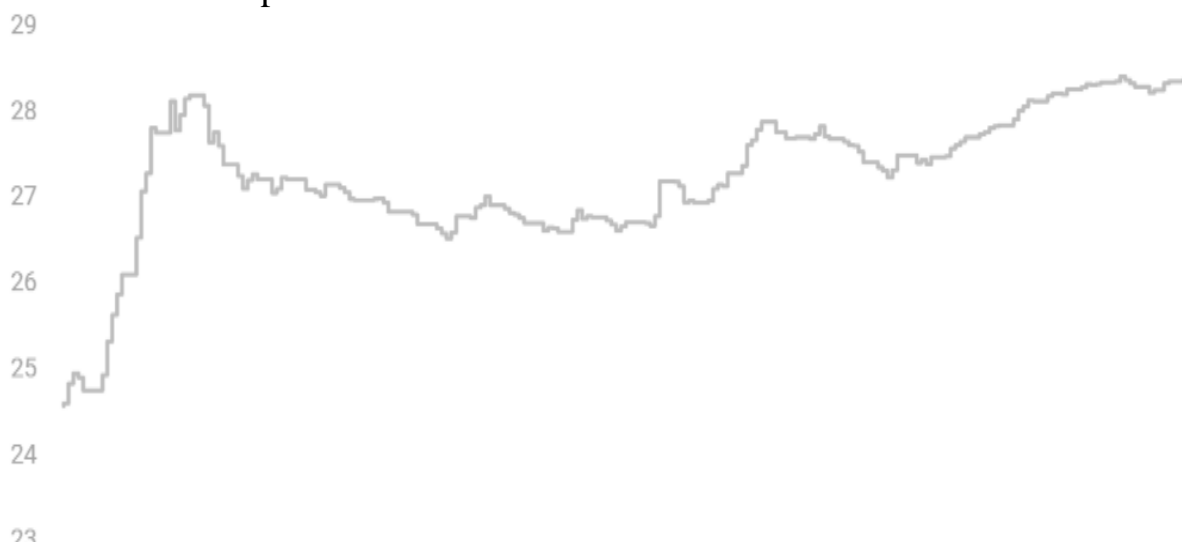


Fig.1. The exchange rate of the hryvnia against the dollar from March 1 to October 19, 2020 (24 Economics, 2020).

As we can see on the chart from the beginning of September, the hryvnia exchange rate against the dollar began to grow slowly but surely, the COVID-19 pandemic has definitely affected this. But in my opinion, the reduction of the discount rate to record levels also affected the hryvnia exchange rate, and according to the NBU report, the discount rate will affect the exchange rate in 2020 as well.

I would also like to consider the impact of the NBU discount rate on entrepreneurship in Ukraine. Due to the reduction of the NBU discount rate, Ukrainian banks will be able to provide loans at lower interest rates, which is the main idea of its reduction. As a result of the reduction of the loan interest rate, and the credit interest rate for an entrepreneur provided by Privatbank is from 5% to 9% per annum, entrepreneurs will be able to receive funds on more favorable terms for

the development of their business. However, during 2019, the total loan portfolio of banks decreased by as much as 13% (Furman, 2020). The fall in lending against the background of lower NBU discount rates indicates problems in the policy of regulating banking credit policy.

Thus, it can be argued that the National Bank of Ukraine has begun to actively use the discount rate as a tool to regulate the economy.

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WOMEN'S ROLE IN POLITICS

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According to the UN, women hold the positions of heads of state and government in only 21 countries. Of these, 10 are heads of state and 13 are heads of government (Unwoman, 2020). How women were cut off from making important political decisions, what prevents them from holding high positions today, and why the underrepresentation of women in power is a problem that needs to be addressed.

Women make up approximately 50% of the world's population, but are often excluded from political life and do not participate in decisions that directly affect their lives. Expanding political participation is a key mechanism for them to exercise their rights. Moreover, women are agents of change; they are capable of breaking stereotypes and influencing the empowerment of other women (Chubarova , Grigorieva , 2021).

Research shows that a longer participation of women in political life improves the quality of life of the whole society and themselves: more women enter the labor market, there are measures of state support for vulnerable groups of the population and other social functions of the state (for example, women's access to public goods, such as roads and medical services is simplified).

Until recently, women were underrepresented not only at the level of political decisions, but also in studies of political behavior. This is due to the fact that previously, mainly men were engaged in political sciences, who did research about men and for men.

But in "real" politics, women are underrepresented at the decision-making level because women have always been meant to be "different." However, even now women are often excluded from the process of making political and state decisions, since informal, "male" practices such as bathing, hunting and fishing play a significant role in the continuing patriarchal order.

Women can be agents of change. Although, on the scale of the development of civilization, the issue of the position of women in politics is a relatively new topic. Yes, today women have the right to vote in all countries of the world: New Zealand (1893) was the first state to grant women the right to vote, and Saudi Arabia was the last (2015). Today, the world community pays special attention to this aspect: one of the key points in compiling rankings of gender equality is the representation of women precisely at the level of political decision-making.

However, when experts talk about women in power, they mainly consider public politicians and the representation of women in governments and parliaments. In other words, only cases are meant when they are allowed to participate in election campaigns, to be elected and to be elected. But if you look at the sphere of public administration more broadly, you will notice that the majority in the bureaucratic apparatus are women who are engaged in routine, often invisible paperwork (Dods, 2012).

In Ukraine, as in other countries, women who pursue careers in public administration face invisible barriers, primarily the “glass ceiling” - restrictions not related to qualifications or professional qualities. They are stuck in low, non-management positions, deprived of the opportunity to climb the career ladder. In the scientific literature, there are other metaphors describing gender segregation in the political sphere: "glass walls", "glass cliff", "glass escalator".

After the massive entry of women into the labor market, this situation has changed only to a certain extent, since career aspirations have been added to the household duties, from which no one has relieved them. Thus, a double burden fell on their shoulders. Today experts speak of a triple load, meaning that in addition to home and work, a woman must remain a woman and look attractive. (Swank, 2016)

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PSYCHOLOGICAL MANIPULATION IN THE COMMUNICATION PROCESS

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The topic of psychological manipulation has recently been raised quite often in various social networks. The object of such manipulations can be either one particular person or an entire group of people. Although research on this topic has been going on for several decades, the issue still remains open. This is due to the mediocrity of the coverage of this topic (Lukasevich O.A, Titar Yu.V., 2017).

What is manipulation? Manipulation is a type of social influence or a social psychological phenomenon that is an activity aimed at changing the perception or behaviour of others through covert, deceptive or violent tactics in the interest of the manipulator. To put it more simply, manipulation is the covert psychological influence on a communication partner in order to obtain favorable behavior from him or her.

As it was already indicated earlier, manipulation is characterized by secrecy - this is one of its main characteristics. Manipulative action is interpreted as hidden programming of personal attitude to facts or events (Ermakov), implicit seduction (Dotsenko), hidden transaction (Berne), a form of spiritual influence, hidden planning (Bessonov), hidden coercion (Schiller). In all this, the object of manipulation retains full confidence that its decision is independent, as well as formed in the process of interaction and is not at all under the control of the manipulator. The second characteristic is the use of deception as a different kind of distortion of reality: deceptive indirect influence (Yokoyama), inducing behavior through deception (Rudinov). Skilful use of mastery of influence combined with the complexity of manipulative techniques leads to the realization of manipulative intentions (Levitskaya I.M., 2014).

There is a certain typology of manipulators. E. Shostrom's classification describes the following 8 types: dictator, weakling, calculator, clingy, bully, good guy, judge and defender. All of the above types use 4 manipulative systems:

- Active Manipulator. Exercises control over others using active methods, often demonstrating his power through status and pushing with his authority;
- Passive manipulator. Likes to show his weakness and helplessness in many matters, which "allows" others to think and act for him, from which the manipulator often benefits;
- Competitive manipulator. Life is a never-ending game, and everyone around is competitors and rivals. Has the traits of the previous 2 manipulators and applies them based on the situation;
- An indifferent manipulator. Pretends to be indifferent to communication and it has no meaning for him/her in general. Avoids people, or if he/she does contact them, treats them as puppets (Taratukhina Yu.V., 2014).

There are also two types of manipulation in communication:

1. Communication – the psychological impact is conducted directly during the conversation, by means of speech;
2. Behavioral – influence is exerted by doing something (e.g. picking things up demonstratively or slamming the door loudly when leaving) (Fomichev, I., 2018).

All of these manipulations are already pervasive in our lives and we learn them from childhood. At first it happens on an intuitive level, but as we get older it can become deliberate. Nowadays it is possible to see such "schools of manipulation" on the Internet, where you can see a lot of people willing to learn such psychological influence. Nevertheless, it is important not to forget that even with such skills, you are still somewhat vulnerable, and there can always be a person whose psychological capabilities will be much stronger than yours.

As a conclusion, we can say that manipulation, like any other psychological influence, has both positive and negative sides. Unfortunately, in today's world manipulation is increasingly becoming negative and a tool for achieving one's own selfish desires. It is also important to remember that even though we can not completely protect ourselves from manipulations, we are always able not to take our word for it, to define our own priorities, to analyze and reason our own judgments, as well as to find and define our purpose in this world, without anyone's influence.

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ROLE OF TRANSNATIONAL COMPANIES IN INTERNATIONAL ECONOMICS

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The role of transnational companies (hereinafter – TNC) is currently decreasing. The majority of foreign direct investments are done through TNC and such companies already accumulate at around 25% of global GDP. TNC dominate in various industries from electricity to IT.

Some countries are more saturated with TNC while others just start opening their borders to foreign companies. The extent to which this or that country is filled with TNC is determined by transnationalisation index.

According to everything above it is scientific worthy to deepen knowledge about how TNC are influenced by different global determinants.

The objective is to research the scope of activity of 10 the biggest TNC according to the list Fortune Global 500, by analyzing their revenue for 10 last years. Besides, it is important to find the problems which have impacted the revenue of 10 biggest companies. To find out how the transnationalisation index is connected with the level of development of states.

The methods to research a role of Transnational Companies in International economics were used: gathering information for observing the fluctuations of revenues of TNC, method of analysis and synthesis for defining the factors which cause fluctuations and linking them with the overall economic situation, the comparison method – while comparing the transnationalisation index of countries.

The research showed that the most vulnerable companies are those, involved in energetic fields, for instance – Royal Dutch Shell, Exxon Mobil and British Petroleum. The less vulnerable is retailing business giant – Walmart.

Singapore and Belgium are countries with the highest transnationalisation index, despite their small areas. Index of USA and Japan are surprisingly low but it can be explained – these two countries own parent-companies of TNC, not their foreign branches. The index of Ukraine is quite high – 42% (World Investment Report 2020 - International Production Beyond the Pandemic, 2020).

TNC are influenced by different factors such as oil prices, currency rates changes, the activities of international organization which impose limits and sanctions, political satiation (for example – Brexit), the kind of ownership domination in this or that country (for example – state ownership in China and private in USA).

The statement that the more developed country is the higher index it has is not completely right. Some G7 countries such as USA and Japan are really low, while index of UK, for example, is higher than average and equals 63%.

As a conclusion, recently transnational corporations have got a lot of attention. Today there is no significant process in the global economy that has occurred without the participation of corporations. TNCs turned into power, creating the present and

the future of the world. Therefore, they are actively involved in the global political process in different countries.

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E-SPORTS AND ITS LEGAL REGULATION IN UKRAINE

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E-sport is an individual or team sport with regulated rules based on the athlete's interaction with a fully or partially artificial environment and its elements through the use of innovative and / or digital technologies and technical means, in which the achievements, skills and training of athletes are identified and uniformly compared. training process and competitions in various disciplines (Rules of sports competitions in e-sports, 2021).

In some countries around the world, including China, Japan, the United States and France, e-sport has the official status of a sport. In these countries, it has become a uniquely powerful industry that requires special legal regulation. A positive example in this direction is shown by France, which has adopted a number of laws aimed at regulating the field of digital technologies. Such laws are known as the "Digital Republic". Similar experience has been borrowed from other countries of the European Union.

In Ukraine, e-sport was recognized as a sport and added to the Register of Recognized Sports only in September 2020. Since then, began to actively develop the regulatory framework designed to regulate this area. Thus, on January 26, 2021, the Ministry of Youth and Sports of Ukraine approved the "Rules of sports competitions in e-sports (electronic sports)." These rules determine the basic principles of organization and holding of sports competitions, the procedure for participation and holding of international events in this field on the territory of Ukraine.

According to the rules, the Federation of E-Sports of Ukraine (UESF) has a special status. Its purpose is to promote and develop e-sports. This public organization cooperates with the Ministry of Youth and Sports, protects the rights and interests of e-sportsmen, as well as holds gaming tournaments. On December 17, 2020, the first Cup of Ukraine in e-sports took place, within the framework of which a prize fund of UAH 250,000 was drawn.

It should be noted that there is no other legal regulation in this area. There is also no single concept of understanding the legal relationship associated with e-sports.

It was pointed out that a characteristic feature of modern sport is its continuous commercialization, respectively, the vast majority of public relations in the field of sports are private. Private relations in the field of sports are mainly property relations based on legal equality, free will, property independence of their participants, which arise in connection with the implementation of sports activities, and are governed by private law (Kharytonov, Kharytonova, Holubieva, 2018).

A similar position has been formed in other developed countries of the world, which treat e-sports as a new, but promising for further development of the economy.

In addition, e-sports are inextricably linked to intellectual property rights because a game is an object of intellectual property that belongs to the person or company that created it. As a result, licensing problems arise during eSports tournaments. A similar situation arises with the online broadcast of such tournaments on YouTube. However, quite often, developers agree to use their game for free. This contributes to the popularization of the game among the population, its involvement in active (players) and passive (fans) participation. This leads to an increase in the number of games, tournaments, sponsors of such tournaments, increase the prize fund and further development of e-sports, its promotion in the second and third world.

As a conclusion, today e-sport is considered a young and promising industry, the regulation of which involves the development of not only some general rules, but also specialized legislation.

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**TARAS TRIASYLO AND RESISTANCE AGAINST COMMUNISTS
OCCUPATION IN SOUTHERN UKRAINE IN THE FIRST HALF OF XXTH.
CENTURY**

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Here, in Ukraine, everyone knows a story about Ukrainian partisans, who were fighting against dangerous powers to the Ukrainian people. The so-called “Ukrayins'ka Povstans'ka Armiya” has been existing from 1942 to 1956 and their main location of operations was Western Ukraine, but what about the other parts of Ukraine? How is it possible, that people stayed still, while enemies were taking control over their property, their will, their freedom?

That thought was on my mind for a long time and almost no one was able to help. That was the reason for the research to start. I was surprised that one of the teachers agreed to help me. Iryna Arnoldovna, the teacher in “Centre of Local History and Sport”, found a short story about one Warband, called “Warband of Taras Triasylo”. She said that she could provide me with an archive pass and she did it. We were looking through thousands of reports from “people’s militia” and there were a lot of stories about “alcohol prohibition”, small groups of common outlaws, etc. We found a big amount of information that satisfied my interest.

Now, when you know the background of my work, the main theme of my speech can be explained. The first confirmed report about the insurgents is dated the eighth of June. A big group of partisans raided a kolkhoz (collective farm), they burned it to the ground and killed 6 workers. Then they moved to the other side of Dnieper, to the wetlands, where was located a Headquarters (later HQ). Then, the group of eight men attacked fishermen and stole 5000 rubles (Limarchuk, 2010).

Two days later the gang sent a big amount of letters to locals, where they ordered people to hide the cattle and stay at home because of some battle on the swamps. Any further information about the end of the operation was not found by me, but we do know that on their way to HQ they paid a visit to the local farm, where three workers were executed by partisans (Zaporizkyi oblasnyi tsentr turizmu i kraieznavstva 2020).

Naturally, this band looks like a crowd of rough bandits, but you have heard the very beginning of the story. So a couple of days after the previous brutal act of justice, the group of four armed men had another operation. Somewhere among village Kachkarivka and village Gavrylivka partisans stopped the convoy with prisoners, disarmed guards, and gave them a letter, that was addressed to the head of the village. Partisans begged him not to punish soldiers. The sign on the letter looked like: “Commander of ancient Cossacks, Taras Triasylo”. Then, insurgents attacked the local mail post. The main reason for this action was extremely eccentric. Briefly, they did it because they had had no paper for cigarettes. The bandits left a letter with the next content: “We are free Cossacks are sharpening our knives to cut communists”. That is why I think that this band was not outlaws at all. Alternatively,

they were cruel and brutal, but they were fighting for the idea. (Zaporizkyi oblasnyi tsentr turyzmu i kraieznavstva 2020; Limarchuk, 2010)

From the fourteenth of June so-called bandits started to steal horses from farms. The most interesting story was described in one of the reports. A group of four partisans took three horses from the ranch. The militia was chasing them to the coast of Dnieper, where frightened bandits left one horse and tried to cross the river. Meanwhile, they lost another horse. Eventually, they managed to steal only one head. But then, one of the partisans shouted to militiamen: “Let the militia of Melitopol come to our swamps, the surprise for them is already prepared” (Zaporizkyi oblasnyi tsentr turyzmu i kraieznavstva, 2020).

Needless to say, that we are informed about the armory of the partisans. We know that there were about twenty-five soldiers, two machineguns (one of those was the “Lewis” machinegun), and two armored carts. So, they had a will to fight and they had guns that they can use to fight. Eventually, the band was a very serious problem to occupants and that is why they were trying to destroy partisans (Limarchuk, 2010).

We do know that the “people’s militia” sent fifteen horsemen and thirty-five infantrymen to those regions to destroy partisans. But there was not any information about the success of communists. I suppose that we will be able to search for such type of information later, after more time of researching.

In conclusion, I am convinced that “Warband of Taras Triasylo” was not just a group of cruel bandits that had only one idea: both to kill and to burgle. They had a great aim. They were fighting against those, who took their rights, their freedom. As for me, they are heroes, even in case if they tried to succeed by using the worst methods.

I hope that this article managed to interest or even excite you. I would be glad to continue that research. Maybe, we can find a lot of interesting facts there, in an archive of Zaporizhia.

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LIFE OF PEOPLE WITH GENDER DYSPHORIA IN UKRAINE

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Gender dysphoria is a feeling of dissatisfaction with one's primary and secondary sexual characteristics due to the discrepancy between gender identity and biological sex, which was attributed to a person at birth. The reasons for this discrepancy are not entirely clear. The biological causes of dysphoria have been studied the most. Studies have found differences in the brains of cisgender and transgender people. In trans people, the brain was in some respects similar to the brain of individuals of the sex they identify with (Antonio Guillamon, Carme Junque, Esther Gómez-Gil, 2016). Researchers also do not deny the influence of society, but it is worth remembering that each case is individual. It should be noted that with schizophrenia, schizotypal disorders and other mental illnesses, as well as may feel a sense of "false" dysphoria, but it does not last very long and is sudden or causeless.

Dysphoria is established only in the absence of the above disorders and child injuries in humans. Studies show that transgender transition (a way to relieve feeling of dysphoria by using hormone replacement therapy and certain surgeries to change the body in the right direction) is the most effective way to eliminate the symptoms of gender dysphoria (Luk Gijs, Anne Brewayers, 2012).

Due to changes in the International Classification of Diseases 11 revision (ICD-11), this condition is no longer a mental disorder. The entire block F64 "gender identity disorders" (which included childhood gender identity disorders, transsexualism and other gender identity disorders) has been replaced by a new diagnosis "gender mismatch", which includes subtypes of children and adults. In ICD-11, gender identity disorders and transsexualism are combined into a single diagnosis and transferred from the "adult personality and behavioral disorders" block to the "sexual health conditions" section.

Transsexuality or transsexualism is a serious form of gender dysphoria in which a person completely avoids accepting their genitals and body morphology. The individual wants to function and live as the owner of the sex he identifies with. We will consider people with this phenomenon who intend to take hormonal medications and perform various surgeries. Such people are called transsexuals.

What are the problems of people with gender dysphoria in Ukraine? The experiences and problems of the members of this social group are very different from the experiences and problems of other people living in Ukraine. What difficulties do trans people go through? According to the Public Organisation "Insight" (Public Organisation "Insight", 2010), one of the main problems is self-acceptance. The path of any transsexual person begins with an awareness of themselves and their problem. Usually this period falls on puberty. This is when they realize that their body is different from the body of peers of the sex they identify with. The body begins to change under the influence of hormones, the manifestation of secondary sexual

characteristics increases the feeling of dysphoria. Adolescence is usually the period when these people feel uncomfortable with their sexual characteristics, but who they really are they know from childhood. Hence the dissonance, because a person feels like a member of one sex, and his body develops in a different direction. Acceptance of one's gender identity is a long and difficult process due to the stigma of transsexuality in society and the lack of knowledge in our country about this phenomenon, so a person considers himself "bad", "sick", "wrong". This all makes it difficult to accept their gender identity.

Another problem is society and family. There is also a misunderstanding on the part of society and the family about feelings of dissatisfaction with the genitals and body structure.

Parents always follow the example of society, therefore they do not accept any deviations from the norms of behavior. Most often, the gender identity of transsexual young people is ignored by the family. Despite the invariability of the child's desires, parents try to make it "normal". Trans people usually do not feel accepted and supported by their families, and cases of loyalty are rare.

The situation for Ukrainian society is similar. Anyone who deviates from the standard criteria will be expelled. In addition, there is bullying and ridicule. As a result, we see that trans people have problems with socialization and trust. The level of introversion, as well as the risk of suicide - is high. The reason for all this is again the lack of knowledge about people in this subject. The problem does not lie in society itself, but in the system that grows it.

Medical care, transgender transition and gender reassignment is yet another aspect that requires consideration. Medical care in Ukraine for transsexuals is poor. Despite the fact that the system changed in 2021, it did not affect people and their views in any way. Most often, doctors follow their own beliefs and use old terms, concepts and data in this topic. Because of this, they often refuse trans people to transition and intimidate with all sorts of complications from surgeries and hormonal drugs. Most doctors are completely incompetent in this matter. Another problem is the lack of hormonal drugs specifically for hormone replacement therapy.

The transition process is very complex and long. It includes a commission (examination to diagnose dysphoria and prescribe treatment), HRT, gender reassignment and other operations, change of documents. In fact, your life is in control of other people. The future of transgender people depends entirely on the doctors' decision based on the results of the commission, which cannot be appealed. However, due to the transphobic views of certain people in the medical field, this decision is not always objective. It is also almost impossible to carry out a gender reassignment operation in Ukraine, so these people have to look for opportunities in other countries.

The next serious problem is discrimination. The needs and interests of transgender people in Ukraine are ignored and rights are violated without consequences. Problems with employment and documents, refusal of medical treatment, bullying from society, violence and even hate murder are human rights violations that can not be ignored. Transgender people are a very vulnerable and

small social group that not only suffers from gender dysphoria, but also from injustice. And as mentioned earlier - this is the cause of mental instability and increased risk of suicide. No one and nowhere deserves self-hatred, so how did these people, who just want to be themselves and have a body that fits their gender identity, deserve it?

How can these problems be solved? One possible solution to this problem in Ukraine is, first and foremost, to inform the population and medical personnel about how to treat trans patients and what care should be given to them. Educational lectures should be held in educational institutions to eradicate misunderstandings and bullying. It is necessary to remove the mark of "unhealthy" person from these people so that their lives were completely normal and there were no extra difficulties. It is also necessary to improve the equipment and buy hormonal drugs exactly for the transgender transition. Their absence can be compared to the same as if drugs against cancer or other diseases were banned or not bought in our country. Lately, the system has started to change and that is gratifying. Thanks to Ukraine's European vector of development, discrimination against transgender and transsexual people may disappear altogether in the future.

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PERCEPTION OF REALITY

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Our reality depends on our perception. The formed perception remains in the memory - the subconscious, which we almost do not control. The concept of the subconscious was defined by the French psychologist Pierre Jeanne. He characterized the term consciousness as the ability of the individual to think, and the subconscious as something that is not subject to consciousness and reflects the perception of the world, human behavior (Pierre, 2009).

Everyone consciously or subconsciously seeks to change them for the better, in the face of negative situations and aspects of life. But the subconscious is a strong device that controls us most of the time... 96% of life consists of unconscious actions (Lipton, 2018). For example, a person in whose subconscious mind it is written that alcohol is a holiday, is subconsciously inclined to choose to accept a surrogate, in a state of demotivation and apathy. This is caused by a recorded setting, a program of the subconscious.

Therefore, such an irresponsible choice is not surprising: to distract from dissatisfaction with life. In the case of dependence, programming will intensify and have negative consequences, because unconscious programs are difficult to rewrite.

If we do not want to say that appearance is unimportant, our subconscious interprets it in its own way, based on the experience of life. Throughout life, we subconsciously draw conclusions about what is safe for us and what is not. This is laid down in cave times (memory of the genus) (Lipton, 2018).

Our brain processes information and lays it out "on the shelves", which are securely stored and inherited. Thus, the appearance of a person with whom a positive experience is associated, seems to us more "safe", pleasant.

There are situations when our experience does not correspond to reality, our "shelf" is a false reflection of a person, and the brain stubbornly engraves information. This means that such a facial feature is "negative" and subsequent people with this feature will subconsciously be equated in one row, for the safety of the body. But the immensity of the subconscious is not a verdict.

Of course, there are ways to replace the program and options for training consciousness - it is to work with specialists in reprogramming, deprogramming and programming, as well as conscious influence on changing their reality. The tools of conscious influence on one's reality are described in John Kehoe's "Subconscious Can Do Anything", Vadim Zealand "Transurfing Reality», Joe Dispensa "The power of Consciousness, or how to change lives in 4 weeks", Gilbert Reno "Healing with memories" and others.

I like how accurately and in detail gives instructions on how to change the reality and work with the subconscious Vadim Zeland (20027). Vadim Zeland - physicist, IT technologist in the past, and now a writer, author of the world bestseller "Transurfing Reality" represents the idea of "space of options", where a person

chooses for himself the path of events among many others. It all depends on the choice of where to consciously direct their actions, thoughts to shape reality. For many successful people, the ideas of transurfing are guiding.

Our perception depends on the point to which we direct our attention, concentration in order to form the subconscious. The subconscious actively influences our decisions. Forms through our perception - programs that further make a significant contribution to human life.

Thus, a person who works on the formation of the right programs - manages his life and consciously manages it has the opportunity to independently filter reality in the best way.

"Reality exists independently of you. As long as you agree with that." Vadim Zeland (2007).

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**BREXIT AND ITS IMPLICATIONS FOR BRITAIN IN THE CONTEXT
OF DEVELOPMENT WITHIN THE EUROPE
AND NORTH AMERICA REGION**

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The consequences for the EU - a British exit would upset the balance within the EU, as Britain maintained a balance between French and German interests. Because of this, London will no longer be able to use its influence in the EU to restrain certain ambitions/actions of Paris or Berlin, which will cause Europe's states, especially the North and East, to lose political support. A change in the balance of power will also affect the EU's Common Foreign and Security Policy (CFSP). For example, without Britain, which is a staunch supporter of sanctions against Russia, Poland, and the Baltic States, it will be more difficult to convince the rest of the EU to continue such a policy against the aggressor side.

The consequences for Great Britain's nationals will be relieved of the annual financial burden borne by the subsidies of the poorer EU member states. Moreover, British policy will not be limited to European institutions. At the same time, trade barriers between Britain and other EU Member States will be restored following membership. With the EU's share of Britain's trade at 45%, a number of British producers will suffer huge losses. Britain's withdrawal from the EU signifies London's loss of decision-making power in Brussels. The EU, the Commonwealth, and the special relationship with the US are the three pillars of British foreign policy. Therefore, without EU membership there may be a question, will remain Great Britain «Great».

However, Brexit's main challenge concerns the territorial integrity of the kingdom. Since Eurooptimism is prevalent among the people of Scotland and Northern Ireland, a vote of Anglo-Saxons for secession may spur separatism in the Celtic areas of the kingdom.

The consequences for North America - Britain is the world's main ally, so Washington will have more difficulty influencing EU policy if London leaves the continental bloc. Without Britain, the idea of a transatlantic free-trade zone would be meaningless, the US would have even greater costs for European security, and the solidarity of both shores of the Atlantic against Russia might be in question.

The main stages in the establishment of Azerbaijani, Armenian and Georgian statehood are: After the collapse of the Soviet Union and the formation of the independent Transcaucasian republics - Armenia, Azerbaijan and Georgia - all of them passed because of the dire economic crisis, having felt the consequences of civil wars, political and ethnic conflicts, the end of usual economic ties. By the mid-1990s, the situation began to stabilize gradually. Parliamentary and presidential elections were held in all three States.

For some time, most commentaries on the political development of the Transcaucasian region emphasized the dominance of nationalist issues.

Therefore, the vision of the Transcaucasia consisted primarily of the conflicts in Nagorny Karabakh, South Ossetia and Abkhazia.

However, the nationalist movements that emerged in the three Transcaucasian republics in the late 1980s experienced a change in character after coming to power.

Since 1995, the political authorities in the three republics have identified many features of the second phase of the consolidation of the regimes. However, they have not been able to do so. One of the most important elements was the establishment of a State monopoly on means of coercion in the country.

The price in such a struggle is control of the State apparatus, which gives access to most, if not all, of the resources of the Transcaucasian republics. The State may enter into contracts with foreign companies for the exploitation of natural resources, grant licenses for foreign trade and act as a recipient of foreign financial assistance.

As the regime consolidates, political groups limit themselves to mobilizing a small group of supporters who already hold influential political and economic positions.

In their foreign policy orientation, the Transcaucasian States, which have lost Russian markets to the absence of transport routes due to zones of political-ethnic conflict, are increasingly leaning towards countries in the Near and Middle East that are geographically close to them. Trade between Azerbaijan and Turkey, Turkey and Georgia has grown exponentially, with Iran becoming one of Armenia's main foreign trade partners.

Another feature of the Caucasus is the high "conflict-intensity" of the region, embedded in its nature, which lasts at least several centuries. The ethnically, religiously and otherwise divided Caucasian peoples have never really lived in absolute peace and harmony.

The Transcaucasian region has an extremely important location: the territory of the States located between the Black Sea and the Caspian Sea is the shortest transport corridor, primarily a pipeline from Central Asia to Europe. That is why it is believed that the controlling territory of Armenia, Azerbaijan and Georgia will have access to the virtually unexploited natural wealth of the Caspian Sea basin and Central Asia.

**COMMUNICATION STUDIES: MASS COMMUNICATIONS AND
THEIR RESEARCH**

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Communication is social, political, and media-based, and occurs in different contexts. Communication has become especially important for the psychological state of a person under coronavirus infection.

"Communication" can mean communication, movement and transmission. Conversational meaning means the exchange of information or feelings in a sincere conversation between friends or co-workers. This is a special conversation, which is characterized by trust and openness.

Researchers note that 70% of a person's time is spent on communication. Despite the fact that there are many definitions of this concept, the main purpose of communicative activity is a certain exchange of information. Communication is communication. It can be different in form: interpersonal, carried out by some individual means or mass. Also verbal and nonverbal. According to E. Griffin, theories make life better. In particular, hundreds of different theories try to give a systematic explanation of communication phenomena. For example, this author has five theories on communication, six refers to intra-personal communication (self-esteem, motivation, thinking), seven - to interpersonal communication (perception, relationship development, influence), and seven - to group and public communications (decision making, conflicts, organizational communication, public speaking). E. Denis consider mass communication as a process that includes several stages:

- The message is formulated by professional communicators.
- Messages are sent quickly and continuously through the media.
- The message is distributed according to the size and composition of the mass audience, which pays attention to the media in different ways.
- Individual audiences interpret the meaning of the message according to their experience, which is more or less in line with the intentions of professional communicators.

- As a result of learning these values, audience members are affected.

Soviet and current Ukrainian traditions suggest using this concept in the singular, emphasizing the phenomenon or even the paradigm. Mass communication is allegedly studied in this context by domestic science. But the fact is that this process has never been studied here. The totalitarian system does not need mass communication research, as it is not interested in any feedback from society.

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METHODS OF COMBATING PLAGIARISM IN UKRAINE AND IN THE WORLD

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Unfortunately, plagiarism is quite common in today's world, both in academia and in the media, politics and other fields. What is plagiarism? Plagiarism is the act of appropriating someone else's work or idea in order to obtain one's own tangible or intangible benefit.

Plagiarism can be considered:

- misquotation;
- rewrite;
- 100% copying of someone else's work;
- partial copying of someone else's work;
- rehash;
- intellectual fraud;
- fabrication of facts without confirmation;
- mention of the source without reference to it.

The development of plagiarism is influenced by the indifferent attitude of teachers to plagiarism in the works of students, a small fine for violation, unconscious use of other people's works, lack of rules for evaluating the original text, lack of motivation for students to create their own works.

It is worth noting that now in Ukraine much attention is paid to the problem of academic integrity of students, because it is one of the important problems of future development of the country.

The spread of various forms of academic fraud is not possible to call it a purely domestic problem, it is a global trend whose main forms are write-offs, plagiarism and illegitimate assessment. The development of information technology, simplification of access to information retrieval on the Internet have led to the active development of so-called Internet plagiarism. (Huzhva, 2012, p. 6)

In accordance with Article 69 "On Higher Education", higher education institutions take measures to prevent academic plagiarism.

Article 69. Intellectual property rights and their protection:

1. Higher education institutions have the right to dispose of intellectual property rights to intellectual property rights.
2. Objects of intellectual property rights are subject to assessment.
3. Higher education institutions shall carry out implementation measures, including technology transfer, intellectual property rights, and property rights to which they have acquired.

4. Institutions of higher education and scientific institutions take measures to prevent academic plagiarism - publication of scientific (creative) results obtained by others as the results of their own research (creativity) and/or reproduction of published texts by other authors without indication of authorship. (The Civil Code of Ukraine, 2014, Article 69)

Basic methods of combating plagiarism:

- introduction of innovative teaching methods (audio visualization of lectures, interactive interview with students, creative tasks, competitions, trainings, master classes, etc.);
- adoption of a policy of inadmissibility of plagiarism in student works (to strengthen control over the uniqueness of the text through anti-plagiarism programs);
- activation of independent research search of students, ability to use the knowledge;
- promoting creative activity of students and self-organization (method of projects and independent discussions);
- to build new relationships with the student audience, to break the psychological barrier of "teacher-student", to abandon the concept of subordination.

The innovation process not only changes teaching methods, but also revises the entire value system in the academic environment. A sense of responsibility and interest in knowledge began to emerge and the nature of equal interaction between teachers and students contributed to the creative and productive activities of young scientists and did not use plagiarism.

Regarding the situation with plagiarism in the world, according to research by Ts. Klaus on the basis of one hundred thousand scientific papers as of 2016, Russians misuse the most unscrupulous borrowing in scientific texts (47.9%) and students and teachers of Danish universities the least (4.1%). Ukraine closes the top five anti-leaders with a ratio of 34.4% (which also includes Moldova, Belarus, Bosnia and Herzegovina). Meanwhile in neighboring Poland this figure is almost twice lower and is 16.3%. In the countries of southern Europe especially in Spain, Italy and Portugal plagiarism is practically not fought, so this problem has become an uncontrolled process. (Devda, 2018)

In order to make sure that the text is unique, people use such programs: Advego Plagiatus, ETXT, Text.ru, Content watch, Antiplagiat, Be1, Plagiarisma, Copyscape, Analysis.

All things considered, you may not use other people's materials without permission and you may not sign other people's texts in your own name, even with the consent of the author. So, either write yourself, or honestly agree on the use of someone else's content, without appropriating it to yourself.

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IMPACT OF COVID-19 PANDEMIC ON THE AVIATION INDUSTRY OF UKRAINE

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During the war in Donbas, four airports were hardly damaged or destroyed (The state aviation administration of Ukraine, 2021). The Ukrainian aviation industry has rapidly recovered. It showed sustainable growth by more than ten percent per year during the last ten years, which was a good trend (Koba & Pylypenko, 2021, p. 24). This growth was encouraged by several factors. For instance, the association agreement between Ukraine and European Union opened many opportunities for tourists to travel around Europe (The Ministry of foreign affairs of Ukraine, 2021). The procedure of control was simplified, the visa system was canceled, therefore, journeys became cheaper which had a positive effect on the passenger traffic. To continue, this agreement led to the rise of activity in the business and educational sectors. Hence, international travel was becoming more and more popular. The aviation of Ukraine had a big potential for development and future growth. Everything was changed when on March 11, 2020, COVID-19 was declared a pandemic by the World Health Organization. During the next several weeks a big part of planes was pressurized to land for an unknown period by the world observation (Dube, 2021). Therefore, by the end of March, the number of commercial flights declined by 60,84% percent in the world. (Calculation based on Dube, 2021). World economics was damaged by the direct and indirect influence of disaster. Many regulations were set to protect humanity against the virus, to reduce a level of morbidity. However, the majority of antivirus solutions (especially observation) has strongly damaged all industries of Ukrainian economics. The aviation industry wasn't an exception. The number of commercial flights in 2020 decreased rapidly, the number of transported passengers was reduced too (Shkurat & Zavydovska, 2021). The problem could be estimated with help of the picture 1. As can be seen, the passenger's traffic was shorted and the five years minimum was reached. Hence, the losses in the industry were forecasted. The wastages of Ukrainian aviation companies were estimated in 2020. For instance, MAU and Sky Up lost 90 million dollars, which were the biggest aviation companies during this period (Koba, Pylypenko, 2021). It should be mentioned that measures were taken by companies. The structure of raises was changed by Sky Up, the ratio of charter flights to regular flights in 2020 was 75% to 25% when in 2019 the ratio was 50% to 50% (Koba & Pylypenko, 2021). The measures helped the company to reduce its losses, nonetheless, 30 million dollars was wasted. The bond certificates for 500 thousand euros were issued by Wizz air which was the other big company in 2020. The other companies tried to deal with the problem too. However, it is clear that the aviation industry should be engaged by governments because revenue is not predicted in the nearest future and industry is crucial for the world transportation system because planes are the fastest way to travel for a long distance. Compensation for evacuation flights for Ukrainian aviation

companies has been intended by the Ukrainian governments. Approximately, four million dollars should be given to the companies (Koba & Pylypenko, 2021). Nevertheless, this amount of money can not be equal to all wastes of the aviation industry. Therefore, additional financial help or some other benefits should be intended for passenger aviation. Cargo aviation wasn't influenced by the observation as much as passenger aviation and a small growth was demonstrated (Dube, 2021).

The impact of Covid-19 on the aviation industry of Ukraine was very harmful. A resilient growth was interrupted, some companies were pressurized to close. The other companies had to take measures to stay in the market. Large losses were gotten. The passenger aviation industry will not recover in the nearest future. Hence, the government should support this strategic sector to prevent the monopoly of one the most sustainable company and to keep Ukrainian airlines competitive in the global market.

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SELF-DISCIPLINE THROUGH DAILY SCHEDULE

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A lot of people struggle with procrastination. They often put off work they got to do or postpone things they wanted to study etc. And that's pretty common because human's willpower is a beast that only few can master.

Desirable willpower can only be achieved through self-discipline. And discipline is achieved only through practice (Borucka, 2018). You need to have an everyday routine to make it real. There are multitudinous ways to it but one of the most useful is creating a daily schedule. Some people might find it harder than other people to make a schedule. If you're low in conscientiousness, making a schedule and sticking to a routine can be quite difficult for you. But at least it will help you understand something about you. Maybe you're just worry too much about making a schedule because of the tasks you want to achieve, which may seem too hard or, at some point, even impossible to achieve, and it just stops you from doing it. Activities you schedule should be related to goals you wish to achieve. And that's very complicated because that's a plan for your whole life, so it's very difficult. At first, have to figure out what you want. Then, you have to figure out how to decompose what you want into actionable steps. And then, you need to break those steps down into even smaller increments, which you are highly likely to undertake. And if this step is still too incomprehensible, then just keep on making this step smaller and smaller, until you find one which you are able to do. Another great advice would be to put in schedule not only things you need to do, but also that you want to do. After this you're allowing yourself time to do them. Thus, the schedule becomes a means of you getting what you want and not just a list full of things you detest and would like to put off. You should approach your schedule as if this is something that will help you get what you want in the future. A schedule is also a pretty good way of controlling anxiety because one of its most common sources is just not knowing what to do, or, in case of knowing, just being too confused to understand where to start (Spall et al., 2018). So, a schedule of yours could be an incredible relief.

All in all, the schedule will help you generate a view of your life, which contains your goals you want to attain and steps, by which those might be attained. If you read biography of successful people, you'll notice that a lot of them do structure their time explicitly in this manner. They've learned to do that over the years. If you're extroverted, you could schedule time socializing with people. If you're introverted, you could schedule time by yourself. It's hard to discipline yourself in relation to a goal. So, you start with little things, and then you proceed to harder things. You'll get disciplined across time if you do that.

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PSYCHOLOGY AS ONE OF THE MOST NECESSARY SCIENCE

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Nowadays there is more and more information about person's mind. Speaking of reasons, a few can be named. For example, people are interested in improving their skills both interpersonal and those which help them to understand themselves. Besides, there is so much of technological development, so now we want and can know more about who we really are. It goes without saying that living in society where everyone is totally unique provides us with opening and elevating our mind. But understanding what the human brain is, isn't enough to understand one's feelings, emotions, thoughts and even it isn't enough to understand what is happening inside us. So that is why we need psychology.

Speaking of nowadays, we have to mention how people are trying to be more productive literally everywhere: business, sport, study, personal life, social media, but we all forget that all of these are sub-areas of psychology. This makes us summarize that psychology belongs to every part of our life, which means that we have to know more about this science, for example, to be able to balance or even to control.

The last few years we have been hearing about emotional intelligence which means ability to adapt, communicate, easily meet new people. But it is not the whole list. Emotional intelligence affects the motivation and proactiveness of behavior - the ability to calmly respond to changes, delegate, be a leader, properly relate to difficulties. It comes as no surprise that we talk about it so much because people have started to pay more attention to their mental health. It means that psychology and its development improves us and our life. So, if humanity desires to develop not just in technology, psychology is really helping hand.

From childhood, parents teach their children to learn from other people's mistakes. Because your own experience may be more painful and even take more time. Human is characterized by misunderstanding and denial. And only after trying everything on oneself, the exact realization of what is happening comes. And, unfortunately, this option works most often. So, that is why we need psychology again, to learn how to analyze. Analysis of mistakes makes it possible to develop and in the future not to commit the same wrong actions, but not everyone can do it alone, so for that there are psychoanalysts and psychoanalysis itself (sochinimka.ru., 2021).

Unfortunately, in modern realities we do not always have the possibility to conduct psychoanalysts with qualified specialist.

The alternative is self-analysis. It is an integral part of any psychotherapy. Proper self-examination allows us to understand ourselves, to identify the causes of many problems.

However, it happens that self-examination cannot be objective because of self-deception and self-criticism. The second option is much more dangerous because it turns us into ruthless critics who harm not only their mental health, but also their physical health (Ivanickaya, 2021).

Constant self-criticism, accusation, devaluation leads to physical illnesses: headaches, insomnia and many others, in any case this is how psychosomatics explains us. We often hear the expression that all nerve diseases are psychosomatic and explain this process (First State Medical University named after I.M. Sechenov, 2021).

The incidence of psychosomatic disorders is high, ranging from 15 to 50 per cent in the population to 30 to 57 per cent in general medical practice (works.doklad.ru., 2021).

So, in the modern rhythm of life, psychology helps us to listen to our peers, and I have to admit, she's not the only one, and she's not always right.

You should enjoy the little things of life and not extinguish the majestic images of your imaginary future.

Only such approaches can restore the modern person to psychological and physical health, and can restore internal harmony and harmony with the world.

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**ESSENCE AND FEATURES OF THE NATIONAL INNOVATIVE
DEVELOPMENT SYSTEM**

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Innovation systems are a complex and multifaceted mechanism for introducing innovations, the effectiveness of which depends on several factors and conditions. If there is no certain readiness for the implementation and maintenance of the innovation system, it will be deliberately doomed to failure. Therefore, when introducing innovative systems, it is necessary to have a correctly formulated support mechanism. At the same time, it is important to take into account the peculiarities of attracting this or that capital and to determine which of the varieties of efficiency the developers of the system expect to receive: economic, social, local, national economic, primary, absolute or relative, or one of the specific forms of the multiplier effect.

Today society is at the stage of its growth when most of the problems are solved based on the development and use in the production of new technological and organizational components, new technology, or, in other words, innovations (Tarasenko, 2013, p. 325). Innovation activity as a complex dynamic system of action and interaction of various methods, factors and governing bodies, institutions, enterprises engaged in scientific research, the creation of new types of products, the improvement of equipment and means of labor, technological processes and forms of organization of production based on the latest achievements of science and technology, is an important component of accelerated development, increasing labor productivity, saving various types of resources, declining costs and reducing the cost of production, increasing its volume and rising production efficiency.

Under market conditions, innovations permeate the entire economy as a necessary condition for the development of production, expanding production capabilities, improving product quality, the emergence of new goods and services, and also as a means by which organizations adapt to changes in the external environment and change it themselves in their interests (Karpun 2010, p. 194).

The formation of the national innovation system (NIS) is closely related to the concept of the national economic policy system, which was founded by Friedrich List (1841). This German economist substantiated the need to ensure influence on certain sectors of the economy at an early stage of development to ensure in the long term an appropriate level of competitiveness of the national economy in the international arena (Mushenyk 2016, p. 65). The scientist promoted a wide range of strategies aimed at the development of industrialization and economic growth, in addition, he believed that industry should be formally linked to science and education. He also emphasized the importance of building a national infrastructure and promoting the accumulation of intellectual capital to stimulate economic development.

The current state and structure of the national NIS do not meet world standards, which leads to some negative trends. Thus, in contrast to developed countries, where

85–90% of GDP is provided by the production and export of high-tech products, Ukraine's share in the market of high-tech products is no more than 0.3%. The science intensity of industrial production in Ukraine does not exceed 0.5%, the share of high-tech products in the structure of GDP is catastrophically low (Yukhnovskiy 2011, p. 170). The share of innovatively active industrial enterprises over the past 10 years was no more than 17% of their total number. There is a tendency towards a deterioration in the material and technical base of scientific institutions, a decrease in the volume of centralized capital investments and financing of science, and the aging of scientific personnel. The infrastructure of innovation activity and the mechanism for the development of the national innovation system in Ukraine remain incomplete and insufficiently formed.

Accordingly, the structure of the NIS consists of subsystems:

1) state regulation, consisting of legislative, structural, and functional institutions that establish and ensure the observance of norms, rules, requirements in the innovation sphere and the interaction of all subsystems of the national innovation system;

2) education, consisting of higher education institutions, scientific-methodical and methodological institutions, research and production enterprises, state and local education authorities, as well as educational institutions that conduct training, retraining, and advanced training;

3) knowledge generation, consisting of scientific institutions and organizations regardless of ownership, which conduct research and development and create new scientific knowledge and technology, government research centers, academic and industrial institutes, research departments of higher education institutions, research and design departments of enterprises;

4) innovation infrastructure, consisting of production and technology, financial, information and analytical and expert and consulting components, as well as technopolises, technology, and science parks, innovation centers, and technology transfer centers, business incubators, and other types of innovative structures; information networks of scientific and technical information, expert consulting and engineering firms, institutional public and private investors;

5) production, consisting of organizations and enterprises that produce innovative products and provide services and (or) are consumers of technological innovations (Tarasenko, 2013, p. 327).

Based on the results of the analysis of world experience, the systematization of tools for economic regulation of the development of the NIS in the direction of influence on its subsystems and components, as well as the grouping of measures of the innovation policy of European countries in their direction, a theoretical and methodological approach to the transformation of the mechanism of development of the NIS has been developed, which provides for the concentration of state regulation efforts on ensuring the generation of knowledge and increasing the level of cooperation in the process of their transformation due to the strengthening of cooperation between research centers, universities, and industry.

Conclusions. A promising way to ensure the national innovation system of development is the government's assistance to the education and development of integrated innovation structures with a full innovation cycle, which will reduce the time from the generation of new knowledge to innovative development and its commercialization and implementation.

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MIDDLE AGE CRISIS CAUSE, METHODS OF RECOGNITION AND STRUGGLE

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The crisis of middle age is an emotional state that a person feels at the age of 30-50. It is worth noting that this is often associated with rethinking and reassessing life experiences. Scientists have long discovered and proven that to some extent the crisis of middle age also occurs due to the large force of self-suggestion. People know that there is such a period and that everyone goes through it, but it is not. And then we will analyze it. This condition is also associated with emotional turmoil, the desire for change and the struggle with thoughts of old age. It is known that aging causes anxiety, decline in happiness, depression and even apathy. And such a phase as the crisis in life helps to feel young again, because you do not want to put up with the fact that life is half gone. Also in this period of time there are changes not only on the moral level, but also on the physical. That is, strength decreases, health decreases and the desire to spend on unnecessary things. There is such an interesting fact as: until recently, it was believed that the crisis of middle age is present only in men, but it is a natural process that occurs regardless of gender. (Yanin A., 2020)

In the United States, a national survey was conducted on the onset of the middle ages crisis, and it was found that this period occurred in only 26% of respondents. At the same time, the interviewees stated that it came either before the age of 40 or after the age of 50. Therefore, the axiom that this period is related to age is not true. It is directly related to major changes in life, not age. For example, divorce, loss of job, loved one or relocation. Therefore, the main therapy to survive all this is a trip to the psychologist. But people are often confused and find a psychologist in their close friend, and this is not right, because morale can deteriorate.

To survive this period, you need to take into account many factors. First, change must be accepted, no matter how difficult it may be. Also, all external changes, quite familiar to nature, take it for granted. Secondly, take care of yourself, pay more attention to your nervous system, your appearance. Try meditating, building a healthy diet and getting enough sleep. Third, train your brain and get new emotions. It is also recommended to feel grateful, for this you need to conduct self-analysis and maintain your emotional state.

As a result, the following two scenarios can be distinguished: the first is that people tried to change or correct something, and something worked out or not, and as life goes on, the crisis takes off. The second is that people at a higher level of meaning are trying to understand themselves, trying to find ways and means to live life brighter and fuller. As a result, they find meaning and a way out of the crisis.

So, the main thing to remember is that the crisis of middle age is not fatal, it has been faced or will be faced by the majority. And from this state you can emerge

victorious with a bunch of pros for yourself. Because each age has its great advantages.

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CAUSES AND WAYS TO PREVENT THE SPREAD OF MASS RIOTS

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In accordance with Part 1 of Art. 39 of the Constitution of Ukraine, citizens have the right to assemble peacefully, without weapons and to hold meetings, rallies, marches and demonstrations, which are notified in advance by the executive or local governments (The Constitution of Ukraine), but unauthorized conduct of such riots without informing the authorities is illegal to the negative consequences.

The cause of mass offenses is the internal motivation of a person to take part in the disorder of public order and public safety of the state. It should be noted that at the level of domestic legislation there are no guidelines for determining the motive and purpose of riots, but analyzing and synthesizing legal doctrine and case law, we can conclude that the cause of riots are primarily the following motives: political, national, religious and social hatred.

Political motives. The political motives of a person who tries to undermine the peace of the population, public order and security are understood as hostility to the authorities in the country, which creates differences of opinion on the further development of society and the role of man in it.

The above reason has a dominant position during election campaigns, which leads to frequent outbreaks or attempts to organize mass riots in Ukraine. It was the political motives that caused the mass illegal actions on October 23, 2004 in Kyiv on the square near the premises of the Central Election Commission (CEC) and the Kyiv Regional State Administration. The purpose of these actions was to start a rally in the square near the CEC and create difficulties for the commission (Criminal case № 1-13 / 09, 2009).

Religious and national motives are manifested in the expression of subjective opinion about the unattractiveness, incompleteness and meaninglessness of religion, disagreement with the culture, traditions and way of life of citizens of a particular nationality.

An example of the problem of national enmity is the event that began on June 25, 1995 in the village of Kurortny (eastern part of Crimea). The preconditions for these events were a quarrel between racketeers and two Crimean Tatars who were killed. The event caused a mass riot, due to which the Crimean Tatars burned the house of the director of the state farm in the village Shchebetovka, and the chief of city department of militia of Feodosia was taken hostage. Later, in the city of Sudak and Planersky, the crowd ransacked restaurants, bars and shops (Criminal case № 1p-132/11/0121, 2010).

The motive of social hatred. The emergence of mass riots based on social hatred or hostility, scientists include in a separate category of motives. They mean a negative emotional assessment (alienation, suspicion, which turns into persistent hostility) to any social group on the basis of professional employment, financial status, etc (Taranenko, 2012).

Thus, mass riots occur due to dissatisfaction with the conditions of social life of the person, the activities of officials and officials; feelings of revenge, envy, anger; as well as on the basis of religious, political, national and other motives.

In accordance with Part 2 of Art. 39 of the Constitution of Ukraine, restrictions on the exercise of the right, namely to peaceful assembly, marches and demonstrations (referred to in part one of this article) may be imposed by a court in accordance with law and only in the interests of national security and public order. public health or protection of the rights and freedoms of others (The Constitution of Ukraine).

The last 20-30 years of the history of modern Ukraine push the authorities to analyze and improve domestic legislation, ways and means of minimizing offenses to destabilize public safety, special attention is paid to law and order during mass events.

According to the Law of Ukraine "On the National Police", the National Police - is the central executive body that serves society by ensuring the protection of human rights and freedoms, combating crime, maintaining public safety and order (Law of Ukraine "On the National Police"). That is, the National Police of Ukraine undertakes to help maintain order and ensure security and legality during public gatherings. Unfortunately, the law does not explicitly disclose the limits of proper conduct of National Police officers, their methods, means and forces in influencing mass events, but these possibilities are disclosed in departmental regulations that are weaker in legal force than the law and may be a reason to recognize them as contrary to applicable law.

In accordance with the above, it is proposed to adopt special legislation that will regulate the procedure for holding mass events, as well as legal, organizational, technical and other issues of public safety during their conduct by the National Police.

The introduction of a new special law, the amendment, repeal and amendment of existing legislation should take into account the main types of law and order and public safety by the National Police of Ukraine during mass events. A.V. Dolynny distinguishes three main types of such activities:

- 1) by stages of implementation: preparatory, current (executive) and final support;
- 2) the degree of danger of the mass event: the usual and high degree of risk;
- 3) depending on the number of participants: a small mass event - from 10 to 30 people; average number - from 30 to 100 people; numerous - more than 100 people (Dolynny, 2017, p. 88-89).

Given the stages, the degree of danger and the number of participants in the riot, it is necessary to calculate a sufficient number of law enforcement officers to ensure public order and safety, as well as provide the necessary means of coercion to stop, if necessary, the spread of danger by rioters.

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THE ROLE OF LINGUISTICS IN VIRTUAL COMMUNICATION

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Compared to other media, information on the World Wide Web is easier to access, as anyone connected to the Internet can do so. The information is regularly updated, there are no restrictions on the number, and many graphics and images are added, which greatly facilitates perception and assimilation. Site pages can contain interactive elements that allow you to connect users and site owners. The lack of spatial boundaries makes the information published on the Internet available regardless of where the user is located. The Internet is an infrastructure of the information society, not only a channel for disseminating information, but also a unique space for connecting information and communication.

Information can be distributed in the form of text, images, audio and video, all of which are available to most users. Interactivity means the ability of any user to actively interact with other objects of communication, from direct communication with them and direct influence on the content of Internet resources to the ability to feedback from information producers or the ability to choose the source of information. Consumption provides completely new opportunities, when users can independently determine the level of development of information on selected topics in a very wide range. Under the influence of the Internet, the socio-role content of the participants in the process of mass communication has undergone significant changes. In particular, the emergence and spread of the Internet is associated with the emergence of a new and most important type of social stratification-information.

Therefore, access to information resources opens up additional opportunities for more intensive social mobility, which has a positive impact on social development. More and more people, especially young people, are starting to use the Internet.

The Internet has an informational, cultural and psychological impact on its users. The social world of the Internet is as diverse and contradictory as society as a whole. A virtual community is a community formed in the electoral model of social relations, when people are united not by territorial relations, but by common interests, motives or other meaningful parameters. The global computer network Internet provides its users with many unique opportunities. It is especially worth noting that with the help of the Internet you can completely anonymously disseminate any information and ideas (politics, science, religion, etc.), and in turn receive almost any information.

A separate phenomenon is such an area of the Internet as Internet chat and communication on Internet forums. Communication on the Internet is characterized by personal etiquette and language. Communicating on the Internet, on the one hand, people have the opportunity to express their views widely and anonymously. On the other hand, a person leaves the real world and lives in his own virtual world. It is determined that the demand for communication in Internet chats, forums, etc. is

growing. It is mainly found in people who, under normal circumstances, lack communication.

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RESEARCH PERSPECTIVES AND CHALLENGES FOR THE SOCIAL SCIENCES PSYCHOLOGY

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I believe that without science in modern society its intellectual and production power, the security of the state are impossible. Science has become an important criterion of civilization and culture of peoples. Scientific and technological development is the main trend of the historical progress in the XXI century.

Today we can say that science in modern society plays an important role in many branches and spheres of human life. Indeed, the level of development of science can serve as one of the main indicators of the development of society, and it is undoubtedly an indicator of the economic, cultural, civilized, educated, modern development of the state.

Modern science is in many respects substantially, radically different from the science that existed a century or even half a century ago. Its entire appearance and the nature of its interrelations with society have changed.

The social science is a group of academic disciplines devoted to the study of society. This branch of science studies how people interact with each other, behave, develop as a culture and influence the world. The social sciences help explain how society works, studying everything from the factors of economic growth and the causes of unemployment to what makes people happy. This information is vital and can be used for many purposes. Among other things, it helps shape corporate strategies and public policies. The social sciences as a field of study are separate from the natural sciences, which cover such topics as physics, biology, and chemistry. The social sciences study the relationships between people and societies, the development and functioning of societies, rather than the physical world.

The social sciences include:

- anthropology
- economics
- political science
- sociology
- social psychology

Every day we wake up, start our day, do different things, communicate with many people. Human life in the modern world is life in the world of high technology, rapid development, an endless flow of information and change. And in order to meet all the requirements of the surrounding reality, a person should be internally stable, developed, able to overcome difficulties and have an inflexible inner core, that will always support and help to endure. The modern world is ready to "absorb" a person in a matter of seconds, to make him part of the gray mass, to devastate him. And if a person is not ready for this, then defeat is unavoidable, but there is a way not to merge with the gray masses.

This is why I want to write an article on psychology. After all, I believe that one of the most important knowledge for a person in our time is the knowledge of psychology. Therefore, it is a branch of the social sciences that I liked the most. Ever since high school I became interested in psychology, because now, as it turned out, many people are undergoing psychological courses, trainings in order to better understand people, be able to find a common language with them and communicate, be able to instantly adapt to any situation, always help yourself and others.

Psychology is one of the fastest growing fields of the social sciences. It is a science that studies structures and processes that are inaccessible to external observation in order to explain human behavior. And social psychology itself is the scientific study of how thoughts, feelings and behavior of people are influenced by the real, imagined or implied presence of others. According to this definition, scientificness refers to the empirical method of inquiry. The terms "thoughts," "feelings," and "behavior" include all psychological variables that can be measured in a person. The claim that others can be imagined or implied suggests that we are socially influenced even in the absence of others, such as when we watch television or follow internalized cultural norms (Academic journal. (2016), p.1).

From this article I can definitely say that psychology is an amazing science, because thanks to it people develop, become more erudite, interesting. And knowledge of human psychology, for example, is the ability to solve many problems with much greater speed and efficiency, increasing the ability to withstand failure and defeat. And most importantly, it is psychology that makes us stronger individuals. For myself, I realized that it is time to resume studying psychology, because it is really very interesting and useful.

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ECOLOGICAL CONSEQUENCES OF THE WAR FOR THE OCCUPIED TERRITORIES OF UKRAINE

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During the war in the East, the Ukrainian authorities focused on financing the army, its armaments, relocating residents from the occupied territories, exchanging prisoners of war, and providing medical care to victims of hostilities, but a number of other problems caused by the war were often overlooked. But it is very important to draw the attention of society and the state to the problems of the environment, which are gradually becoming threats to the social and economic nature and in the future may lead to catastrophic consequences.

One of the most common environmental problems in the occupied territories has been the use of nature for military purposes. Environmental protection, including nature reserves, is the most common damage. For example, the Cretaceous Flora branch was destroyed due to the mining of its territory, numerous trenches, equipment for small arms firearms and mortars. In addition, in 2015, materials were posted with information about the naval special forces "Typhoon" (Azov flotilla "DNR"), which conducted active training to simulate shelling, smoke screens and retreat directly on the territory of the Crooked Spit, in the reserve "Meotida", where large colonies of seabirds nest. Due to the difficult situation and life-threatening conditions, it is almost impossible to perform the functions of caring for protected areas. Thus, as a result of constant shelling, use of explosives, formation of trenches and other similar actions, the flora and fauna of the occupied territories are damaged, unique environmental objects are destroyed.

The next environmental problem is the flooding of mines, which is due to the fact that in the occupied territories are often damaged power grids, and the lack of light leads to the suspension of water pumping systems that accumulate in the cavities of mines. Back in 2015, environmentalist Kateryna Norenko stressed that it is estimated that every fifth mine in the ATO was flooded. The biggest threat, in her opinion, is the complete flooding of mines, as "minerals from rocks will fall from mine waters into the ground, and then - into the surface, which can form a toxic highly mineralized lake on the surface. The voids left after coal mining will be filled with water and as a result the mine will start to sink"

(Gamaliy, 2015).

A separate environmental problem of the occupied territories is the damage caused to agricultural enterprises and lands, which is mainly caused by mining. According to the British-American charity organization The Halo Trust, which is engaged in demining in Ukraine, about 40 people are blown up in Donbass every month. Thus, as of 2019, 7,000 km were defined as potentially dangerous on the Ukrainian side of the demarcation line. Along the demarcation line, in the uncontrolled territory - up to 10 thousand km. Only 25 hectares of agricultural land, 1,152 km of roads and 712 km of railways were demined in the controlled area

(Hryshko, 2017, p. 65). Eastern Ukraine is becoming one of the most mined regions in the world, and if this problem is not solved, it will stop its development for many years to come. In this situation, such mined areas can be considered completely withdrawn from circulation and in which it is necessary to limit the livelihoods of the population by imposing a moratorium on any use of a large part of the land, the territory of which is growing.

Based on the analysis, it should be noted that the use of natural objects, man-made destruction of mining facilities and infrastructure in the East causes negative environmental consequences that will further affect not only Ukraine but also neighboring countries. In addition, the situation does not stop, man-made processes are increasing and the area of "dead areas" is increasing, which can lead to consequences similar to the Chernobyl disaster, when people will be dangerous to stay in war-affected areas, and the state will have to stop any activity for more than a decade. Therefore, in the current situation and in view of the future consequences, the state should direct, as far as possible, its efforts to stop the negative impact of man-made factors in order to minimize their development and future results.

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THE REASON FOR DIVIDING PEOPLE INTO INTROVERTS AND EXTRAVERTS

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In today's world, almost everyone has come across terms such as "introvert" and "extrovert". And often we do not know which of these two types we belong to. Even in this case, this is not the main problem. After all, the main problem is the division of people into introverts and extroverts, or rather the reason for this division. To date, there are not many explanations for this. We only have the hypothesis of psychologist Hans Eisenko, which was later clarified by other scientists.

The main goal is to find the reason for the division of personality into different psycho types.

So, mentioning such popular terms as "introvert" and "extrovert", we need to consider their definition in more detail.

An introvert is a person whose psychological energy is directed inward. That is, a person who is comfortable in solitude, when there is only peace and quiet, or with people whom he considers close. If we talk about interaction with strangers introverts, public speeches and noisy places, all this causes stress in the introvert, which causes the loss of a significant amount of emotional energy (Yamb, 2021).

But an extrovert is a person whose psychological energy is directed outwards, namely to the outside world. Such a person feels great in a large crowd, for example, at parties, concerts, clubs. However, they are not very comfortable alone. After all, extroverts draw their emotional energy from the attention given to them by others (Yamb, 2021).

It is because of these different types of people that scientists have wondered, "What could be the reason for such a significant difference?"

Given this question, in the 1960s, psychologist Hans Eisenk put forward the popular hypothesis that extroverts have a chronically low level of arousal. In turn, arousal in the physiological sense means the degree of readiness of our body and mind to respond to stimulation. Therefore, according to Eisenko's assumption, extroverts have a slightly lower initial level of arousal. It follows that such people need a little more effort to reach a level that is normal for other people. This can explain the constant need of extroverts for new experiences, frequent communication with people and the desire to take risks. But introverts, due to a sufficient level of arousal, have completely different needs. For example, they are more inclined to peace and quiet, and also prefer leisure time alone, etc. Later, as is well known, Hans Eisenko's hypothesis was clarified by other scientists. Their results confirm that the formation of personality psycho type occurs under the influence of dopamine. That is, the genes that control the function of dopamine determine some traits of human character. The results also show the difference between extroverts and introverts in the learning process, because the former due to the increased sensitivity of dopamine function show a much greater dependence on rewards (Stafford, 2016).

So, after analyzing this topic, we can conclude that the preferences of each individual significantly depend on how our brain reacts to the world around us.

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CAN CHESS CHANGE OUR LIVES?

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Napoleon, Mendeleev, Albert Einstein, Arnold Schwarzenegger and Bill Gates. Do you know what all these people have in common? In fact, They all were good at chess. And I think that by the end of my speech I can assure you that chess skills are related to their exceptionality. Raise your hand if you can actually play chess and you know something more than just the name of the pieces and basic rules. Not so man hands .However, I bet I can get you interested in chess just in 5 minutes because today I will reveal some secrets about it and we will take a look at chess from another angle.

A few words about me, I am a candidate master in chess. I've been doing chess for almost 10 years and It is pretty much, considering the fact that I am only 17. It is like more than half of my life. I made friends with lots of chess players. Stop! Please stop thinking that all chess players are nerds. If you spotted a chess lover on the street. don't throw stones at him. Ok? We are as normal as you guys.

Before talking about chess let's clarify what is it. According to wikipedia, chess is a board game. However, for me, it is not definitely true. so, Let's compare chess to math. There are a lot of certain rules and properties in math which you can apply to solve almost any math problem. In chess, there are some abstract rules which help you but in most cases you have to use your creativity to solve problems because every chess game requires an individual approach . Where do these problems come from?! In math they come from books and all these tasks are intended to be solved. However, in chess you have your opponent in front of you who creates all these difficulties for you and sometimes they don't have any solution. That is why for me chess is a sport because of your rival who is challenging you, it is also science because playing chess includes some rules and specifications that you should know and understand, and of course it is art because you have to use your imagination and therefore, create a masterpiece from a match. According to my definition, chess improves competitiveness, critical thinking and creativity, which are needed for everyone to be successful in this world, or atleast to survive.

According to statistics, over 800 000 000 (800 million) (<https://www.ichess.net/blog/chess-grandmaster/>) people are playing chess regularly in tournaments. This number is comparable to regular users of Facebook. Roughly speaking, every 10 th person on the Earth is a chess player but you won't probably believe me, because you realise that you hardly have friends or relatives who play chess and it's reasonable. But The fact is a huge deal of chess player live in China and India. despite the fact they are densely populated countries, they are also considered to be chess capitals. Chess actually originated in India and Indians just still honor their traditions. And China. China literally produces young chess players. They even have chess as a school subject. Why haven't I included Russia? Of course Russia had been dominating in chess world for almost one century and chess was

literally worshiped in a Soviet Union. However this fabular love to chess has gone away with the previous generation and now it is not so popular there.

So let's get back to numbers. Can you imagine that out of almost 1 billion chess players, there are only 2 thousand who achieved Grand Master(<https://www.ichess.net/blog/chess-grandmaster/>) - the best title in chess. In percentage terms it is something like this and I'm even afraid to pronounce it and this number is comparable to the number of people who have Anthophobia - the fear of flowers). So You may ask me - Why do so many chess players achieve it? What's the problem?

First of all, like any other sport, chess takes a lot of time, You have to practice 3-5 hours every day. And then you really get chances to become a nerd, you know, with big round glasses, hump on a back and a greasy head). Not everyone is ready for it

Secondly, plenty of people just benefit from chess everything they need, and use it like a tool for their whole life because there are loads of life problems that can be compared to chess problems which can be solved using the same considerations.

For instance, you got this trivial problem: You have to get from point A to point B. But there is a puddle and you have 3 variants and you start to analyze, like in a chess game. If go by red path of course you come around a puddle, but you got into sludge. as for black one: it is the shortest way, you don't wanna be wet though. Therefore yellow path is an answer. Of course it is extremely straightforward and in real life your brain does it like for one second, but chess analyzing approach is also usable for more complicated problems, like from creating a business plan and running a county to untangling your headphones

You don't have to dedicate 32 hours in a day to chess and die with it to improve yourself.

However, all that I said was very abstract and now I try to give you certain advice on playing chess.

There plenty of people who think that you have to buy a chess board and piece to start doing chess. It is not definitely true). Technology of 21-st century provides loads of opportunities to play chess applying your computer or smartphone. However, there are more romance with a real wooden board and sounds of knocking pieces, it could be comparable with paper books and ebooks, all in all it's up to you what to choose.

And if you don't wanna bother yourself with buying chess board, chess pieces, chess books you better surf the Internet and find a platform where you can play and practice. You literally can google "play chess" and The first 3 sites will help you, in general they are all similar.

But You may ask me - How can I win all my games? Ok, let's go to practical tips.

1) Make sure that you know chess rules. You would probably be surprised that loads of players who've played hundreds of games don't know basic rules of castling, en passant and so on.

2) Solve chess puzzles! All chess platforms provide them. It improves your ability to calculate and think a few moves ahead.

3) Analyze your blunders, chess websites also provide the data where you can check the reasons why you have failed a game.

4) Think twice before making a move, don't be scared to spend a lot of time. It prevents you from silly mistakes.

5) and finally Have fun! even if you lose your game. By the way you get even more benefit from losing than from winning, bdo something like “Uhuu, I’m the best chess player in the world, give me my crown”, when you lose, actually you are not so enthusiastic but you feel that you have some space for improvement, that is what actually making you better.

I think it is enough for you to poor over into the chess world, but be carefull, cause it can absorb you completely, personally I have 2 friends who started playing chess because of my advice and now they are completely addicted to it. I even feel some kind of guilty. I’m waiting

for the moment of their mum will call me and say something loke “What did you do with your son, he was a normal boy, but now he is playing chess because you”. Terrible situation. However for me it is one of the addictions that is even useful. I wouldn't even call it addiction, cause I have never seen a chess player who committed a crime for a dose of chess.

And now, I want you again to think about these people. I don't wanna say that it is only about chess, that their exceptionality is only about chess - of course not. But it helped them, it helped them to become who they are, and it can help you to achieve your goals and to be on the par with them. And I were you i wouldnt miss a chance to play chess. play chess and become new Bill Gates - everything in your hands . And while you’re thinking about playing chess or not, some listeners have already started to play. Don't let them overtake you in chess. Go for it!

PROBLEMS OF A YOUNG FAMILY

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The problems of a young family are a complex of psychological, sociological, economic and legal problems. Choosing a life path, acquiring a profession, improving qualifications, finding a favorite job, etc. - all these are the general direction of modern youth, which is a very current issue of the present.

A young family is a family in the first three years after marriage (in the case of childbirth - without limiting the duration of marriage), provided that neither spouse has reached the age of 30. A family is considered a young family from the moment of marriage or the beginning of cohabitation until the birth of the first child.

Young people, who start a family, think primarily about material and housing issues. Poor living conditions often exacerbate conflict situations that arise for other reasons. Selective sociological studies show that 44% of young married people are going to live with their parents (moreover, 37% of young people had unclear ideas about their parents' opinion about their marriage). Other young married people intend to live in a dormitory, in a private apartment, in a separate apartment, in a room in a shared apartment. In general, today's young people tend to be separated from their parents, although young people's dependence on their parents is still high. For example, about 80% of all those who marry, according to the same studies, expect to receive material assistance from their parents, which indicates the lack of economic and social independence of young people.

The next problem is the issue of employment. Young spouses belong to the social group - "youth", therefore the employment situation of young spouses is generally influenced by the way things are in the regional labor market among young people and what difficulties they encounter in finding a job.

An important place in the structure of difficulties in young families is full of psychological problems, and spouses cannot always realize and cannot cope alone. These include psychological compatibility, general emotional relationships, and the husband's dependence on a changed lifestyle. Husbands need to get used to the hobbies, the expressions of the other's personality.

The happiest month for a young family is the first month of their marriage, allowing the family to continue living in a festive mood. Over time, the first conflicts begin to emerge with a common solution to material, economic and psychological problems: the structure of roles in relationships, the division of household responsibilities.

In marriage, young families put mutual understanding and goodwill, emotional relationships, material well-being first, and children come first and fourth.

Early marriage creates a unique system of family values. For this, communal leisure activities are very important. Young families prefer to visit together, spend holidays, watch TV, read books and newspapers, and for many families, the last place is sports, tourism, which can be described in objective terms such as paid services.

A separate psychological problem is the difference in opinions between husband and wife about a woman's professional career. Usually, if a woman is actively involved in professional activities, she also has great rights in solving elementary family problems. The question of how much a woman should devote to family or work is often the subject of controversy between spouses. Only with the acquisition of experience in family life, spouses usually come to the understanding that a family is not an easy job and a great responsibility.

A significant problem of a young family is the discrepancy between the value hierarchies of the spouses; contradictions in this area do not always manifest themselves in everyday life. For young spouses, the ability to resolve conflicts is more relevant. Every day, spouses face problems that require immediate solutions: where to go, how to spend their free time, how and on what to spend money, whom to invite. The ability to find compromise solutions to such problems leads to family cohesion.

Thus, a young family faces a number of problems. The main ones are material, every day and everyday problems, psychological problems; the issue of hiring young spouses. In order for a young family to perform all its functions, a comprehensive solution to these problems is necessary, which should be at the center of the family's state policy in relation to the young family.

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**PROBLEMS OF ANIME VIEWING BY YOUNG PEOPLE IN
EUROPE AND THE WEST**

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Nowadays, watching Japanese anime series is becoming more and more standard practice. However, not all people in our society are ready to accept the new, completely unconventional hobbies of their youth. And that, in fact, has become quite a problem. There is also something to be said for the media, which are manipulating and throwing oil on the fire. For example, god forbid there is some unpleasant event associated with crime and an anime fan is involved. All journalists will immediately focus their attention on the fact that the person in question watches anime. And that's totally wrong and disgusting. Why are people being judged on their preferences and tastes? Of course there are moments when things get out of hand, but is it necessary to burn all bridges and forbid viewing of anime because of just a few moments? Why does everyone see only the bad in someone's fascination with Japanese culture? After all, if you delve into the subject, it's immediately clear that the anime has a lot of positive aspects that, apart from the fans themselves, everyone is silent about. Most likely the root of the problem is a difference in mindset. (Editor, 2018)

Definitely, the main task is for older people to start embracing interests and activities that are unusual for them. Make it so that society does not divide people into the weird and the ordinary. Everyone should receive the same support and approval for their hobbies and interests. To learn to find the positives in such a hobby. And, of course, learn how to make compromises on special occasions when a hobby goes beyond the limits of what is acceptable. (Editor, 2018)

Of course, the logical way to deal with this would be for society to accept and endorse this kind of interest. But it's not as simple as it sounds. Definitely we need to start by showing the positives of the hobby, telling that the stories presented in anime are usually quite sweet and kind stories about friendship and wishful thinking. It would also be nice if the older generation started to get into this unusual culture. It is understandable that people from the Soviet Union will find it difficult to accept something new, but you have to start somewhere. Perhaps we should also ask the media not to make such manipulative headlines that discredit anime fans. In any case, if there is a will, it is all doable and feasible.

In terms of results, there are positive trends that can be observed in our society. As more and more people watch anime, other people are becoming more lenient towards such interests. Nowadays, it is harder and harder to find someone who seriously criticizes you for such a hobby. This means that the introduction of this culture into our ordinary lives is going well. Even film distributors, who used to be afraid to bring us anime, are now increasingly buying licenses to show the titles on big screens.

To summarize, we can say that at the moment the problem certainly still remains, but its scale is incomparable to what it was a few years ago. There is not

much left for us to do to stop cultural discrimination. This means that we are moving in exactly the right direction, towards becoming a truly tolerant society.

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THE IMPORTANCE OF MARKETING FOR SOCIETY

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In today's rapidly changing world marketing is such a tool that allows many companies to increase their profits in different ways. Marketing is a process and thanks to this many organizations have a chance to advance themselves and their products by communicating with potential clients. This facilitates work and improves activity for the good of society. In addition, it helps many countries to easily manage its economic system.

To begin with, the main aim of marketing is to properly meet the needs and demands of people. Supply and demand are a fundamental concept of the economy, and this is realized through marketing activities. It helps to afford the specific product to the right consumer through various means such as advertising, promotion, popularization and sales promotion. In this way, marketing helps to get the quality of people's lives better. It enhances the norm of living of the community, creating, increasing and maintaining its liabilities and issues.

Distribution to society is one of the most significant things in all work. It is difficult to explain the role of distribution in the life of society, marketing and economy briefly. This is the organization of the movement of goods from the manufacturer to the buyer and the distribution of goods in a certain area. Moreover, it is necessary to give consumers not only what can satisfy them, but also what can take their lives to a new level. In fact, it has a positive effect on society.

It is common knowledge that people need to work, and marketing is an area in which people can find all kinds of job opportunities. It produces many exciting, amusing and challenging career possibilities such as personal selling, promotion, product handling, packaging and design, research and development, retailing of varied goods, managing of different departments, and so on.

To sum up, marketing is a useful thing to know for everyone even if you don't work in the economic sphere. Marketing helps people in society to develop properly. This must be understood because each of us is a consumer and in order to remain satisfied we must know how it works.

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HR POLICY AS A TOOL FOR STRATEGIC PERSONNEL MANAGEMENT OF AN ENTERPRISE

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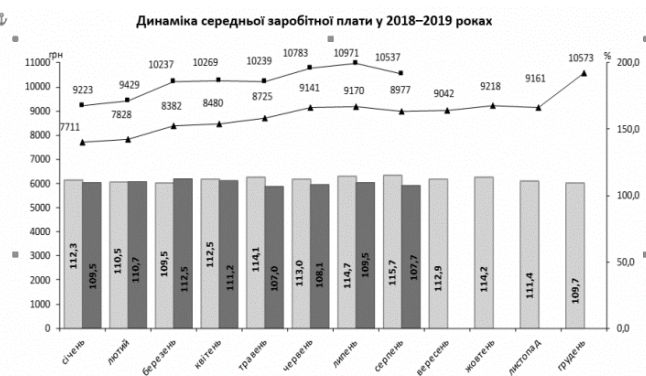
At the present stage of development, personnel policy is very important in entrepreneurship. Attracting as many human resources as possible to the industry is one of the most important conditions for a successful HR policy.

The purpose of this work is to expose the need for rational and strategic personnel management of the enterprise, which is the main task of personnel policy.

For the successful functioning of any enterprise, a maximum of qualified labor must be attracted. Of course, now the conditions for conducting an effective personnel policy are quite difficult, but this is an integral aspect in the formation of the modern economy. According to the theory, to create an object of labor, you need the means of labor, but all this is useless without human labor.

The main problem of the labor shortage is insufficient remuneration. Corruption operations in our time can be traced in elementary actions at all stages of production. Human selfishness, without realizing it, can destroy the world. To a large extent, the limited financial resources are related to Soviet stereotypes, for example, that education should be free. Following these outdated views, Ukraine still cannot cross this long-passed stage, and therefore the possible labor force is looking for high-quality profits in European countries. Confirming her opinion, Doronina O. A. also considers financial limitations to be the main problem of successful implementation of personnel policy. In the diagram below, you can see how employees' wages changed in 2018-2019. as you can see, there are no changes, but in this case we can hardly say that stability is the key to success.

So, the implementation of a successful personnel policy at the present stage of entrepreneurship development is an extremely important task for the state. However, this cannot be done if there are a number of the above problems. That is, the first task is to conduct an internal policy, and then with the personnel policy.



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COMPUTER ADDICTION AS A PROBLEM OF MODERN SOCIETY

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Computers have been a part of our lives for a long time. They changed the worldview and capabilities of humanity. Literally, 10 years ago, having a computer in the house was considered a luxury, but now it is a necessity, and for some even a means of subsistence.

Today we cannot say that the computer is harmful or beneficial. On the one hand, a personal computer (PC) has made life much easier. It opened up new opportunities: the creation of huge data banks, rapid information retrieval, making calculations, etc. In addition, this list can be continued. The human being has now become just a passive observer. The computer monitors the process, the person monitors the computer.

But on the other hand, the use of a computer leads to a decrease in human intellectual abilities, prolonged staying in front of a computer monitor spoils vision, posture, causes fatigue.

At the same time, such "things" as video games have entered our world since the 20th century. Of course, many people liked this novelty, because it was a good way to turn away from life's problems and briefly move away from reality, like another one joyful pastime. However, our world is evolving, so now it is not difficult to distinguish the games of the 20th and 21st centuries. Today, many teenagers do not just relax sitting at the keyboard or joystick, they exist there. That is, they prefer virtual life to real one.

This problem is not new, it is considered in detail by psychologists and sociologists from different countries. In addition, due to the large number of studies and publications, which sometimes contain quite contradictory opinions, it is difficult for a modern engineer-educator in the field of computer technology to understand the philosophical thoughts of scientists with psychological specialization. Therefore, it is important to present information in a more adapted form so that people of different worldviews, professions and generations can perceive it.

The purpose of many studies is to collect process and analyze information on selected issues, as well as its further systematization and generalization, which will highlight the main trends and visions of the impact of video games on modern youth.

Research methods are theoretical analysis of the research problem based on the study of scientific literature and Internet sources. Computer addiction is a person's pathological urge to work or spend time at the computer. At the level of alcohol and drug addiction, the computer is quite common among such an age group as adolescents. The emergence of this type of dependence is attributed to the end of the twentieth century.

Due to the simplicity of the first computer games (primitive graphical interface or its complete absence) in those days there was no dependence as such. Reducing the cost of computers has made it easier to access them. Due to the increasing capacity, it

has become possible to implement more complex graphical interfaces. Thus, there are whole classes of games: real-time strategy, puzzlers and party games, action-adventure, survival and horror, shooters (FPS — first-person perspective, TPS — third person-perspective, simulation games and simulations, such as sports. Furthermore, online computer games (so-called "MMORPGs") are based on the simultaneous play of many participants, which creates a dangerous immersion in "virtual reality", due to lots of scam cases, harmful actions from other players, offenses, bullying, etc.

Features of modern computer video games:

- promote the development of motility and coordination of visual and motor apparatus;
- staying in front of the monitor for too long is harmful to the eyes, which dry out and become irritated;
- allow you to expand your knowledge of geographical and cultural aspects;
- consistent execution of monotonous operations leads to a decrease in perception.

Advantages and disadvantages of computer video games: intellectual and cognitive games have a positive impact on human development, allowing you to learn something new in a visual form; online games and communication with other users are very important and useful for the normal development of adolescents; help to overcome fears (phobias) that are otherwise difficult to cure; the aggressive component of games can be easily transferred to reality; the psychological impact of games does not allow them to give up on their own.

The rapid development of computer technology has not only positive but also quite negative trends. It is necessary to make the most of the benefits of computerization, but we must not forget about the dangers and threats posed by the proliferation of electronic devices.

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FEATURES OF UKRAINIAN ECONOMIC CULTURE

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Ukraine is going through a transition period. There is a process of adaptation of old institutions and structures to new conditions, but at the same time new ideas and approaches are used, new institutions and mechanisms of market management are created.

The political, economic, social and cultural changes which have taken place during the last decades caused a transformation of Ukrainian economic culture.

Ukrainian economic culture has a transition period, its formation occurs during the process of modernization of modern society, destruction of totalitarianism in the management of the economy, introduction of a market model of the economy.

Ukrainian researchers Vasyl Vrublevskyy, Yevhen Holovakha, Zoya Halushka, Tetyana Yefymenko, Valeriy Pylypenko and Lyudmyla Semykina learned the phenomenon of economic culture as the most important economic category, analyzed the relationship between economics and culture in its modern manifestations. They explain the meaning of economic culture as social value, characterized by a set of acquired economic knowledge, the development of economic thinking, professional skills and abilities. (Akhnovska, 2017, p. 26)

Modern Ukrainian economic culture has some features that were formed under the impact of Soviet power. There are such features:

1. Fragmentation. It is manifested through a combination of elements of traditional Ukrainian, Soviet and modern features. Ukraine is on civilizational gap among the Western (European) and Eastern (Russian) and Southern (Muslim) words which have different economic system and economic models.

2. High degree of heterogeneity, ie the presence of different class, national and regional subcultures.

3. Conflict, ie the lack of consensus in society on economic values, a high degree of tension between social and class groups.

4. Ambivalence. It is the maintenance of various economic values at the same time.

Modern Ukrainian economic culture depends on national socio-economic models which are seen as unconscious cultural structures, as valuable collective people's beliefs which have been formed over many centuries. Every nation has its own specific economic and cultural genotype, which is passed down from generation to generation and has an impact on economic realities, on the relationship of the individual, society and the economic system. The peculiarity of Ukraine's valuable identification is its civilizational and cultural affiliation to both European and Eurasian societies. Ukrainian society is characterized by a conflict-free combination of oppressed European traits and Eurasian traits installed by the communist regime.

The nature of the economic culture of Ukrainian society was influenced by the values of the Orthodox religion which causes a negative attitude to the receipt and

saving income, the supremacy of spirituality and morality over material resources. (Matvyeyev, Lyasota) The unselfish nature of the Orthodox religion has caused the diminishing of the importance of wealth and personal success. Orthodoxy has led to the existence of poverty as a form of culture.

There are some ways of formation of economic culture of Ukrainian society:

1. In society as a whole - the formation of a tolerant economic ideology.
2. At the state level - the formation of a responsible education system that shapes the economic values of youth.
3. At the level of personality - economic competence, economic activity and the application of economic knowledge in everyday practice.

In conclusion, in Ukrainian economic culture we observe tendencies of individualization of values, weakening of transfer of responsibility for the economic life on the state, rationalization of behavior and increase of value of individual responsibility for itself, the family, the country. But at the same time modern economic culture of Ukrainian society suffers from social instability, economic crises, uncertainty and contradictions due to numerous changes in the economic course of the Ukrainian state. Economic reforms are associated with the emergence and development of new economic values and norms, it leads to self-regulation and renewal of economic culture. There is adaptation to the changing economic environment. So culture has relative independence, and as it develops, it creates the ground for changes in the economy.

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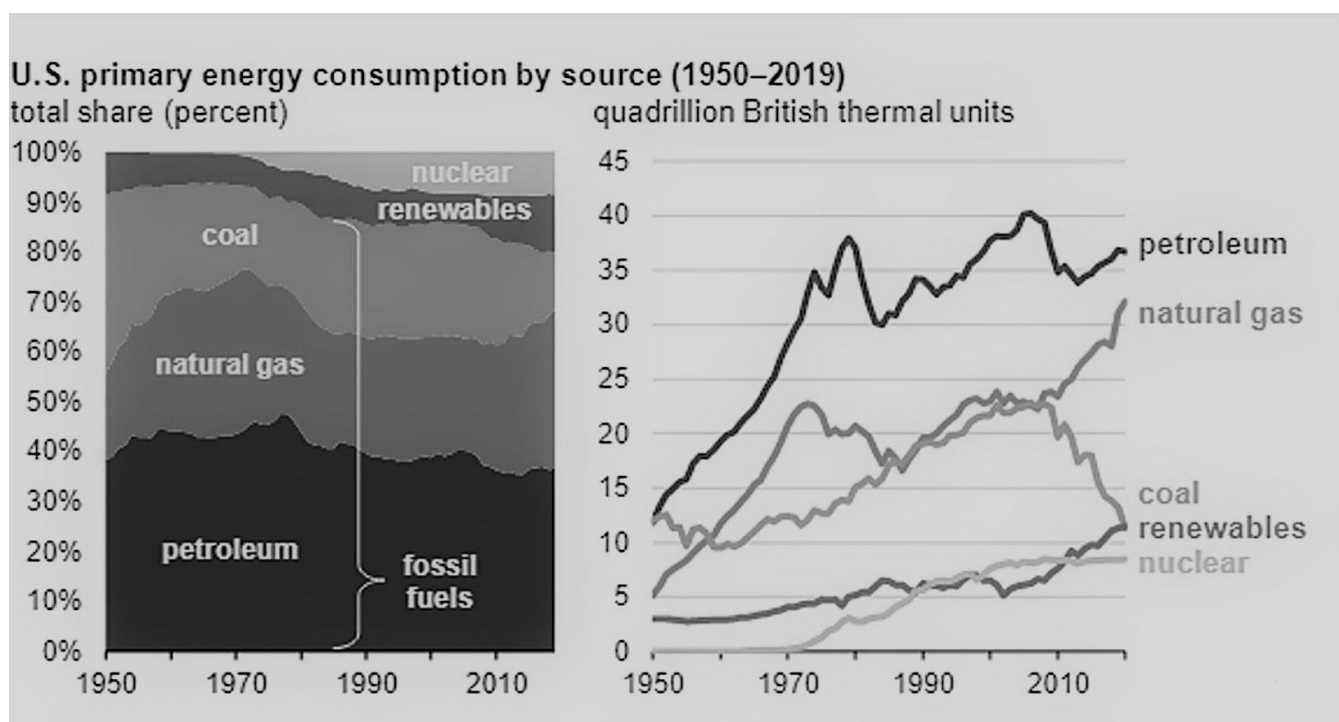
USING ALTERNATIVE SOURCES OF ENERGY AND WHY IT'S IMPORTANT IN 21ST CENTURY

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There is no secret, that in 2021 one of the most important problems of all humanity is depletion of earth's resources. Gas stations are constantly increasing their prices for petrol and gas, while oil and coal are losing their actuality because of large amount of emissions into the atmosphere. Petrol isn't much better resource as well, but this is one of the few remained solutions. The new era of energy consumption will come when all of companies start using eco-friendly sources of energy. When it is supposed to happen? Who knows. How many planet resources need to be used to make this finally happen? A lot. These are the conclusions I came to while I was



making this research.

Here is a chart of energy consumption in the U.S. during last 69 years. As we can see, using of coals is decreasing from 2007, while petroleum and natural gas are still on the track. By the way, nuclear sources of energy are not so popular due to painful experience with an atomic city Chernobyl and an accident with nuclear station "Fukusima" in Japan. That's why, for example, Germany decided to fully decline usage of nuclear stations until 2022 in favor of renewable energy.

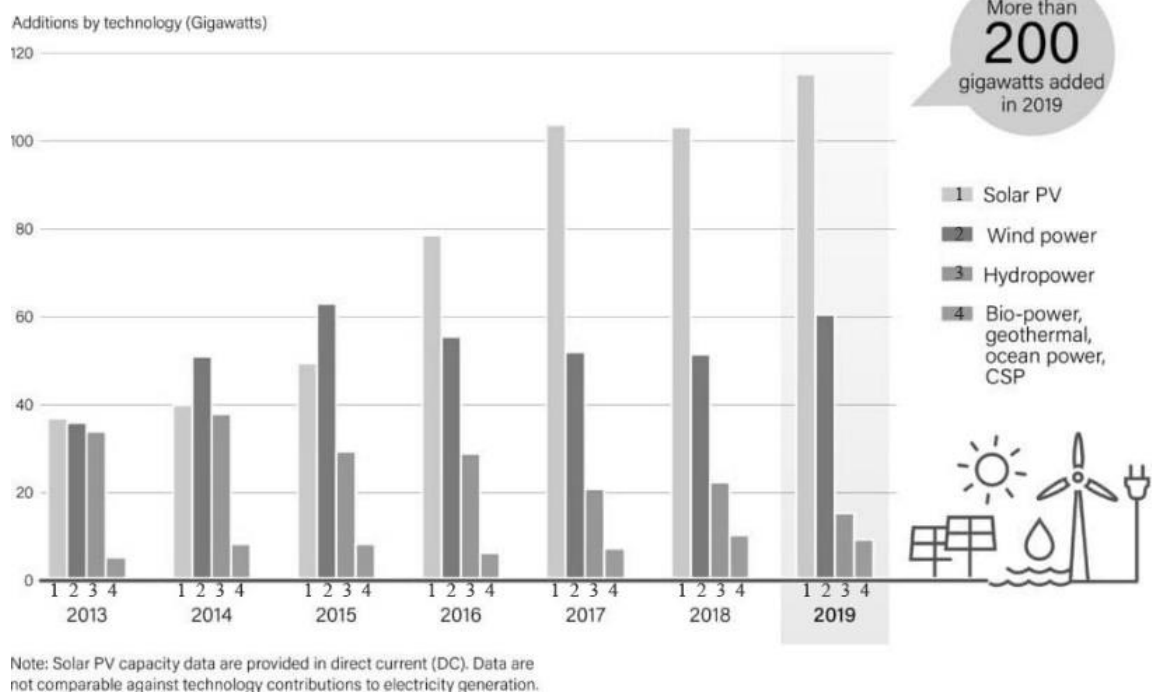
The first problem of all fossil fuels is it's finiteness. The second problem, and perhaps the first in importance, is the impact on the planet's ecology. Emissions of CO₂ and other gases from the burning of minerals disrupt the climate balance. The consequences of climate change have become increasingly tangible in the last decade. Torrential rains and hurricanes, snow in the middle of spring, periods of prolonged

drought, floods, tornadoes and other natural phenomena are occurring with increasing frequency, and we cannot control them. The most environmentally friendly fuel is gas, but its high explosiveness makes it not safe enough for using in high amounts. Of course the exploitation of fossils has given a huge boost to the development of science as well as the entire world but this was a proportionally equal to „killing” our planet. That’s why we should increase the usage of alternative sources of energy such as wind and solar power, hydroelectric and geothermal stations, bioenergetics and others. But do they have any issues?

Unfortunately, yes. Lack of materials to build hydro and geothermal stations, non-effectivity of solar stations and windmills without the sun and wind. Also less effectivity in comparison with fossils and, of course, high price for already patented technologies

As it’s known, awareness of a problem is the first step toward its solution. So nowadays we have rather optimistic forecasts. Renewable energy sources make up 26% of the world’s electricity today and according to the International Energy Agency (IEA) its share is expected to reach 30% by 2024. “This is a pivotal time for renewable energy,” said the IEA’s executive director, Fatih Birol.

Annual Additions of Renewable Power Capacity, by Technology and Total, 2013-2019



In 2020, the UK hit a new amazing renewable energy milestone. On Wednesday 10th June, the country celebrated two months of running purely on renewable energy for the first time ever. This is a great step in the right direction for renewables. In the future, it’s expected that the number of renewable energy sources will continue to increase as we see an increase in demand for power. This will drive down the price of renewables – great for the planet, and great for our wallets. However, we don’t need to wait until big companies will do something – everybody can help our planet and “go green”. Here are the most effective ways:

- Reduce waste of electricity. Simple thing - just remember to turn off the lights when going out, turn off the water while brushing your teeth, and unplug all devices when going somewhere for a long time.
- Use energy-efficient appliances in your home. Devices such as energy-saving bulbs and rechargeable batteries can save a lot of electricity.
- Drive electric. Every day there are more and more features for comfortable use of the electric car. Gas stations and petrol cars will soon be displaced by charge stations and electro cars with large battery capacity.
- Reduce methane leaks. Methane – a potent greenhouse gas responsible for about 25 percent of global warming. Minimization it's exploitation in favor of renewables will have a good influence on our atmosphere.
- Switch to renewable energy.

A lot of people had already installed solar panels to their houses. It's becoming more and more popular and effective with each year. Even such sources like wind and solar are far more effective at converting energy into electricity, keeping waste minimal, while saving money.

According to all these simple recommendations and the information I gave, I believe people can stop depleting earth's resources and help to save our planet. Of course, energy wasting isn't only the one problem we have in the world, but it's one of the few problems in which everyone can participate.

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OVERCONSUMPTION

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Not even a day goes by without media mentioning such catastrophes as climate change, coronavirus pandemic, ecological damage, world hunger etc. At the same time people seem to turn the blind eye on such drastic issue as consumerism, which, by dictionary, is a preoccupation of society with obtaining goods and, by cognizance, is a golden rush of the 21st century.

Digging into the root of this vexed question, it hasn't emerged prior to the Industrial Revolution. During the Agricultural Era people's focus was on maximizing the productivity and keeping the expenditure to a minimum. However, with the rise of appliances, expansion of the wealth and social inequality, unfolding of the trade, social system of values and desires has shifted greatly. Not only have people acquired a relevant opportunity to fulfill their needs but also developed immense greed. Currently our greed fuels the inner urge to participate in a rat race, to show off in front of our neighbors, to devour goods with terminal velocity.

It goes without saying that in times of economic recession, such as Great Depression or crisis of 2008, the consumerism is being largely derided and reprimanded. However, it doesn't take long time before upcoming wave of consumerism to occur. At that point we again demand the whole ocean whilst needing only a glass of water. Whereas what does such policy of money-spending influence, except for the number on our bank accounts?

Initially, ecology suffers vastly as most manufacturers all over the globe think of sufficing the materialism-push demands. Take fashion industry, for instance. In order to produce garments available to masses, firms use a lot of polyester which directly impacts the global warming and sheds the microfibers which adds up to plastic waste.

In addition, the food, that is meant to be the simple source of energy, is also an object affected by overconsumption. According to the lamentable statistics, wealthy nations waste approximately 222 million tons of food annually. This equals to the yearly net food production in sub-Saharan areas of Africa.

Summing up, I would like to say that, hands down, the consequences of universal irresponsibility are flagrant and irrevocable. Nevertheless, it doesn't mean that humanity should drop the conducts and let the situation slide. Undoubtedly, economic and social equality is a utopia we don't even want to reach. Still, the UN, many politics and institutions, social influencers and activists are taking the bull by its horns in attempt to slow down this blemish, and so should each of us.

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PROBLEMS OF INTERNET ADVERTISING DEVELOPMENT IN UKRAINE

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Today, the world is computerizing society, affecting the economy as a whole and introducing e-business into everyday life. Technologies are developing at a hypertrophic rate, because of which the population is being informatized.

To sell or offer goods to consumers, the company promotes its product through offline systems or global networks, the share of which has been exaggerating the share of Internet advertising since 2016. Internet advertising is a type of presentation of information to the buyer through social networks, the Internet. Offline advertising is everything that is beyond online advertising: radio, TV, newspapers and magazines. Their difference is that the first type of promotion has other display methods, individual presentation format and targeting. The biggest advantage of Internet marketing is that at a fairly low price it allows you to reach more parts of consumers than usual, which has a positive effect on the profit of the entrepreneur (Genesis, 2020).

The global market for online advertising is growing by about 15% every year. Ukrainian companies also keep up with trends and quickly create their own web sites. Especially now it has covered a wide range of companies during the pandemic, when almost all of their target audience is at home and browsing social networks. Equally important is the fact that the number of Internet users is growing every day and this allows you to attract a variety of customers. A fairly popular type of Internet marketing is advertising on social networks, this method allows you to find your audience quickly, as they fill their own pages, providing all the necessary information. Social marketing provides an opportunity to work not only with orders, but also with messages, which is very convenient for both small businesses and developed companies.

The main advantages of Internet marketing are that there is a correct targeting of customers (selection of the main number of consumers who are the target audience, and the ability to broadcast advertising only for them), that allows you to quickly edit and analyze data, which in turn increases efficiency activities. With the advent of retargeting, companies can attract the attention of "cold" audiences (customers who do not know about your product or have long approached you), expanding their traffic (Genesis, 2020).

Quite often, entrepreneurs, entering the market of online advertising, make the same mistakes: they copy the advertising campaign of already successful companies in order to facilitate their path to development. In addition to this disadvantage, online advertising can be ineffective, as there are viruses or bots that make fake clicks. In addition, if you compare the space on the screen that will occupy the banner, the promotion on TV is more noticeable than on the Internet, where it covers

only 10% of the page. The most important problem is that many users do not take it for granted and will not even follow the link.

There are certain factors that slow down the development of online advertising in Ukraine. One of them is the economic crisis, which affects not only marketing but also all other areas of life. Consider the impact of the stock market crash in 2020: the global economy has lost more than \$12 trillion, trade has shrunk by almost 12% (BBC News Ukraine, 2020), people are losing their jobs, and they are unable to spend money on "extra" goods. As a result, there are few resources due to inaction and lack of economic activity on the part of the state. The second factor is the monopoly portals, which account for more than two-thirds of the cost of Internet advertising, as an example we can name foreign holdings Google and Yandex, which have a significant advantage over the Ukrainian market of advertising business models.

Therefore, summarizing the information above, we can say that the Internet will develop more and more every day and will be introduced into the daily economic life of humankind, and the Ukrainian market will begin to grow rapidly. Looking at a number of the presented problems of development of Internet advertising, professional intermediary agencies that will carry out all analysis of advertising platforms and target audience of a market segment of the enterprise will help to find their decision (Savitsky, 2020). Clearly knowing its customers and their needs, the owner of the company will be able not only to maximize their advertising profits, but also to provide quality service to their customers and edit the content of the resource.

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THE ROLE OF FERROUS METALLURGY IN THE ECONOMY OF UKRAINE AND THE WORLD

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Ferrous metallurgy is the most important branch of heavy industry, one of the main parts of the entire national economy. There is almost no enterprise that does not use ferrous metallurgy products, as ferrous metals are the basic material for manufacturing tools, equipment and machinery, the quantity and quality of which largely depend on the level of development of the country's productive forces, pace and scale of technological progress.

Ukraine has a great potential for the development of this industry: huge, compact placed raw material base (iron, manganese ores, refractories, fluxed limestones, etc.); metal-intensive engineering and large resources of metals. The part of ferrous metallurgy in the economy of our country is very important. This can also be explained by the fact that Ukraine belongs to the countries of Europe and the world with a high level of development of ferrous metallurgy and shows its competitiveness in exports. Not so long time ago Ukraine was in the TOP-10 COUNTRIES OF THE WORLD FOR EXPORT OF FERROUS METALLURGY PRODUCTS (STEEL). However, in 2018, because of falling steelmaking due to hostilities in the Donbas, Ukraine lost its place in the top ten largest metal producers, which it held until 2016 inclusive, occupying 13th position and ahead of Italy, Iran and Taiwan.

Table.1 Top-10 countries of the world for export of ferrous metallurgy products

	Country	Production in 2008, million, tone	Production in 2018, million, tone
	<i>China</i>	489,2	928,3
	<i>India</i>	53,1	106,5
	<i>Japan</i>	120,2	104,3
	<i>USA</i>	98,2	86,7
	<i>South Korea</i>	51,6	72,5
	<i>Russia</i>	72,4	71,7
	<i>Germany</i>	45,8	42,4
	<i>Turkey</i>	25,8	37,3
	<i>Brazil</i>	33,8	34,7
	<i>Iran</i>	10,0	25,0
0			
3	<i>Ukraine</i>	42,8	21,1

During the crisis, ferrous metallurgy can prove to be a "train" that will not only renew, and perhaps even increase the level of production potential and thus be able to "raise from the knees" industry, but also, as a result, the economy of Ukraine.

The list of the world's 80 largest steel producers includes five Ukrainian companies:

- Arceior Metal Kryvyi Rih Mining and Metallurgical Plant represents Dnipropetrovsk region;
- "Mariupol Metallurgical Plant. Ilyich "(Mariupol, Donetsk region);
- Azovstal Metallurgical Plant (Mariupol, Donetsk Region);
- Zaporizhzhya Metallurgical Plant "Zaporizhstal" (Zaporizhzhya region);
- Alchevsk Metallurgical Plant (Luhansk region).

But it is considered that the largest enterprise of the metallurgical industry by all criteria - "Arceior Metal Kryvyi Rih"

In general, metallurgical products are one of the largest parts of Ukrainian exports, and the volume foreign exchange earnings from the sale of these products abroad directly affect the situation in the foreign exchange market and the exchange rate.

Therefore, I can draw a small conclusion that in the modern world Ukraine is one of the largest metal producers on the planet. It is expanding the supply of its products, especially rolled products and pipes to the international market, and therefore it is safe to say that ferrous metallurgy plays a very important role in the economy of Ukraine and the world.

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AGE PERIODIZATION OF MENTAL DEVELOPMENT

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General characteristics of the category "age". Types of age.

The concept of age is closely related to the psychological development of children. It is generally accepted to define age as a qualitatively unique period of physical, psychological and behavioral development, characterized by its inherent features. According to L.S. Vygotsky, age is a relatively closed cycle of child development, which has its own structure and dynamics. In psychology, age is divided into physical (chronological) and psychological. Physical age is the time of a child's life in days, months, years that have passed since his birth. Psychological age, according to Vygotsky, is a qualitatively unique period of mental development, it indicates that it has been reached by a certain age. Sometimes it happens that a child is five years old, and in terms of mental development he corresponds to a six or seven year old, and it happens and vice versa. Therefore, the calendar age and psychological age may not coincide. Age is not only the number of years lived, but also the inner content, spiritual development of a person, changes in his inner world that have occurred over the years. It is the inner world that people differ from each other, thanks to it, one can talk about the dissimilarity, uniqueness and originality of people.

Age parameters.

Among the parameters of age, two groups are distinguished: the foundations of development and the results of development. The foundations for development include: • the social situation of development; • circle of relationships; • leading type of activity; • sensitivity. Development results include: • personality neoplasms; • forms of communication; • emotional and volitional sphere; • a new type of activity. By compiling a description of a person taking into account these parameters, it is possible to obtain a complete description of her age.

Basic approaches to the construction of age-related periodization of mental development in foreign psychology.

There are different points of view on the process of child development as a whole. According to adherents of discrete development, it goes unevenly, sometimes it accelerates, sometimes it slows down and has the main, leading factor of development. That is why it is necessary to highlight the stages and stages of development, which will be qualitatively different from each other. It is believed that children consistently go through all stages of development, without skipping a single stage and without running ahead. Currently, preference is given to the discrete position of child development. There are two known approaches to the periodization of development: spontaneous and normative. Supporters of the spontaneous approach believe that the development process develops spontaneously, under the influence of many random factors and circumstances occurring in the lives of children. The ideal development process is considered normative, taking into account all influencing

factors with the correct organization of training and education. The French psychologist R. Zazzo built his periodization in such a way that the systems of education and training coincide with the stages of childhood: 0–3 years - early childhood; 3-5 years - preschool childhood; 6-12 years old - primary school education; 12-16 years old - education in secondary school; 17 years and older - higher and university education. American psychologist L. Kohlberg (1927-1987) focused on moral development and identified the following three stages: 1. Fear of punishment (up to 7 years): fear of the right to force, fear of being deceived and receiving less benefits. 2. Shame in front of people around (13 years old): in front of comrades, closest circle; shame of public condemnation, negative assessment of large social groups. 3. Conscience (after 16 years): the desire to conform to one's moral principles, one's own system of moral values. E. Erickson's periodization includes eight stages: 1) trust - distrust (1 year); 2) achieving balance: independence and indecision (2–4 years); 3) enterprise and guilt (4–6 years old); 4) skill and inferiority (6-11 years old); 5) identification of personality and confusion of roles (12–15 years old - girls and 13–16 years old - boys); 6) closeness and loneliness (youth); 7) general humanity and self-absorption (mature age); 8) integrity and hopelessness (old age). At each stage, its own psychosocial problem is solved and a new quality necessary for social life is formed. J. Piaget took intellectual development as the basis of his periodization and identified the following four stages: 1) sensorimotor stage (from birth to 18-24 months); 2) preoperative stage (from 1.5–2 to 7 years); 3) the stage of specific operations (from 7 to 12 years); 4) the stage of formal operations (from 12 to 17 years old). age stages: 1st stage - dominance of sensation; 2nd stage - dominance of memory; Stage 3 - the domination of the mind. The problem of identifying the main age-related periodization is still relevant, since none of the proposed periodization has received confirmation in the specific results of the study of human mental development.

Periods of child development.

Crisis and stable periods of development alternate, therefore the age periodization of L.S. Vygotsky has the following form: neonatal crisis (0-2 months); infancy (2 months-1 year); crisis 1 year; early childhood (1-3 years); crisis 3 years; preschool age (3-7 years old); crisis 7 years; school age (8-12 years old); crisis 13 years; puberty (14-17 years old); crisis of 17 years. This problem was also of interest to A.N. Leont'ev, who in his article "On the theory of the development of the child's psyche" introduced the concept of "leading type of activity." He pointed out that with age, the child's place in the system of social relations changes, which is accompanied by the child's activity, which is decisive in his development. The ideas of L.S. Vygotsky and A.N. Leontyev served as the basis for the creation of D.B. Elkonin, the age periodization of child development, which is now considered generally accepted in developmental psychology. Elkonin D.B. proceeded from the following position - age-related development is a general change in personality, the formation of a new plan of reflection, a change in activity and life position, the establishment of special relationships with others, the formation of new motives of behavior and value attitudes. All mental activity of a person is considered as a process of continuous

change of activity. C. Stockard believed that during the embryonic development of animals and humans there are periods of increased growth and increased sensitivity of individual organs and systems to external influences. And if for some reason there is a slowdown in development, then this leads to its slowdown in the future. B.G. Ananiev in laboratory conditions established favorable periods for the development of attention, thinking, various types of memory and motor functions in children and adults. They have an undulating character, that is, periods of active development are replaced by a slight decline. L.S. Vygotsky introduced the concept of "critical period" into psychology. By it, he understood global restructuring at the level of the individual and personality, taking place at a certain time. A critical period is calm in development (lysis) and a turning point (crisis). L.S. Vygotsky noted that these periods act as "turning points in child development, sometimes taking the form of a crisis, development sometimes takes on a stormy, impetuous, sometimes catastrophic character." But he also noted positive development trends, which constitute the main and basic meaning of any critical period. At the end of each transition period, new properties and qualities are formed that were not there in the previous period - they are called neoplasms. Throughout a person's life, more than one critical period is noted. L.S. Vygotsky singled out several such periods: the period of newborn, one year, three years, six to seven years, adolescence. Some researchers identify critical periods of adulthood. In physiology, critical periods are called age crises. Age crises are the reactions of the human body to the restructuring of physiological processes at different age periods. These are rapid shifts, each of which marks the beginning of a new phase in the life cycle. Transitions from one age period to another are associated with changes in the physical data and psychological characteristics of the child, with a holistic restructuring of his body and behavior. The behavior of children during such a transition usually does not change for the better, many become withdrawn, irritable, which causes anxiety for adults. Thus, the age crisis indicates that significant changes are taking place in the child's body and psychology, that difficulties have arisen on the path of physical and psychological development that the child cannot cope with himself. And overcoming the crisis is a confirmation that the child is already at a higher level and has passed into the next psychological age.

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THE LEGAL ISSUES OF SURROGACY IN UKRAINE

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With the development of scientific technology, it has become possible to use assisted reproductive technologies to solve the problem of infertility. One of them is surrogacy, when a woman gives nine months of her life to give the happiness of motherhood to another family. Recently, the topic of surrogacy has become the subject of constant debate. Through certain ethical, moral and religious beliefs, different opinions are expressed both in defense of this method and for its categorical prohibition.

Legal provision of surrogacy is one of the legally unregulated and most difficult issues in the legislation of Ukraine, in particular, in the field of family law. Its relevance is due to the lack of sufficient regulations governing the implementation of surrogacy in Ukraine and the need to solve problems that arise in practice.

It should be noted that the nature of the surrogacy agreement is identical to the service agreement. Under this agreement, one party, the contractor, undertakes on behalf of the other party to provide a service consumed in the course of such activities, and the customer undertakes to pay the contractor for this service, unless otherwise expressly provided by the contract. There may also be questions about the biological parents dying before the child is born to a surrogate mother. In this case, the child will be recognized as left without care and will be registered by the guardianship authorities.

Although, according to some scholars, it would be more favorable for the child in this case to recognize the child's dead potential parents, which would allow her to have inheritance rights and other privileges (Pirozhenko, 2018).

Thus, surrogacy in Ukraine is allowed at the legislative level, in contrast to foreign countries such as Italy, France, Germany, where it is strictly prohibited. The current legislation does not define the concept of surrogacy. Surrogacy should be understood as the process of carrying a child by a woman on the basis of a contract. The study shows that it is necessary to regulate the relationship between the biological parents and the surrogate mother by adopting the relevant legislation. In addition, to provide for cases of refusal of a surrogate mother to give the child to her potential parents, as well as the legal consequences of the birth of a surrogate mother of a child with birth defects and refusal of her biological parents.

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CROWD PSYCHOLOGY

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Crowd psychology studies collective thinking, the behavior of groups of people, and the differences between the behavior of a bunch of people. In psychology, a crowd is understood as an unstructured temporary gathering of people that does not have a clear purpose, whose members have a similar emotional state and objects of attention. The main feature of the mob from the point of view of psychology is that any individual can dissolve in the crowd, no matter how educated and intelligent the individual may be, apart from the crowd.

The theory of mob psychology is based on the fact that membership in a crowd helps unblock unconscious thinking. This is because intelligence and consciousness are being driven out by the crowd and replaced by thoughts imposed by the leader or idol of the mob. Simple emotions are common, and complex emotions are rare.

People become a mob in three stages: immersion, infection, and suggestion. From the first stage, people have the first signs of herd thinking. During the immersion, people influenced by others start to lose their immersion, sense of responsibility, and self-esteem. This is due that everyone has the feeling that nothing depends on him. Contagion refers to the tendency of people, because of other people's ideas and thoughts, to forget about their own. They can spread between individuals very quickly and stay deeply conscious. Further goes suggestion. It can be attributed refers to the period when people start to succumb to other people's thoughts. The ideas and emotions of the crowd are mainly drawn from the general unconscious consciousness, during this stage any ideas and thoughts can be imposed on the crowd. Such behavior comes from the origins when people were united in herds in order to see, but in such a society there is a lack, thinking and emotions in such a herd become less pronounced and are limited to the thinking of the least capable and smartest members.

In a crowd, emotions become less and they become simpler, as result emotional expression is at a primitive level. The structure of this society is the structure of an aboriginal society in which one must rebel against the ideas, thoughts, and emotions of the leader to become an individual person.

The study of the psychoanalysis of crowds only began at the end of the nineteenth century. Nevertheless, these days, it is already quite well studied. Mobs have always existed since people gathered together, a lot of time has passed since then, and crowd consciousness has changed a lot during this time. Crowds have changed from primitive flocks that had one leader and several members in groups that include millions of people and are ruled by religion, army, government, and others.

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**THE IMPACT OF COMPUTER TECHNOLOGY ON
LEGAL PROFESSIONALS**

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Many people are convinced that computers are not able to think and evaluate the situation, think creatively and empathize, and these are the key abilities of a lawyer, without which the professional activity of a lawyer is impossible. Situations and clients are special, individual, with an exceptional set of fact. But "robots and artificial intelligence" will be able to replace a lawyer at some point.

The pandemic made it clear that all the things we are used to can change. The impact of COVID-19 on all spheres of public life has significantly accelerated the use of technology in the professional activities of a lawyer: online court hearings, submission to the court of various documents in electronic form, online counseling of clients.

This is all an example of the fact that even the conservative sphere of law is changing. In many areas, and the legal field is no exception, there is a gradual transition from unique, individualized solutions for each client to the maximum possible standardization and automation of professional services. Lawyers are increasingly using automated action checklists, court precedent retrieval services, template makers, and document designers to reduce human error and save time on routine work by performing their own actions according to a certain, not even prescribed, algorithm.

Today, the world's first lawyer with artificial intelligence has been created. He can read and understand language, hypothesize when asking questions, research, and then generate answers along with references and quotes to support his conclusions. He learns by gaining experience from each interaction with a person. It is only necessary to ask a question in English, and Ross, having checked all the legislation, will give an answer with up-to-date references to laws and secondary sources. In addition, Ross monitors court decisions around the clock in cases similar to the required case, thus constantly monitoring current practice.

Ross saves a person's time by choosing from thousands of sources and links only the most relevant. He gives this answer in a relaxed "informal" form, in simple language. The company Baker & Hostetler has already announced that it will hire Ross to work in the bankruptcy department, and other companies are expected to be hired in the near future (Sinitsa, Plevachuk, 2019).

Now a large number of projects are under testing or development, but in five to ten years, technology in law will become the best assistants to lawyers.

Artificial intelligence can not only check contracts for grammatical errors, but also analyze them, squeezing the main points and assessing potential risks.

According to a study by McKinsey & Co, 23% of the work can be done by lawyers and 69% of the work can be done with the help of modern technology. Increasingly, medium and small law firms are beginning to emerge with broad

specialization and the use of different technologies. This trend is an example of the transformation to the recently traditional business models in the legal business (Smotrov, 2020).

As a conclusion, artificial intelligence cannot fully replace a lawyer. Technology can help modernize and update the way lawyers work with clients. It can make legal activities easier, faster and more productive. Artificial intelligence is just a tool that can save lawyers a lot of time and money by doing routine work and helping to analyze a lot of information. Technology does not herald the end of law and the legal profession. Technology only means a new beginning of the modern sphere of law. For a lawyer who will be able to adapt to the rapid development of technology, artificial intelligence will be one of the means of building effective work.

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**ADAPTATION OF FIRST-YEAR STUDENTS IN A HIGHER
EDUCATION INSTITUTION**

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Studying at the university is the period during which students overcome all obstacles and difficulties on the way to adulthood.

The purpose of the study is the theoretical analysis and generalization of information about socio-psychological adaptation, as one of the ways of socialization of the individual. Admission to the university for entrants is a step into the unknown. After crossing the threshold of the university, applicants immediately become active participants in the dynamic educational process of higher education, which requires students to be conscientious about new responsibilities, responsibilities, and independence in acquiring new knowledge, mastering general and professional competencies, developing skills of self-control and self-regulation. tools of time management, development of voluntary attention, stress resistance, and constructive communication and interaction. New conditions require the formation of such behavior that will allow functioning effectively to perform the tasks [1, p. 30].

The first course is a kind of starting position, the so-called point of resistance. The difficulty of adapting a student in the transition from general to vocational education is not in changing the social environment but in the manifestation of anxiety. It arises as a search for answers and arguments about the correctness of the decision on professional self-determination, which for most is the meaning of life. It should be noted that the most common problems of adaptation of the freshman include: false expectations, ignorance of the standards of student life, uncertainty about the future, inability to find reliable information promptly, lack of external motivation.

Evidence of low adaptation is reduced efficiency, procrastination, fatigue, the dominance of depressed mood, increased anxiety, inhibition, or, conversely, hyperactivity, accompanied by a violation of discipline, systematic failure to do homework.

Thus, the socio-psychological adaptation of a freshman is a key factor in his success in educational and professional activities.

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COMBATING CORRUPTION IN THE FIELD OF HEALTHCARE

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Corruption is inherent in all socio-economic systems of the whole world, and the study of the level of corruption in different countries does not lose its relevance. According to Transparency International statistics for 2020, Ukraine took 117th place out of 180 countries, receiving 33 points out of 100 possible, which is not a positive result (Corruption Perceptions Index, 2020).

One of the sectors, in which corruption schemes have become widespread, is the health sector. The leading problems causing corruption in this area of society are the lack of control and organization of medical procurement, insufficient regulation of medical records, non-transparency of recruitment procedures in health care institutions (Anti-corruption strategy, 2020-2024).

In 2016, a survey was conducted by a global company in the field of marketing research (TNS). The results showed that 84% of respondents in Ukraine most often provided illegal benefits in hospitals and other medical institutions (Transparency International, 2016). In the course of summarizing the results of the public discussion, the most common types of services were identified, for which illegal benefits were provided to medical workers. The unlawful benefit was provided for receipt of a certificate of temporary incapacity for work and various certificates, high-quality operation of the patient or the provision of medical services (consultations, examinations with a special individual approach), confirmation or concealment of certain medical facts, charitable contributions in money or any goods, purchase of medicines, medical instruments.

In modern conditions, corruption in the field of medicine can be divided into the following main levels: the first (from the patient to the doctor or other health worker); the second (in the middle of the hospital - from employees of medical institutions to management); third (at the state level on public procurement of medicines).

Corruption at the first level is the most obvious. At this level, such corrupt crimes as bribery of a doctor by a patient, offer, promise or illegal benefit to such a person, violation of statutory restrictions on receiving gifts, violation of requirements to prevent and resolve conflicts of interest are quite common (in the case when the doctor and the patient are relatives, friends or acquaintances).

As for the second level of corruption in the medical sector, its presence in the middle of the medical institution is caused by the poor material and technical situation of medical institutions, biased assessment of the professionalism of new doctors, personal moral and ethical principles of administrative staff. At this level, the following corruption crimes are common: theft, misappropriation, extortion of drugs, psychotropic substances or their analogues or their acquisition by fraud or abuse of office, misappropriation, extortion of documents, stamps, seals, possession by fraud or abuse of office, bribery of an employee of an enterprise, institution or

organization, misuse of budget funds, acceptance of an offer, promise or illegal benefit by an official, illegal enrichment, illegal use of information that became known to a person in connection with the performance of official duties, failure to take measures to combat corruption.

The third level of corruption in the medical field is related to companies that compete in drug tenders. The same companies participate in the tender, not allowing other companies in this process. To maintain anonymity, pharmaceutical companies create firms that belong to the same business groups. When selling drugs obtained as a result of cooperation with other companies, they are offered competitive bids with inflated prices in advance with one hundred percent prepayment from the Ministry of Health. At this stage, corruption crimes related to the implementation of budget expenditures or the provision of loans from the budget without established budget allocations, acceptance of an offer, promise, or receiving an improper benefit are common.

Thus, corruption crimes prevalent in medical institutions occupy a prominent place in the ranking of the most dangerous offenses, as they pose a threat not only life and health of Ukrainians but also to national security in general. An anti-corruption strategy should be developed. Therefore, in my opinion, the fight against corruption in health care will help:

1. To increase funding for health care, which will consist of providing competitive salaries to physicians, logistics of health care facilities;
2. To work with the consciousness of citizens in order to spread among them an educational idea about the negative impact of corruption on the social structure of society (training, lectures, conferences, etc.);
3. Establishing measures to ensure transparency in the selection of new employees, which will help increase the professionalism of employees of medical institutions;
4. Establishment of more severe penalties for committing a corruption crime by making the necessary changes to the current legislation of Ukraine (fines, extension of imprisonment).

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THE PROBLEM OF UNEMPLOYMENT IN UKRAINE: CAUSES AND SOLUTIONS

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The subject of this study is more than relevant in our time, since unemployment is one of the main factors of the labor market distortion in Ukraine. It would be worthwhile to begin by explaining the concept of unemployment, if simply, a process in which part of the working-age population has not been able to find themselves in society, that is, not employed. This socio-economic problem is an integral part of the market economy, which is dominated by the concepts of supply and demand. The main characteristic of unemployment is the predominance of labor supply over demand, in other words, the formation of excess labor (Doroszko, 2010)

If we look at the trends in unemployment in the last few years, we can see that it has increased considerably compared to the previous years. Today, the unemployment rate in Ukraine is 10.9 per cent, whereas in the recent year 2020 it was no more than 9.9 per cent. (Table 1)

Table 1. Unemployment rate in Ukraine in 2016-2021

	2016	2017	2018	2019	2020	2021
<i>Unemployment rate, %</i>	9,7	9,9	9,1	8,6	9,9	10,9

At first glance, the situation does not seem critical, but if the downward trend of the employed population continues, this relentless process will lead to important social and economic problems, such as increasing social tensions, the differentiation of the population, GDP decline, living standards decline, etc. (The Ministry of Finance, 2021).

In order to identify effective ways of combating the phenomenon of unemployment, it is necessary to identify the root causes of the phenomenon. Thus, from an economic point of view, unemployment is seen as a macroeconomic problem in which the following factors are directly involved: the instability of the economy, resulting in large-scale changes in the structure of labor demand; The decline in economic development, leading to job losses, and the collapse of enterprises. Ironically, the rise in average wages also contributed to the rise in unemployment, as private companies were unable to pay all staff according to the new standards and had to reduce the number of workers (Baker Tilly, 2021). The following factors play an equally important role in creating a mismatch between labor demand and supply:

- Rapid inflationary processes;

Seasonal fluctuations in production that provide employment only for a certain period;

Scientific and technological progress is a last and rather controversial factor, because it is certainly useful for the development of a country, but on the other hand, it can leave thousands of people without jobs (Semiyaktova, 2021).

Unemployment is a State-level problem, and therefore its solution must come primarily from the political side. Employment should be regulated through effective economic and social policies. Its main directions should be: first of all, stabilization of the Ukrainian economy and a course for its growth; promotion of full and effective employment; introduction of reforms on wages and pensions; One of the most effective ways of dealing with the problem of unemployment is to conduct a detailed study of the labor market in order to identify the needs of employers and subsequently train professionals in this area (Pidhirna, 2019). The improvement of the competitiveness of the labor force through the provision of quality education; the introduction of measures to increase productivity; the integration of foreign experience in this field should not be overlooked.

Thus, in analyzing the underlying causes of the unemployment process, it can be concluded that they require active public policies aimed at fundamentally changing employment policies. The increasing pace of the phenomenon must cease to be ignored and effective measures should instead be taken to improve the employment environment. Only a targeted and effective increase in the level of employment can bring Ukraine's economy out of an all-consuming crisis.

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HIGHER EDUCATION IN UKRAINE

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Ukraine has entered the 21st century with a number of unexpected problems that have arisen over the past 20 years. Of these, for more than 15 years we are constantly in a state of transformation of the education system in Ukraine. However, in the economic sphere over the past two decades Ukraine has lost not only certain types of domestic products in foreign and domestic markets, but also entire industries: instrumentation, computers, etc., in the field of education this has not happened. (Teletov, 2010, p. 1) Competition between educational institutions has always been which prompted a healthy competition between scientific schools, level of teaching, prestige to be called a student of a certain level, the status of the city of the institution, as well as the desire to master a particular specialty: acting, forestry, becoming a philosopher or astronomer.

A focus on quality results of the educational process requires firstly a clear definition of the principles of internal quality assurance, because the principles are those general requirements, quality depends on maintaining them. To enter qualitative indicators, we need to know what they are qualified for. However, as a rule, the principles are perceived as something abstract and theoretical. Removal of their purely theoretical role and underestimation in practice creates obstacles to quality assurance. "The architect, – wrote J. A. Comenius, – is planning to build a strong building not using a straw, a swamp or vine, but using the stones, bricks, sturdy wood and other materials. In addition, the gardener who "wants to field, vineyard, garden to bear fruit, sow a grass, not a nettle, a thistle, a noble seed and plant" (Komenskiy, 1955, p. 474).

Paid education is present in public universities and completely in private ones. In the state - it is additional revenues to the budget of the educational institution, a fairly high level of education, "budget students" and "paying students" mostly study in the same groups, which maintains a high general level of training, tuition allows surviving in difficult social-political conditions, during economic crises, and so on. To a particular university, the competitiveness of which depends on its history, location and image. At the state level, it was explained that private universities were created to increase competition in higher education and, as a result, to improve the level of training of domestic specialists.

In reality, it turned out not quite so, or rather, not so. In most private universities, the requirements for the level of knowledge of students are lower because the teacher sees a direct dependence in the payment of their work not on the quality of work, but on the number of students. Profits from this are received by individuals: university owners. They have no responsibility to the state. Such educational institutions introduced at that time the so-called "prestigious" specialties, the opening of which did not require any additional premises, no equipment, no base for practice: economic, legal, sociology, politics, etc (Teletov, 2010, p. 1).

In addition to private ones, there are so-called departmental ones - in the field of agriculture, law enforcement agencies, etc. The most anomalous thing here is that until recently these educational institutions also increased enrollment not for "their" specialties, but for all the same prestigious ones. For a budget place - a very high competition, and paid - more expensive than in a private school.

Of course, a working person should have the right to receive higher education in a significant number of specialties, which should be determined at the state level. This is almost completely solved by the externship: the total number of textbooks, manuals, information on the Internet is completely sufficient for self-mastery of a particular discipline; successive passing of exams will allow those able to receive higher education in two years, and those who sit, for example, in ten; you need to pass the exam of the chosen by the teaching commission; it will cost much less than today's evening and distance learning (Teletov, 2010, p.2). Virtual communication exists even in the most remote settlements of the country, the people living in these towns and villages will not be offended by anything. And the brand of the university will be preserved. In more prestigious universities, the number of external students will be greater.

The key areas of research on the readiness of higher education subjects (students, teachers, higher educational institutions) to distance learning under quarantine and the impact of new conditions of education on the educational results of students are (Grynyuk, 2020, p. 7):

1. Readiness of universities for the transition to distance learning.
2. Readiness of students' families to the changed conditions of education in the distance mode.
3. Readiness of teachers to organize distance learning in the mode of self-isolation.
4. Quality of education in the transition to 100% distance learning.

The quality of organization of teaching process, peculiarities of which in higher establishment require the unity of pedagogical knowledge and action of the teacher. Following the words of a famous pedagogue A. Disterweg, a bad teacher presents the sooth in a prepared form, and a good teacher teaches looking for it solely. In one of his books, he writes: «Development and education can't be given or reported to any person from the outside. Everyone who wants to join it has to achieve it by their own activity, own forces, own stress. From the outside it can only get an impulse...» (Disterweg, 1956, p.374).

Ukraine is also experiencing the same difficulties and problems in education due to the coronavirus pandemic as other countries and, thus, requires all state structures to make responsible and correct decisions. The Ministry of Education and Science of Ukraine, its departments and offices are trying to minimize losses from coronavirus in the field of education. A number of steps have been taken to stabilize the situation, the most important of which is the transition to distance education in the quarantine period for schoolchildren and students (Verkhovna Rada of Ukraine, 2020).

Speaking about the future of Ukraine, we subconsciously understand this concept as the young generation and its role in the future. From how the young generation will be national conscious, patriotic, ready to take responsibility for the development of spirituality and preservation of cultural achievements of the Ukrainian state, to actively and constructively join social processes, how proactive it will participate in socio-economic and political transformations, largely the fate of the country depends on its national interests.

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THE KEY TO OVERCOMING SOCIAL ANXIETY

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Fear is a very useful thing for survival, but not always useful for a modern person. Unlike animals, we have an imagination. Many consider this ability to be the main reason for the development of civilization and human dominance on the planet. We are able to imagine in detail not only the terrible events that may occur, but also our feelings at the same time. However, this same imagination can turn our fears into experiences and cause anxiety disorders. It is quite normal to worry. Anxiety is a strong emotion that arises when a person perceives danger. Unlike other strong experiences, anxiety is always associated with fear, conscious or unconscious. Our brains don't care if it's a real threat or an imaginary one. Fueled by fear, the alarm mechanism is the basis of the instinct of self-preservation and is responsible for our safety. Anxiety mobilizes the body: it injects adrenaline and noradrenaline into the blood, pumps blood to the muscles, fills the lungs with air, increases blood pressure. Makes you run first, and then think, while turning off everything unnecessary, including some parts of the human brain. To distinguish ordinary anxiety from frustration, it is necessary to distinguish between our experiences.

One of the first mentions of the disorder, which is associated with social anxiety contained in the process Bekhterev VM (1899), which describes the clinical picture of the disease, who suffered from a pronounced fear of primordialism in humans (to know which author used the term "erytophobia"). Subsequently, the psychopathological manifestations that reflect a terrifying representation on people, looking at whole lines of scientists (often depending on podinological clinical cases) within phobic or obsessions.

There are many keys to dealing with social anxiety disorders. The best way to deal with SAD on your own is control our thoughts. People with social anxiety tend to overestimate how badly others think of them. Keep in mind: your thoughts are only guessing about what others will think or what you will do. How you think is a habit and habits can be changed. Become more aware of your own thought that we have on average every single day. Which is why people need to start building a mindfulness habit like meditation where you try to clear your head and try to focus on one thing like your breathing when you build a mindfulness practice. Once when you started becoming more aware of your own thoughts you can start doing another mental exercise.

The greatest success in achieving this goal has been condition yourself to believe that others spend the majority of their time thinking about their own problems and themselves which is actually true. The more people start do this the more they will internalize the spotlights effects which is turn will allow you to start feeling less and less social anxiety as you start to realize people just are not paying that much attention to you.

We humans often overestimate how much others care about our negative and also positive actions. We think that the spotlight is on us, that everyone is looking at us and judging us when in reality the large majority of people simply don't care and this is a very important concept that everyone needs to internalize if you are struggling with social anxiety. The main reason we feel anxious around others is because we feel like they are looking at us and judging us. But in reality, the large majority of people simply don't care that much about you. Most people are stuck in their own heads and think about themselves, not you. The moment when people start to internalize this concept and genuinely start believing in it, their level of social anxiety will drop significantly.

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WHAT AFFECTS HUMAN HAPPINESS

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What makes a perfect life? According to statistics, more than eighty percent of youthful people wish to be rich, half of them wish to become famous. And we are constantly told to lean in to work, to thrust harder and achieve more. We are given the impression that these are the things that we necessarily need to do in order to have an outstanding life. But is this sufficient for a pleased life path?

Scientists started a study on this topic about seventy-five years ago. At the beginning of the project, more than seven hundred boys from different living conditions underwent medical examinations and interviews. After that, specialists came to their homes and talked with their parents. After these youthful men grew up and became adults with their own destiny. Some have achieved a lot in life, others haven't changed anything over the years, others have totally lost everything. Every two years they get questionnaires, they get blood for analysis, scanning their organs, specialists still continue to speak with their wives and children.

At the completion of the project, it became clear that a pleased and healthy life is prolonged by excellent relationships. There are three main lessons. The first lesson is that loneliness is killing us. People who live in society are much healthier than those who are deprived of it. The second lesson isn't quantity, but quality that matters. It does not matter whether you have two or twenty friends, it matters how close you're to them. And the final lesson is the better the relationship, the healthier our brains and bodies. According to statistics, those who'd an excellent relationship had very tiny memory problems in elderly age.

But certainly, this cannot be the only condition of good living.

Imagine a modern world without any currency. Is such a society possible? The answer is obvious, of course not. Money is a required part of the present life. We encounter them in all areas of life on a daily basis. Money has all sorts of meanings in the economy and social life. Money forms universal connections between people and the objective world, not possessing any qualitative definiteness, "things that are most distant each other discover a common basis in them and come into contact with each other," writes G. Simmel. How long ago these words were written, but now they are no less relevant.

So, what's the conclusion? Definitely, it is extremely important to maintain healthy relationships with surrounding people but money also strongly exerts people's lives.

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FEMINIST SOCIOLOGICAL THEORY

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Feminism is essentially a new direction in various humanities in the West, with several currents that largely reflect the historical formation of this school. Some foreign authors highlight the liberal, Marxist, radical, psychoanalytic, socialist and postmodernist trends of feminism, others consider the Marxist trend to be only a prerequisite for the socialist one and add an interpretive approach

Some representatives of feminism use the terms women's, feminist and gender studies as synonyms, often using the latter term only to "justify" before men who have power and control resources, including research. In turn, "women's research" is understood both as "carried out by women on women's issues in the interests of women" and as a study of the problems of oppression and subordination of women. The concept of gender also includes the study of "differences and similarities" in the social life of men and women". Researchers of women's problems prefer qualitative methods to quantitative methods, which, in their opinion, can more reliably reflect women's reality.

Feminism is not a defense of women's rights, including as thinking subjects, not an attempt to assert the features of the "female style" in communication, creativity, relations with the world, then the feminist theory is clearly "desubstantized", turning into a method ... Then it turns into a series of questions.

"Femininity" is also achieved in the problematic field of social and cultural approval, but it is assessed in a different way. Femininity implies sexual seduction, body adornments, etc., that is, essentially external characteristics that emphasize rather than create inherent attributes of gender, and femininity is more often presented as a biological quality that is emphasized and enhanced by means of culture

In the 21st century, the interests of women still occupy a firm position in the gender agenda, moreover, feminist projects are very important for changing the form of the gender regime. Feminism, in principle, can change not only the nature of gender regime, but also the "nature of late" capitalism: labor regimes, regulation of working hours, deepening democracy, strengthening the fight against violence in both the public and private spheres. Each of these factors affects both capitalism and gender regimes at the same time. If democratic processes in strengthening civil society really take place, then feminist projects will be able to really influence both the form of capitalism and the form of the gender regime.

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SOCIAL WORK IN UKRAINE: ORIGIN, PRESENT AND PROSPECTS

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Social work - professional or volunteer activity, aimed at guaranteed support and provision of social services of any kind to the person. The essence of social work is not only to meet the needs of certain individuals, but also to adapt them for further positive coexistence in society

Social work in Ukraine dates back to the emergence of mutual assistance in the East Slavic tribes. It should be noted that in all historical and folklore sources Ukrainians are mentioned as the most hospitable and charitable people. The ancient Slavs, whose existence we know from the VI century CE, lived in communities. The community was a local self-government that dealt with taxation, law enforcement and assistance to the needy. Social work manifested itself in various forms of support and mutual assistance. The following types of support were singled out: cultic (concerning religious cult and rituals), communal-clan (within the family) and economic. In turn, the communal-tribal form of assistance was divided into individual - assistance to the elderly, orphans, widows; and collective - help to the family, community.

In 988, after the baptism of the Kyiv Rus, comes one of the longest periods in history - the period of church charity. A Christian concept of help is being formed - the philosophy of love of neighbor: "Love your neighbor as yourself." The main objects of assistance were the sick, beggars, widows, orphans. At this time, laws are emerging that control the support of various categories of the population. The subjects of aid are the prince, the church, the parish, the monasteries. A distinctive feature of social assistance in the times of Kyiv Rus is the distribution of alms to all who ask. There were three main forms of princely charity: 1) distribution alms; 2) food at the prince's court; 3) delivery of products for destitute. (Zvereva, 2004, p. 17) In addition, Volodymyr Monomakh was the first to highlight the main aspects of social assistance in his "Teaching Children". However, the assistance listed above was not only positive, but even led to a major public disaster - the development of professional begging.

XV-XVII century - the period of Ukrainian Revival, but at this time the period of church charity continues. The church serves as a temple, hospital and school. Church fraternities turned out to be a specific kind of community: they helped the poor, widows, orphans, the sick, built churches, printing houses, hospitals, guarded monuments of history, culture, redeemed prisoners from the Tatar-Turkish captivity. (Zvereva, 2004, p. 18)

Social assistance was also provided in the Zaporizhia steppes. The Cossacks have always been hospitable to guests and love travelers. Lonely Cossacks always left food on the table so that anyone could consume it. None of the Cossacks could reproach the old man that he ate bread in vain. Cossacks spent their accumulated

wealth on the construction of churches, monasteries, and schools. In particular, Ivan Mazepa was a great patron.

Subsequently, much attention is paid to measures against poverty, and therefore at the turn of the XVII-XVIII centuries. the first projects of a civilized form of social guardianship appeared. During the reign of Peter I established public-administrative approaches to public and private burns. Under Catherine II, were created Orders of Public Guardianship.

In the first half of the XIX century. Ukraine's economy is characterized by the collapse of the feudal system. The social guardianship system was represented by public guardianship orders, later by the Ministry of Police and the Ministry of the Interior. Subsequently, new categories of objects of social care are identified: illegitimate infants, lepers, chronic sick, insane, unemployed, families of soldiers called up for active duty. (Zvereva, 2004, p. 20) Municipal governments and private charities played an important role in social assistance. For example, the Tereshchenko family spent almost 5 million karbovanets on charity.

After the First World War, the state became the main subject of aid, the People's Commissariats are involved in support. One of the most important areas of social assistance in the 1920s was the fight against child homelessness: the opening of orphanages, educational colonies. In the 1930s, the main task was to work with people with disabilities and help their families.

A new stage in the development of social assistance in Ukraine begins after the Second World War. Social security legislation is becoming an independent industry. The functions of the ministries of social assistance are significantly expanded.

In the 1980s, the living standards of the population significantly decreased, and there was a need to reform the social system. Only in the conditions of independent Ukraine are attempts to carry out such a reform, social work is formed, which now exists.

Nowadays, Decree of the President of Ukraine “On Poverty Reduction Strategy” №637 / 2001, dated August 15, 2001 and the Law of Ukraine “On Social services” №966-IV of June 19, 2003 aimed at systemic solution of social development problems. (Gorpynych, 2004, p. 69) World experience shows that no country has yet managed to overcome poverty. However, this does not mean that poverty cannot be reduced: by creating an effective level of work, developing an employment program and social protection. Volunteering is also gaining momentum due to the inability of the current system to provide relevant services. In connection with a number of school reforms in recent years, social pedagogy is developing.

Besides that, In Ukraine, there are the same trends in the development of social work as in the world: green social work, feminist social work and a customer-centric approach. (Semigina, 2020, p. 42) This can be explained by Ukraine's position on the path to European integration. Green social work is an approach that aims to ensure the availability of resources, environmental friendliness and sustainable development of society. Feminist social work aims to distribute the equal rights and opportunities of women and men, as well as to highlight and address the problems that women face every day. The client-centered approach is explained by the fact that

each person has resources that can be helped to develop so that the person can achieve their own goals.

Therefore, as we can see, social work is an important area at any time, which is developing dynamically, and Ukraine definitely needs, at least for the comfortable life of the population and its sufficient standard of living, at most, for successful European integration.

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THE IMPACT OF VIDEO GAMES ON CHILDREN

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Video games are an integral part of modern society. They have become a popular activity for people of all ages. This is a multibillion-dollar industry that is more profitable even than the film industry. Thanks to progress that is not standing still, video games have become very sophisticated and realistic, thus increasing the interest in the audience, especially among young people. Today, it is difficult to meet a child who has never dealt with computer games. But many teens develop addictions that worry their parents.

It is difficult to say unequivocally whether there are more benefits or harms from video games, as it can be influenced by many factors. Let's start with the pros. According to researchers, video games have a positive effect on fine motor skills and the ability to switch between tasks (Lukasz Borecki, Katarzyna Tolstych, Mieczyslaw Pokorski, 2013). They also increase the amount of gray matter in the brain, which is responsible for muscle control, memory, perception and spatial navigation. Children's interest in online games improves their social skills, as communicating with other players is an integral part of cooperative games. Children who play strategy and various puzzles are better suited to find solutions to problems. Also children who play games are more attentive to details.

But not everything is so good, the cons are also enough. Four out of five children play video games. That's 65 million children, and some of them can use a computer or a smartphone, but they can't even read or talk. The biggest problem is that many scientists believe that excessive play under the age of 22 can even physically change the brain (Amy Paturel, 2014). Because video games stimulate only the parts of the brain that control vision and fine motor skills, other parts of the brain responsible for behavior, emotions, and learning may be underdeveloped.

Due to the influx of dopamine, which gives a feeling of pleasure during the game - children become addicted to this neurotransmitter. Therefore, if children refuse to play, they will have behavioral problems, aggression, feelings of inferiority, and so on. In addition, it can be difficult for them to control the time they spend on games, which in turn can cause problems with healthy sleep, vision, nutrition, overweight, lack of interest in other hobbies, and so on.

There is another problem - all video games are evaluated by the Electronic Software Evaluation Board (ESRB) for their suitability for children and adolescents. And although age ratings are placed on a large part of the game's packaging, players often ignore these restrictions and parents do not pay attention. That is why the problem is so common that children play with a product that is not even intended for them. Most often, these are games with a high level of cruelty. Studies show that violence in video games can significantly increase anxiety, aggressive thoughts and negative emotions in children over a long period of time (Claire McCarthy, 2021). In

particular, there may be children who suffer from mental health problems, and games will be even more harmful.

Summing up, it is impossible to give an unambiguous answer to the question of how harmful video games affect children. On the one hand, some video games can help you learn, solve problems, and develop fine motor skills and coordination. On the other hand, spending too much time on video games can delay mental development and negatively affect the nervous system, provoking aggression, apathy and other health problems.

However, experts agree that the games are seriously addictive. The human brain is set up to strive for instant gratification, fast pace and unpredictability. Therefore, the most important thing is to know the measure and find a golden mean for each child, and for parents to pay attention to this problem and think - perhaps it is not the games themselves that deserve attention, but the reasons why children spend so much time in games.

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MARY'S ROOM

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Do you know about Mary's Room? But first, what is absolute knowledge for you? Do we really have enough physical properties of objects to fully explain being? Because physicalism has such an attitude, any being is nothing more than a continuation of physical properties. There is nothing in the world but physical things. It was thought so until Frank Jackson took into account the article "Epiphenomenal Qualia" (1982). Which is an argument about the fallacy of the idea of physicalism and its existence. The controversy that arose after its publication became the subject of a special issue - *There is Something About Mary* (2004), which sets out the views of various philosophers, including Daniel Dennett.

In the article rises to review, one of the interesting imaginary experiments Mary's Room. Frank Jackson theorizes that physicalism is false, and the fullness of knowledge lies in not only the material but also the inner feelings of people. This experiment is the argument. Which is as follows: Mary is a brilliant scientist who is, for whatever reason, forced to investigate the world from a black and white room via a black and white television monitor. She specialises in the neurophysiology of vision and acquires, let us suppose, all the physical information there is to obtain about what goes on when we see ripe tomatoes, or the sky, and use terms like 'red', 'blue', and so on. She discovers, for example, just which wave-length combinations from the sky stimulate the retina, and exactly how this produces via the central nervous system the contraction of the vocal chords and expulsion of air from the lungs that results in the uttering of the sentence 'The sky is blue'. (It can hardly be denied that it is in principle possible to obtain all this physical information from black and white television, otherwise the Open University would of necessity need to use colour television.) What will happen when Mary is released from her black and white room or is given a colour television monitor? Will she learn anything or not? (Jackson,, 1982)

What can we say about Mary? Does Qualia really play in exploring the world? There are two possible options for the limb. The first, if Maria learns something new from the experience of direct perception of color, confirms the fallacy of physicalism. Our scientist knows everything about the science of color perception, but can she have the experience of red if she has never seen it? The second, according to Daniel Dennett, is that Maria will not learn anything new if she leaves her black-and-white room. Arguing that if Mary really knew everything about color, her knowledge would also include a deep understanding of how people feel about the «quality» of color. Moreover, such knowledge would include the functional ability to distinguish red from other colors. That way, Maria would already know what to expect before she left the room. Dennett believes that functional knowledge is identical to experience, and there is no indescribable qualia (Nida-Rümelin, O'Conaill, 2019).

For my part, I support Qualia's position. Although the physical properties of the material help us to understand being, yet this knowledge is not complete. It is not enough to know the usual characteristics of the object; it must be seen and felt.

Summing up everything we have discussed, an ambiguous conclusion is drawn. At present, there is no single correct, precise definition. In fact, for the perception of the world around, will Mary need to know only the physical structure of color? This question still remains open. However, no less interesting.

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SOCIOLOGY OF YOUTH AND ITS OBJECT OF STUDY

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Young people, as a separate group from children and adults, have always attracted the special attention of researchers and politicians. It occupies an important place in society. But what are young people? By general definition, young people are a large socio-demographic group that is at the stage of formation of social and psychophysiological maturity. Young people include high school students, students, graduate students, employees, entrepreneurs and others. This group of the population is the most active. Young people are the main carrier of intellectual and creative potential of society. She is able to quickly and efficiently master new knowledge, professions, specialties, which is important in today's world, where the rapid development of technology. Until now, the issue of age periodization of young people remains controversial. There are many approaches to determining age limits: 11-25, 15-28, 16-24, 16-30, and so on. Recently, the lower age limit of youth is 14, and the upper - 35 years.

In the modern scientific literature there are several different definitions of youth. One of the first definitions of "youth" was given in 1968 by sociologist V.T Lisovsky: «Youth - a generation of people undergoing the stage of socialization, learn, and at a certain age have mastered, educational, professional, cultural and other social functions» (V. T. Lisovsky, 1996, p.41).

The following definition of youth was given by sociologist I.S Kon: «youth - a socio-demographic group, distinguished on the basis of a set of age characteristics, social status and due to one or another composition of socio-psychological properties. This definition later became the main in the sociology of youth. Youth as a certain phase, a stage of the life cycle is biologically universal, but its specific age limits, associated social status and socio-psychological features have a socio-historical nature and depend on the social system, culture and the laws of socialization inherent in this society» (Kon I.S., 1998).

Also, the definition of youth can be interpreted through many approaches. The stratification approach is considered traditional. It defines young people as a special socio-demographic group, limited by age, specific social roles, status and social positions.

In the psychophysiological approach, the concept of "youth" is interpreted as the period of human development between puberty and full maturity.

As its further development in social philosophy there is a socio-psychological approach in which young people are a certain age with their biological and psychological relations, and therefore it has all the features of the age class.

According to the conflictological approach, young people are a difficult, full of stress and extremely important period of life.

Young people as a special behavioral phase in life, when they no longer play "children's" roles and at the same time are not full bearers of adult roles are defined in the role approach.

Within the subcultural approach, young people are a group with their own specific way of life, style of behavior, cultural norms and values.

According to the socialization approach, youth is a period of social growth, primary socialization, the main goal of youth is self-determination, personalization.

According to the interactionist approach, youth is one of the three states of the soul inherent in every person. In contrast to the state of "father" (focus on normative behavior) and "adult" (focus on reasonable decisions), it is manifested in spontaneity, immediacy, non-standard behavior.

In the subjective approach, young people - future orientation, optimism, zest for life, desire for activity, feeling (energetic) young, regardless of real age.

Within the procedural approach, young people are those who are not perfect, not integrated, are in a state of formation, formation.

A comparison of many definitions of youth shows that each of them captures its real and significant features and characteristics, but none is exhaustive.

Let's move on to the branch of sociology that studies such a group of people as young people. Sociology of youth is a branch sociological theory devoted to the problems of youth as a specific socio-demographic group, its integration into society, the specifics of consciousness and behavior, social activity and participation of the younger generation in the formation of both social structures and informal associations.

The object of study of this field of sociological knowledge is the youth as a phenomenon of social life and a subject of social relations.

The subject is to study the place and role of youth as a specific socio-demographic group in the development of society, as well as their social needs, interests, needs, social expectations, lifestyles and behavior, forming life plans and determining optimal ways to implement them, studying reserves of social activity or the same reasons for passivity, moral and psychological readiness for adult life.

Youth sociology has a number of functions: the research function is associated with the study of social relations and social processes. This function should be decisive - the quality of sociological information primarily depends on it.

Ideological and value-orienting functions are interconnected. The ideological function of sociology is a special case of the relationship between science and ideology. Ideologies reflect the interests of various strata, social groups, communities. Their motivating aspect is also important. They influence the illusions and hopes of people, their attitudes and value orientations, the forms, methods and nature of their activities. Within the framework of sociology, ideological pluralism is important so that sociologists strengthen the scientific nature of their research, striving to give the most objective picture of social processes in society.

The practical, social engineering function is associated with the development and implementation in social practice - based on empirical research - of social

technologies, implementation of a system of standard methods and techniques that could be implemented on a mass, serial scale.

The predictive function of sociology is designed to form a perspective orientation in people.

Thus, youth is a socio-demographic community that differs from other age groups in that its characteristics and traits are in a state of formation. She is in the process of transition from childhood to adulthood, just beginning to form their values.

Youth, as a social community, is the object of study of one of the branches of sociology - the sociology of youth. Sociology of youth deals with determining the role and place of youth in the social life of society, analysis of processes occurring in the youth environment, identifying and forecasting the main directions of development of youth problems.

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ISSUES OF THE DEATH PENALTY ALL AROUND THE WORLD

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The death penalty, also known as capital punishment, is unique and violent practice of killing a person as a punishment for a crime. By the way, this kind of penalty is sanctioned and legitimized by authorities or other representatives of government offices and courts. In order to make you more well-informed, I need to clarify some important terms of this process. First, a death sentence means a court's decision ordering that an guilty person is to be punished in such an inhuman manner and the act of carrying out the sentence is known as an execution. It's generally believed that a sentenced to death prisoner who awaits execution is condemned which is held on the death row. (Wikipedia, 2021)

It's no a secret, the death penalty was invented far away from Christ, plus I can even explain that because at all times powerful men wanted to show their might through terrorizing pure ordinary people and couldn't stop at anything on their way. As a rule, death sentences were carried out by such means as crucifixion, drowning, beating to death, burning alive, and impalement.

Much time passed, lots of generations changed, however, capital punishment is still in use but in other forms. For example in the US in the second half of the 20th century the Supreme Court left open the possibility of imposing the death penalty for offenses other than murder, such as rape or even armed robbery for a while. All things considered, capital punishment was generally used for assault, especially against dark defendants with white victims, so nobody is able to call such spreading exploitation of the death penalty weird in country, where there is a center of permanent different racial confrontations. I want to point out that the ratio of white to black death row prisoners is almost the same in the USA now. Incidentally, a sentence to death is considered to be one of famous punishments and is frequently used for crimes against the government, such as treason or espionage in pitiless politic world. (The Death Penalty Information Center, 2020)



Five unique ways of execution were used in 2020. The most well-known methods were hanging and shooting, which were used in 15 distinct countries. A deadly infusion was the most generally used way of execution in the US, yet a few states approved different methods, including electric shock, gas chamber, hanging and shooting. Beheading with a sword remained the predominant form of execution in Saudi Arabia. (Aljazeera, 2020)

By and large, both the death condemning rate and the death row populace stay tiny for ladies in contrast with that for men. According to statistic data on the web-site of Death penalty information center, during a long period from 1976 till today there are 17 women in the USA who faced execution in the form of a lethal injection. In addition, I can say several facts based on submitted on the web-site figures. For instance, Texas citizen Frances Newton committed the most mass murder of her husband and two kids among other executed women. Frances went through almost 17 years waiting for capital punishment before finally being executed by the deadly injection on September 14, 2005. Also in January 2021 Lisa Montgomery became first put to death female at the federal level in 67 years from such a previous accident. To cut a long story short, the convict cruelly strangled a pregnant and stole her unborn child. (The Death Penalty Information Center, 2021)

A curious fact is that Amnesty International recorded that 16 ladies were among the 483 individuals known to have been executed in 2020 (3%), in the accompanying nations: Egypt (4), Iran (9), Oman (1), Saudi Arabia (2).

So how we can see, the tendency of using the death penalty for public purposes is widespread in Asia and even concerns a “weak portion” of the population, for example, Amnesty International records executions in some countries of Middle East, North and Sub-Saharan Africa year by year. China stayed the world's driving executioner in 2020 – however the genuine degree of the use of capital punishment in China was unknown as this information was named a state mysterious; the worldwide figure of something like 483 excluded the thousands of executions accepted to have been completed in China. By the way, some of the offences punished by death had a mild character and were related to drugs. What`s more, during the last year three individuals were executed for violations that happened when they were under 18 years old in Iran. Reports showed that others in this class stayed waiting for capital punishment in Maldives. It is interesting to note that the application of the death penalty to children is supported on a religion level in some Muslims countries.(Amnesty International, 2021, April 21)

Fortunately, we can see a certain trend toward the abolition of this form of punishment according to last year official United Nations data. More than 160 states and 193 United Nations member-states either reversed the death penalty or didn`t adopt it at all. In the world an aggregate amount of 108 countries totally canceled capital punishment for all violations, 28 nations successfully abolished capital punishment by not executing anybody in the course of recent years and 55 nations actually retained the death penalty for conventional wrongdoings. On 16 December 2020, the United Nations General Assembly adopted the eighth resolution for a ban on the use of such a sentence with 123 votes in favor.

In November 2017 The United Nations Secretary for Human Rights, Andrew Gilmoor stated that there are many secrets in carrying out executions. He also noted that while many countries around the world were abandoning such practice those who still used it feel they had something to hide. The Secretary-General of the UN António Guterres has claimed that the death penalty was a barbaric practice which had no place in the 21st century.

Summing up, I disagree with nations that still practice this form of a punishment because it is morally wrong and doesn't judge up-to-date realities. However, some human acts deserve more severe sentences and, unfortunately, the world has not come up with an alternative to the death penalty yet. Additionally, October 10 marks the World Day Against the Death Penalty.

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TULIP FEVER OR THE FIRST FINANCIAL BUBBLE?

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The real tulip family is Central Asia, which includes China, Mongolia and the Ottoman Empire. It all started with the ambassador, who was at a reception to the Sultan of the Ottoman Empire, saw the tulips and decided that he also needed them. Therefore, his servants conducted many surveys and brought a special kind of tulip, which was prepared for the cold climate of Holland. In general, tulips of two colors were common there, but it was in Holland that some began to acquire colorful mosaics, become larger, but lost their smell, and became like works of art. It is already known that it was a flower virus of tulip mosaic, but then it was like a miracle, because many surveys were conducted and no one was able to do it. That was the first step towards a sharp rise in prices.

The second step towards the rapid growth of demand was that the catalog "Florilegium" released in 1612 100 varieties of a new flower (the disease was painted differently each time). The phenomenon of painting portraits of tulips is also widespread, as it was very fashionable then, and the most interesting, that it is becoming not only popular but also profitable. Because after the onset of tulip fever, the price of paintings rises with the price of tulips, which were very expensive at the time.

Prices were constantly rising, and in 1625 year one tulip bulb "Semper Augustus" ("August forever") cost about 1,000 guilders (1), which at that time was equal to:

- 10 kg of silver;
- 856 g of gold;
- 33 pigs;
- 10 cows;
- 10 tons of oil;
- 3-year salary of an artisan;
- 7-year savings of an ordinary person (Garber, 1989, p. 357).

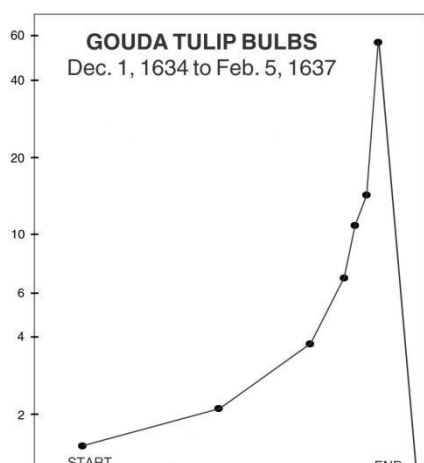
Tulip fever will partially take over the country, but in 1625 the first tulip action took place, where only 33% of professionals who deal with tulips, and 67% of collectors. But during this period, most of people who bought it was the nobles and wealthy people.

But for tulips to have an impact on the entire state, it had to penetrate all segments of the population. And in my opinion, it succeeded only in the summer of 1634, when new species began to appear on the market, and the old ones began to become cheaper, which made it easy for the lower classes to enter the business (Dash, 2010, p. 105). Therefore, in the summer of 1636, the first "college" was established, which was like an exchange for the poor. They held meetings 3 times a week, and constantly resold their "options" and "futures" for tulips (Dash, 2010, p. 108). I

believe that the main problem of that market was a very strong desire to get rich and blind faith in any participant in this event.

It seems to me that we can identify the following main causes of the formation and development of tulip fever:

- The tulips in the mosaics seemed to be a combination of magic and human labor;
- The gold trade was less profitable than the tulips;
- Options and futures begin to function, allowing speculators and ordinary people to sell them continuously with only paper in hand;
- The mentality of the Dutch, which allowed you to be sure that no one "deceive" you
- Cholera, one of the main reasons, because the number of people decreased, the demand for human labor increased, which leads to an increase in wages, people have free money to invest in a business, and because of that tulips were the most popular at the time, and they had a chance to double or triple their wealth, so people chose it.
- Military actions of Germany



Tulip fever, 1634 - 1637 y.y. (4)

And because of all this in 1634 the price rose by 4600 florins for onions, already in 1635 5500 florins, and by the beginning of 1637 their price increased 20-25 times (Dash, 2010, p. 149).

The peak of the fever occurred on the first Sunday of February 1637. At that time, prices were impossible, for three onions you could buy a very wealthy house, and for one - a profitable brewery (1). But there was an explosion of bubbles. The reason for this collapse is considered to be that there was no one to sell. But I prefer the version that the economists of that time began to have doubts about the reliability of this system, which was then passed on to the people.

Therefore, one day wealthy people sharply reduced demand, which led to an increase in offer and a collapse in the future. After the collapse, the state paid 5 florins for every 100 tulips to people who had contracts (Dash, 2010, p. 186).

It is believed that this had a very strong impact on the Dutch economy, as the whole country was directed to the production of tulips, and then a wave of suicides. But I do not agree with this opinion, that it is a myth, it seems to me that it's all true, but not in such a large amount, because if the Dutch economy really collapsed, we would have some more information about it from history.

Conclusion

People do not know the future, but they can analyze information and make predictions for the future. It is very strange when people buy goods at such a high price that had no properties other than aesthetic. They had to understand that it was very risky, either when they made a bunch of papers to produce tulips in the future, which even in theory Holland could not do, or when they sold tulips to the poor

without asking how they would give the money. Therefore, we get the same conclusion as in the neoclassical theory that humans are not so logical beings, so financial bubbles will always be present in history.

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**SCIENTIFIC APPROACHES TO THE STUDY OF MODERN
THEORIES OF COMMUNICATION**

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In the late XX - early XXI century the importance of information and communication processes is constantly growing. These changes affect most areas of human activity, especially the sphere of its cultural activities. This gives grounds to talk about the actualization of a comprehensive study of communication as a phenomenon of cultural space.

Comprehensively considering the different definitions of "communication", we concluded that all definitions of communication are not mutually exclusive, the meanings of the term are not mutually exclusive, each considers a certain aspect of this phenomenon, clarifying and supplementing, giving a deeper understanding of this concept.

In modern science there are several specific scientific approaches to the study of communication. First, these are different approaches of technocratic and interactional nature. Second, within the framework of interactionism, scholars are divided in addressing the question of how to explain communication - by references to individual conscious activity or as a derivative of the social structure. Debates on communication in such terms occupy one of the central places in modern sociology, psychology and culturology. Within these sciences, the main theoretical and methodological approaches to the study of communication were developed and various attempts were made to reconcile the objective structure and subjective will. While [globalization] might be about economics it's also about great big global communications and communities, great big global organizations (Berry, Craig and Gabay, Clive, 2009, p. 12).

Technocratic approaches to the study of communication were due to the specifics of specific historical conditions and the subject of research. Thus arose the concepts of technological determinism, the most famous of which is the theory of the information society, which considers modern technical means of information as the most important stimulus and source of social development. A clear sign of such a transformation is the increasing importance of higher education. Knowledge becomes a key source of innovation and the basis of social organization and technology (Cooley, 1953, p. 56). In essence, this is a new type of civilization, characterized by accelerated automation and computerization of production and management processes, new technical systems for receiving, processing, transmitting and storing information, intellectualization of production, informatization of all spheres of public life, improving quality of life, changing social structure society, etc. Due to the growing role of knowledge, information and means of communication, such a society is called information.

The system approach considers communication as a system in which there are: source, transmitter, channel, receiver, destination, noise. Communication means that

the information source selects the desired message, the transmitter encodes the message into signals, and the receiver decrypts the signals into messages. The success of the information transfer depends on the ability to accurately receive the message at the destination.

Based on this theory, theories of communication in organizations, popular in the late 1960s - early 1970s, were formulated, according to which communication was presented as an activity aimed at producing, transmitting and storing information within various organizational structures.

With an alternative vision of the essence of communication, the activity of the recipient as an equal subject of communicative activity comes to the fore. As a result, in 1953 T. Newcomb formulated an interactionist approach to communication. The subjects of communication here are equal and are connected both by mutual expectations and attitudes, and by a common interest in the subject of communication. Communication is seen as the realization of this interest through transmitted messages. The effects of communication are the convergence or divergence of views of the communicator and the recipient on a common subject, which in turn means the expansion or narrowing of their opportunities for mutual understanding and cooperation. This view of communication focuses on achieving agreement between the subjects of communication, the establishment of balance in the system of mutual attitudes (Hovland, 1953, p. 21).

The theory of intercultural content of communication, developed by the American anthropologist E. Hall, makes it possible to understand the cultural significance of communicative actions and their corresponding implementation, the effectiveness of which is based on recognizing the belonging of communicators to a particular cultural environment. This analysis of communication uses the concept of "social distance", which characterizes the degree of closeness or alienation of social groups and individuals. It is not identical to the spatial, geographical distance, although it can be expressed in specific forms of settlement of ethnic groups. The analysis of social distance was first carried out by G. Simmel, R. Park, E. Burgess, L. von Wiese.

The emergence and development of new technologies of communication, technical means of communication led to the formation of a new cultural space - mass society. This society is characterized by the presence of specific means of communication - the media. The rapid development of mass media in the XX - XXI centuries. led to a change in worldview, transformation, "dehumanization" of culture and art, the formation of a new virtual world of communication (McQuail D, 1994, p. 247).

In these conditions, new theories and concepts are emerging that study the place and role of mass communication in society.

Theories of the magic ball and subcutaneous injection, or "drug for subcutaneous injection", developed by H. Lasswell. Selective audience theory. The theory called the "spiral of silence" developed by E. Noell-Neumann is reminiscent of the "voting paradox". Diffusion theory. The theory of cultivation arose on the basis of research work of J. Gerbner (Newcomb, 1953, p. 395).

Thus, analyzing these theories and approaches, we can conclude that the study of communication at this stage is a consideration of concepts that describe, explain, evaluate and summarize communication processes. At the same time, domestic science has not yet developed a holistic comprehensive understanding of the communication process, a single scientific system. To build it, it is necessary to generalize the knowledge about communication, which has culturology, sociology, psychology, natural and technical sciences, which create an empirical and theoretical basis for communication theory.

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BAROQUE IN UKRAINE

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Baroque is one of the leading styles of art in Europe, which emerged in the late 16th century in Italy - and enjoyed popularity until the end of the 18th century. This style was so widespread that it was found in almost all spheres of life, from musical and literary works to architecture. It gained great love among the high nobility and the church because of his haughtiness, so its was associated with wealth. Namely, the word "baroque" can be translated as a whimsical or irregularly shaped pearl.(Tomaszuk, 2015)

This style came to Ukraine at the beginning of the 17th century, but due to the division into the Right Bank and the Left Bank, it spread unevenly and was most pronounced in the western lands in church architecture.(Tomaszuk, 2015)

The Cossack era gave the opportunity to develop baroque temples, many of which were built. Most of it was built during the reign of Hetman Ivan Mazepa, who was a great supporter of Ukrainian culture. Wealthy Cossacks joined the construction of temples and civilian houses in the Baroque style, which was very common and considered an honor.(Svyatokum, 2015)

The first baroque buildings were wooden temples, which were completed, decorated and supplemented according to the period.(Svyatokum, 2015)

Initially, Ukrainian masters copied Italian works, and later learned to create their own projects with their elegant forms, which are not inferior to Roman masterpieces. Due to this, there are many Cossack Baroque buildings in Ukraine that have no analogues in any other country. The brightest baroque is represented in church architecture.(Tomaszuk, 2015)

The first baroque churches include the Cathedral of St. Nicholas the Wonderworker, which has stood in Nizhyn since 1658 and still impresses visitors with its grandeur.(Svyatokum, 2015)

St. George's Cathedral is located in Lviv. The architect was B. Meretin and began work on the temple in 1744. It has a distinctive style of exterior architecture and interior. On the outside it is decorated with sculpture, and inside it combines Rococo and Baroque, which is represented in painting and ornament.(Tomaszuk, 2015)

Gustyn Monastery near the town of Pryluky, which in the Chernihiv region stands out for its superstructures and duration of construction. Trinity Cathedral was founded in 1600, but was built on the basis of the Ukrainian Baroque from 1672 to 1676.(Svyatokum, 2015)

There is also St. George's Church of the Vydubychi Monastery in Kyiv, which was built at the turn of the 17th-18th centuries. Funds for the construction were allocated by Colonel M. Myklashevsky, who donated the church, which is considered a textbook example of Ukrainian Baroque. The peculiarity of this temple is that it is

the same on all sides, so there is a feeling that the building rotates around its axis.(Beley, 2017)

Many Baroque monuments have been erected in Kyiv, and one of the most beautiful is St. Andrew's Church in Podil. Built in 1747-1757, the main architect was B. Rastrelli of St. Petersburg of Italian descent. But despite this, the church has signs of Cossack Baroque. (Beley, 2017)

Although St. Sophia Cathedral was built in the 11th century, the church was badly damaged by prolonged raids by strangers on Kyiv. But at the end of the 17th and the beginning of the 18th centuries, Hetman Ivan Mazepa undertook the reconstruction, so the church acquired Baroque features and at the same time a bell tower was erected nearby.(Beley, 2017)

In 1766 the Church of the Intercession was built, the architect of which was I. Hryhorovych-Barsky. The church was made in the style of the Cossack Baroque and has a spatial composition, through which the traditions of building wooden churches are presented. That is, the church has a cross plan, is three-part and with three baths.(Beley, 2017)

An example of an administrative building is the House of the Regiment Chancellery in Chernihiv or another name - Mazepa's house, which was built in the late 17th century. Initially, it served as the regimental office of the Chernihiv Cossack Regiment, and after some time - the archive.(Beley, 2017)

Baroque in Ukraine spread differently in time and influence, in the heterogeneity of techniques and elements used for construction, which is associated with the vision of the architect of a region. For example, in Galicia and Volhynia in the Baroque there are features characteristic of the Renaissance, they can be traced by the presence of a large number of elements of fine plastic in the decoration. And on the Left Bank and the Dnieper region, monumental architecture is used, a solid grandeur that has become characteristic of the Baroque.(Tomaszuk, 2015)

The traditional culture of Ukraine had a huge influence on the development of Baroque architecture. Because of this, the Cossack Baroque is an exquisite combination of ethnic and European features. What is a characteristic feature of the Ukrainian Baroque - to create as a basis for their cultural values.(Tomaszuk, 2015)

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**THE CONNECTION BETWEEN ECONOMICS AND PSYCHOLOGY.
MARKETING**

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Economics as a science explore not only the household, ways of conducting it and the patterns of its processes, but also the relationships between people that arise in the process of production and circulation of goods (Krush, 2008, p. 23). Thus, a person becomes a direct subject of economic relations, the one of the main factors influencing the state of the economy, a source of economic growth or decline. As a result, there is a need to study the causal relationship between human actions and changes in the economic sphere. Such a study allows us to obtain information, using which we can in some way influence the state of the economy.

The science that studies mental and psychological processes in human behavior is psychology (National University of Pharmacy, 2021). Using knowledge of psychology, we can predict the reaction of the general population to certain events, analyze and predict the effect of the implementation of certain reforms, laws, restrictions. Accordingly, it is possible to gain knowledge on how to improve the economic situation, not only in the country, but also within its regions, and vice versa, in several countries at once.

The key in psychology is that it determines the patterns of human behavior in different conditions. Having knowledge about a person's actions in specific standard conditions, we are able to model non-standard ones. This becomes possible if we rely on the fact that each unusual situation is a set of standard situations, combined in some way. In general, this is what forecasting is all about. A striking example of the reflection of ordinary psychology in economics is the law of demand. In fact, the claim that demand grows at a lower price is true precisely because of the human psychology. The tendency to profit, a certain "greed" of the consumer is the driving force of the law of demand.

Another important feature of psychology for economic forecasts is its ability to take into account historical facts. It is clear, for example, that the level of demand for luxury goods in the post-crisis period will be different from that observed in the period of a long-term economic growth. However, only a person with relevant knowledge in the field of psychology and certain statistics can make conclusions about how the given consumption will change for the current and previous periods of research.

Marketing emerged on the border of psychology and economics. Marketing is a dynamic system of market orientation (Krush, 2008, p. 168). Marketing services usually divide the consumer market into segments according to age, gender, etc. Together with knowledge in the field of psychology, this allows you to most effectively meet consumer needs and use exactly those means of advertising that will work best for a particular audience.

An interesting example of a means of promoting certain economic processes is the dissemination of certain non-advertising information on the Internet or on television, which can cause sharp rise in the consumption schedules of certain types of products. As follows, if you provide information that flour will become more expensive in the near future, it is obvious that consumers will buy much more of this product than usual. Such information effects on demand can be both positive for sellers and negative (providing the media with facts that cause negative dynamics of demand changes can, for example, be dealt with by competitors).

Thus, we see a close connection between economics and psychology. Psychological techniques allow companies to influence the consumer market, regulate the economic situation and predict further changes in the economic sphere.

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THE LINGUISTIC ASPECTS OF ALTERED STATES OF CONSCIOUSNESS

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In psychology, altered states of consciousness are treated as non-trivial non-pathological psychosomatic states, which arise in mentally healthy people under the influence of external and internal factors (Prysiashnyuk, 2011, p. 110). The appearance of altered states of consciousness is possible in any circumstances with the help of various means, methods and techniques, which prevent the normal flow of sensory, the general output of motor impulses, "emotional mood" or the usual course and organization of cognitive processes.

We can notice that many writers use this psychological state in their works. The altered states of consciousness are part of the artistic system of images because they help to understand the character in the better way: his thoughts, fantasies, fears. The hero getting into an unusual environment for himself immediately changes his attitude to reality. If it is weak spirit, emotionally unstable, then cannot immediately adjust to new and uncomfortable conditions for him.

People with altered states of consciousness cannot feel the time in a correct way. They often lose a control over their own emotional sphere. We can notice other symptoms: distortion of the perception of the image of the own body; a feeling of revival; loss of sense of reality; increased sensitivity to navigation.

When we talk about people with the altered states of consciousness, we are talking about their unusual manner of speech. Patients did not use widespread, complex and difficult-to-construct sentences when preparing reports. The text material is presented by exceptionally simple, unexpanded texts. Patients at the preparation of speech use such parts of the language as a verb, noun, pronoun, adverb, conjunction, and language units with a narrow sphere of reference, in other words, specific, non-meaningful language units (Suhik, 2006, p. 82-84).

It means that from the linguistic point of view, it is possible to say that the level of language competence in the people who are in the altered states of consciousness is very low. First, this is pointed out by the egocentric language, which is aimed at itself, not at the interlocutor. It is also necessary to note that at a reduced level of consciousness in a person marked the transition from the predominate of semantics associations to associations mainly phonetic. There is a repetition of word forms, grammar categories.

I propose to analyze some episodes of literature work where we can find factors of altered states of consciousness. For example, I want to describe an episode from Ukrainian poem "Narodnyi Malahiy (Folk Malahiy)"

Don't you understand? They submitted the drafts for preliminary consideration... We need to hurry up. I'm afraid some people's committees won't understand the projects and will demand an explanation... A shirt and pants.

In this episode, we can observe a sign of an altered state of consciousness as a loss of control over his own emotional sphere. It is accompanied by the use of lexeme with semantics value of movement and activity. The unusual energy of the hero is embodied with the help of language units as preliminary, hurry, which in this case means as soon as possible. It also found such a technique as accumulation of sounds /p/, /r/, /t/ for the purpose of emotional deepening. According to Zhuravlov, these sounds are characterized by the following signs: large, unpleasant, strong, cold, dark, fast, firm and, in my opinion, perceived negative bills of lading. The hero uses simple sentences, one of which consists of only two nouns.

Another example of the altered states of consciousness we can find in a W. Golding's novel named "Lord of the Flies":

Ralph said nothing more, but waited while the procession came nearer. The chant was audible but at that distance still wordless. The gutted carcass of a pig swung from the stake, swinging heavily as the twins toiled over the uneven ground. The pig's head hung down with gaping neck and seemed to search for something on the ground. At last the words of the chant floated up to them, across the bowl of blackened wood and ashes "Kill the pig. Cut her throat. Spill her blood."

Monotonic rhythm, which reflects emotional state of characters, is created on the basis of audit images, which arise as a result of use of words chant (monotonic singing), audible (something you can hear) and is also transmitted by means of a process motion image: swung, swinging. The maximum rate acceleration at the phonetic level is achieved by the use of words that contain short voices /I/, /Λ/ (Kill the pig. Cut her through. Fill her blood). At the level of syntax, this is facilitated by short sentences. Thus, it is the killing of the rhythm (its acceleration and deceleration) that is a means of the implementation of the changed states of consciousness.

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WHY IS PRICE STABILITY OF GREAT IMPORTANCE FOR THE UKRAINIAN ECONOMY?

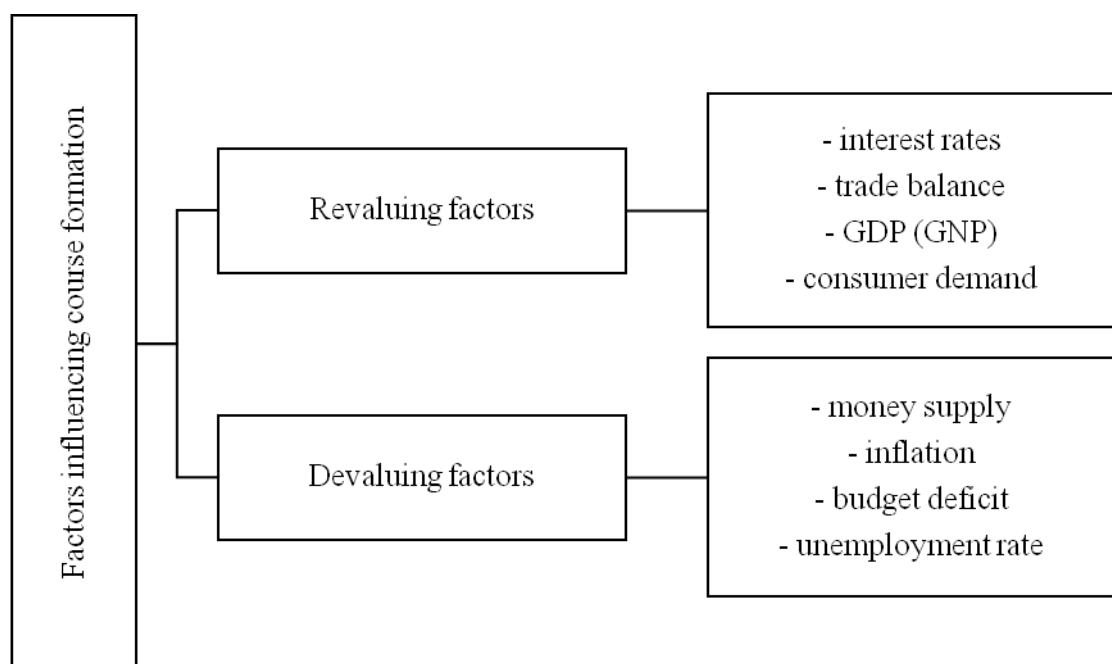
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Price stability is the preservation of the purchasing power of the national currency by maintaining in the medium term (from 3 to 5 years) low, stable inflation rates, measured by the consumer price index. Price stability does not imply constant prices; it means a moderate increase (National Bank of Ukraine, 2021).

For the last decade, Ukraine has been suffering from problems related to price stability. First of all, it is devaluation - the official depreciation of the national currency, or the opposite phenomenon - revaluation, appreciation of the national currency, as well as volatile and unpredictable inflation. The exchange rate is an important tool of public policy. Effective adjustment of the exchange rate is one of the main components of the mechanism of positive dynamics of macroeconomic indicators, which creates favorable conditions for increasing production and net exports, which is a decisive factor in economic development. Through the exchange rate of the national currency, the central bank influences the state of the country's balance of payments, and also uses it as an instrument of monetary policy. Consider the main factors that affect the formation of the course:



Picture 1. Factors influencing course formation

Consequences of devaluation for the country's economy:

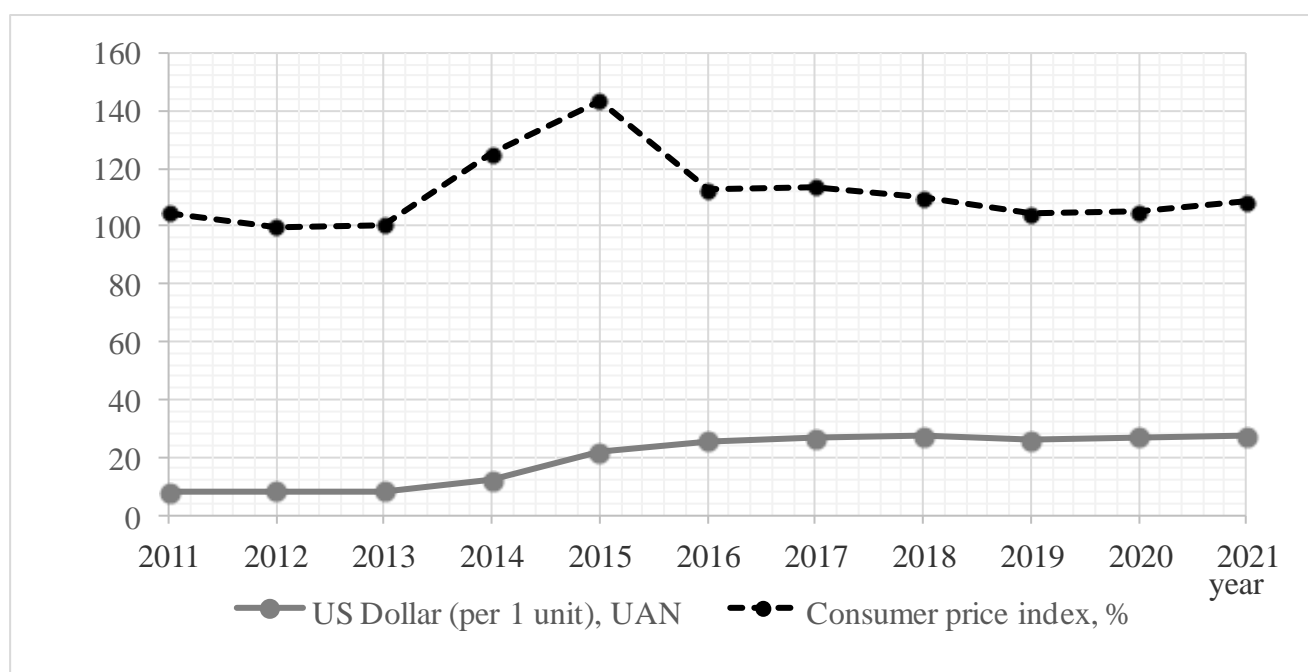
- increase in prices for imported products, which can stimulate inflation;
- devaluation is beneficial for exporters, because they receive a devaluation premium in the exchange of revenue, and maintaining a stable profitability will reduce prices for products in foreign markets;

- devaluation is unfavorable for importers because they are forced to spend more national currency in order to pay for import contracts in foreign currency;
- devaluation has a negative impact on attracting foreign capital to the country, as investors suffer losses when withdrawing profits; for foreign creditors - loss of funds when repaying foreign loans;
- increasing domestic prices, tariffs and competitiveness of domestic goods and services.

Since devaluation and revaluation are opposite phenomena, the consequences of these phenomena will also be directly opposite in their economic meaning.

Picture 2. Dynamics of change in the exchange rate and consumer price index for 2011-2021 (Ministry of Finance, 2021; National Bank of Ukraine, 2021)

How are the exchange rate, inflation and the country's economy related?



Inflation is determined by the value of the consumer basket. Much of this basket is imported goods. If the hryvnia exchange rate begins to fall, the value of imported goods increases, and accordingly the value of the consumer basket increases. If the hryvnia strengthens, imported goods become cheaper, cheaper goods will be almost invisible to the consumer. Analyzing the illustrated chart, you can see a direct relationship between exchange rates and inflation. If the country is devaluing the national currency, then at this point there is an increase in inflation (Khivrenko, 2020).

Thus, price stability is an important component of the economic condition of the country, as it affects both the life of society and the macroeconomic indicators of the country. Price stability leads to an increase in income and savings of businesses, individuals and the state, to lower production costs, reduce the cost of loans and their servicing, reduce or maintain fixed interest rates due to the fact that there is certainty about the future price level. The absence of significant fluctuations in inflation creates a favorable environment for attracting long-term foreign investment. Price

stability, namely stable inflation and a moderate exchange rate of the national currency, has a positive effect on economic growth.

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**ENSURING THE RIGHTS OF PERSONS SENTENCED TO
DEPRIVATION OF LIBERTY IN UKRAINE**

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The main duty of the state in accordance with Art. 3 of the Constitution of Ukraine is the approval and provision of human rights and freedoms. Since, according to the Basic Law of Ukraine, human rights and freedoms and their guarantees determine the direction of the state's activities, one of the directions of the formation of the state's legal policy should be the direct creation of effective mechanisms to ensure the rights of those sentenced to imprisonment (The Constitution of Ukraine, 1996), because today, according to official statistics, in correctional colonies Ukraine contains about 54 thousand convicts. In addition, according to Article 8 of the Criminal Executive Code of Ukraine, convicts have the right: to a humane attitude towards them and to respect for their human dignity; convicts should not be subject to cruel, inhuman or degrading treatment (The Criminal Executive Code of Ukraine: Law of Ukraine, 2004).

However, despite the certainty in the legislation of the main mechanisms for protecting the rights of convicts, today there is a problem of violation of their rights during the work of bodies and institutions for the execution of sentences. In particular, among the most common problems: lack of adequate quality and quantity of food for convicts, lack of qualified medical care, lack of adequate living conditions in prisons, as well as the existence of unjustified and illegal regime restrictions. The fact of confirmation of the violation of the rights and freedoms of convicts has numerous complaints from such persons. In particular, there is a decision of the European Court of Human Rights on the statements of those convicted against Ukraine.

So, as of today, 81 decisions of the European Court of Human Rights are under the control of the Committee of Ministers of the Council of Europe within the framework of the group of cases, which concerns the problem of improper conditions of detention, and this is about 1/7 of the total number of all cases under the control of the Council of Europe Committee of Ministers in relation to Ukraine. About 120 more applications of the same category are pending consideration by the European Court. This situation shows that the problem of inappropriate detention of persons in penitentiary institutions is extremely urgent and requires the adoption of urgent and comprehensive measures to solve it (Vysotska, 2021).

One can give an example of the the European Court of Human Rights case "Ivaschenko v. Ukraine", where the applicant, in particular, complains under Art. 3 of the European Convention on Human Rights (hereinafter - the ECHR) on the failure to provide him with adequate medical care and treatment during his detention and keeping him in a metal cage during court hearings. He also complained under Art. 5 of the ECHR on the unlawfulness, duration, and unreasonableness of his detention during the pre-trial investigation, as well as the absence at his disposal of an effective

procedure for challenging the lawfulness of his detention (*Ivaschenko v. Ukraine*, 2020).

The above facts are a real reason for the adoption of appropriate measures by state authorities, which will be aimed at guaranteeing and observing all mechanisms for ensuring the rights of convicts, as well as direct implementation of the decisions of the European Court of Human Rights in relation to persons whose rights and freedoms have been violated in places of deprivation of liberty.

Currently, the legislator is introducing significant liberalizing provisions that should help improve the conditions for convicted persons in places of deprivation of liberty. Consequently, in the first place, the right to paid work was secured, organized in accordance with the requirements of labor legislation, including with respect to the duration, conditions and remuneration of work and the right to adequate material and household support. A resonant innovation was also the granting of the right to those sentenced to imprisonment for a certain period of time to use mobile communications and the Internet. The procedure for providing legal assistance to certain categories of convicts has been expanded and improved.

In addition, the right of convicts to receive medical assistance and treatment was established. In particular, to the grounds on which those sentenced to imprisonment are provided with short-term trips outside the correctional and educational colonies, one more has been added - receiving medical assistance if such assistance cannot be provided on the territory of the corresponding place of deprivation of liberty (Lysoded, 2016, p. 319).

However, non-observance and violation of the requirements of the law, as well as direct abuse of office during the activities of law enforcement agencies, significantly slows down the process of reforming the bodies and institutions that form the system of bodies of the State Penitentiary Service and which are entrusted with the obligation to execute criminal penalties.

Therefore, the application and implementation of international mechanisms to ensure the rights of those sentenced to imprisonment is relevant. Today, in most countries of the world, the execution of criminal penalties orients the activities of the penitentiary bodies precisely towards the re-socialization of convicts. A striking result of this international practice is the refusal of convicts in the future from the practice of committing criminal offenses and the renewal of their social status.

It should be noted that Ukraine has taken an important step towards the introduction of international experience in the implementation of criminal punishments, which developed the draft Law of Ukraine "On the Penitentiary System of Ukraine". The purpose of the bill is to ensure the protection of society from crime by creating conditions for the correction and re-socialization of convicts. This bill provides for the main directions of the penitentiary system aimed at consciously restoring a convicted person to the social status of a full member of society, returning him to an independent generally accepted social and normative life in society, preventing him from committing new criminal offenses (*On the Penitentiary System of Ukraine*, 2021).

Therefore, summing up, it is important to note that human rights and freedoms are inviolable, which in particular, is guaranteed by the norms of the Constitution of Ukraine, as well as other legislative acts. But, despite this, the problem of ensuring the rights of those sentenced to imprisonment is quite acute in Ukraine. This is evidenced by the facts of violation of the norms established by law on convicted officials during the exercise of their official powers in bodies and institutions carrying out the execution of sentences. Therefore, there is an urgent need to reform the system of the State Penitentiary Service, the introduction of international mechanisms to protect the rights of convicts, as well as the use of the practice of the European Court of Human Rights. Now our country is on the path of introducing international mechanisms and practices to ensure the rights and freedoms of convicts, which means that there are significant prospects for the resocialization of convicts and reducing the level of crime in Ukraine.

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**IS IT POSSIBLE NOT TO DEPEND ON THE OPINIONS OF OTHERS
AND BE YOURSELF?**

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We are often faced with the fact that someone or you yourself can be affected by someone else's opinion, or on the contrary, it can help you with some kind of choice. Also when in a new company you start to adjust to others. Then you think whether everyone liked you or someone will start discussing you behind your back (Netuzhilova, 2020).

The instinct of self-preservation is what allows us to analyze our environment. Whether they are dangerous for you or you will be fine with them. Will they accept you into their surroundings or will they not even want to start a conversation. But only constructive criticism matters.

In fact, society educates us, so being yourself means being everyone. You need to realize that people are egoists and think only of themselves. This is most often the correct position.

A person's character is formed during the first three years of life.

This is influenced by certain behavior and actions of his parents and other relatives.

When a child goes to kindergarten, school, university or joins any collective, his character is formed by the opinion, behavior of others and certain moral foundations of society (Jarrett, 2016). Thus, an individual personality is formed that is not like anyone else, so to speak, a "prefabricated hodgepodge".

From this it follows that a person cannot remain as he is for a long time and he cannot be himself, since his character changes throughout his life. To be yourself is, to some extent, to be insensitive. A person tends to change his mind. Therefore, he pays attention to the opinions of different people, thereby making certain conclusions.

It follows from this that people always pay attention to someone else's opinion and, to one degree or another, depends on it.

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ECONOMICS ON DEMAND

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A new business model – the on-demand economy – is gaining popularity around the world.

The on-demand economy is a model that does not involve selling goods and services, but rather getting access to them exactly when they are needed.

The model is quite simple. It is based on a mobile application that can be called a kind of "dispatcher" between service providers and their consumers. Its profit consists in the commission that the electronic marketplace charges for connecting the seller and the buyer. It is convenient for both - if you are a masseur, for example, you can register in the application as a service provider, indicate your skills and prices, and, after passing the verification system, receive a certificate, i.e. authorization from the application, and find your customers there. In addition, if you are a client and you want to get a massage, the masseur you have chosen will come directly to your home and you will be assured that he or she has been verified. (Noskova, 2015)

Thus, in the on-demand economy, orders are received online and fulfilled offline. For example, you can use the Uber app to quickly order a taxi, and Task Rabbit helps you find people who will do small tasks for you, like buying groceries or looking after your pet while you are away.

The benefits of on-demand economy are:

- High speed of obtaining the necessary service or product.
- Reducing the cost of a service or product for the end user by reducing the number of intermediaries.
- Making it easier for providers of goods and services to reach users.
- No need to rent an office, hire staff, pay for marketing and advertising.

In 2015, international on-demand startups received \$2 billion in funding. (Stremetskaya, 2016)

Realignment of existing markets to the realities of the "on-demand" economy.

A large number of local and regional players serves existing markets. Too many, as practice shows - modern software and new ideas can greatly simplify these structures. A service operating on the "On-Demand" principle is capable not only of outplaying the market's niche leaders, but also of reformatting entire business sectors. It is not for nothing that many are talking about the demise of the taxi market, as we know it.

According to SherpaVentures, on-demand businesses are gaining mass markets cheaply through the elimination of anonymity. For example, the free app UberRides provides driver ratings, a form of self-regulation of the service.

Plenty of brands depend on GPS technology, which displays all available drivers at once on the map. In addition, all financial transactions are done within the app, so no money changes hands. Such a smooth and clean process has attracted

millions of users worldwide, and inspired many new startups. (LPgenerator Digital, 2016).

Creating on-demand startups

Therefore, you have an idea of an on-demand startup that would be useful for almost everyone and could become popular in any country of the world. However, most likely, the idea was born because of observing the imperfection of this or that sphere (food delivery, car rental, residential cleaning, hospitality, tutoring, etc.) in a particular city or country, which means that its relevance for everyone and everything will still have to be tested in practice. It is better to start with the following:

Choice of region and audience. The smaller the region, the better. Ideally, it should be a single city with which you are familiar: this is how the on-demand startups Uber, Airbnb and Instacart started. Be prepared for the fact that even here, after learning the market, communicating with users and launching the app, you will still have to change many things in the original idea that seemed perfect at the beginning.

Research your competitors and audience. Identify who your main competitors are. They do not necessarily have to be IT start-ups: for example, if you want to deliver products like Instacart, your competitor could be a local supermarket that provides a similar service. Find out what users think about your business area, what they do not like about existing companies, what services are missing. For this purpose, you can use both interviews and discussions on local forums and thematic groups on social networks.

MVP development. MVP is a minimally viable product that contains only the most important features and is designed to get feedback and adjust the initial hypothesis behind the service. The most successful on-demand startups solve not only users' problems, but also those of product or service providers.

We can conclude that the on-demand economy is one of the progressive business options. Today, it is one of the best prospects for starting a business, as it will be relevant for a long time to come. (Stremetskaya, 2016)

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LAW AS AN IMPORTANT TOOL OF OUR LIVES

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When the topic sounds right, there are always different questions. Why do you need to know people's rights? What is legal activity? Why know it? Human rights are certain social demands, measures of socially justified freedom of the individual, which develop along with the development of society and human socialization. There is a direct connection between the phenomenon of human rights and the idea of natural law, which is based on the objective existence of the original, socially justified and socially necessary conditions (rights and freedoms) of human life. The idea of natural law formed by ancient thinkers, called natural those rights that arise from human nature: the right to life, property, personal integrity, freedom of movement, and others. They considered these rights innate natural rights, eternal and inalienable from the human person. Human rights are a kind of direct social rights, if we keep in mind the existence of direct social rights of social communities (breeds, nations, various associations, etc.). Despite the possibility of ascertaining and fixing the nature of man as such, an objectively existing phenomenon, the mechanism of their implementation, the mechanism of reaching the behavioral level is quite complex. The scope of human rights, their implementation depends on the state of society, the level of its development and the nature of the organization, on the extent to which human rights are mastered by the public consciousness. The effectiveness of the implementation of human rights depends on their normative design, inclusion in one form or another (as norms of customs, moral norms, norms of law, etc.) in the system of normative regulation of society. Thus, human rights are natural, socially justified claims of the individual, which have an innate, inalienable nature and are inherent in man by virtue of his very nature. The law acts as a regulator of public relations, it protects the rights of citizens and the state. For this reason, it is impossible to imagine the existence and functioning of a country without a system of law, because otherwise public relations will not be properly regulated. The law performs its functions from two sides: from the citizens and from the state. The state is influenced by law in relations with the population, and the state itself exercises influence through the legal system (within the legal requirements). And it is the law that determines the limits of state intervention in the lives of citizens. Nowadays, knowledge of laws and legal norms is required. Many different problems can arise in life, knowledge of this science can save even your life. This should not be neglected, because a surprise awaits us at an unknown time. With a responsible attitude to this, we can save not only our lives. I believe that everyone needs to know the legal norms and responsibilities.

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**PLATO'S IDEAL STATE AS A FUNDAMENTAL IDEA OF
TECHNOCRACY**

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The problem of building an efficient, competitive and just state has worried mankind throughout its phylogeny and today remains particularly relevant.

The incompetence of the authorities in Ukraine is not new. Politicians prove their inefficiency and primitiveness from election to election. In fact, Ukrainians do not have the opportunity to choose worthy political elites who are able to cope with the difficult economic and social situation.

The aim of my work is to analyze Plato's "ideal republic" as a basic idea of a technocratic republic that can help solve pressing problems.

Looking for a basis for substantiating the ability of technocracy not only as a theory but also a practical model of state power, we should pay special attention to the philosophical developments of human civilization, largely the work of the ancient Greek thinker Plato, whom he called "The Republic".

First of all, it is necessary to provide one's own definition of a technocratic republic as a material form of technocracy. A technocratic republic is a form of public administration based on the principle of formation and implementation of state policy by scientific and technical specialists on the basis of scientific management methods with wide involvement of specialized associations of citizens in management decisions to preserve such principles of humanism as freedom and equality.

In his work, Plato describes the model of the ideal state. The ancient thinker argued that the ideal is a state where everyone fulfils his role and does not interfere in the lives of others. Such a state is just. According to Plato, justice means that every citizen does what suits his soul, his nature the most: likewise to every other we have given only one cause to which he has a natural flair; free from other occupations, a person will be engaged in this job throughout life and, when he does not waste time, will succeed "(Plato, p. 59)

Thus, Plato classified society into three classes: the class of artisans, farmers and traders engaged in the manufacture of goods, the class of warriors, whose main function - to protect the state, and the class of philosophers who must govern the state. "Until philosophers have tsarist power in the states or the so-called present kings and rulers begin to make respectful and proper love in philosophy and until it merges into one - state power and philosophy, and those many naturists who rush to power either. or to philosophy, the road will not be blocked, until then, my dear Glavkon, the state will have no peace from evil (Plato, p. 167-168). At the head of the state, argued Plato, it is necessary to put philosophers involved in the eternal good and able to embody the celestial world of ideas in earthly life. (1) It should be understood that the modern concept of philosopher and philosopher in ancient Greece are not identical. According to Plato, in the modern world, philosophers are people

who have a certain amount of knowledge, are competent in a particular field. The class division of society is a prerequisite for the strength of the state as a common settlement of citizens. Unauthorized transition from a lower state to a higher one is unacceptable and is the greatest crime, because everyone must do the work to which he is destined by nature. Thus, Plato considered the ideal state, where the ruling class is dominated by wisdom, in the second - strength and courage, and in the third - moderation. By this logic, there should be harmony between these three virtues, when none of the representatives of the above classes pretends to be someone else's place and is engaged only in their own work, which they perform in the best way (Chorna, 2015).

This view of Plato is important not only for the theory of elites, but also for the theory of technocracy. Studying the philosophical views of Plato, it should be understood that his state is a technocratic republic, not the autocratic power of philosophers, as it may seem at first glance.

Plato considers democracy almost the worst form of government, with which I actually want to agree. Thus, it is quite natural that tyranny arises from any other system, but only from democracy, that is, from the boundless will to the greatest and wildest captivity, both for the individual and for the state. (Plato, p. 264) The fact is that the principle of general elections underlies the modernity of representative democracy.

“So, in my opinion, democracy comes when the poor win and kill some rich people, expel others, and others, equal in rights, are allowed to lead the state and hold high positions, which in a democratic system is mostly decided by lot.” (Plato, p. 255) It is obvious that the majority cannot see the common good, and therefore chooses elites who are not able to solve social problems.

Thus, we can conclude that especially important for the further study of technocracy is the work of Plato's "The Republic", which presents fundamental ideas about the formation of a just state, based on the principle of power of philosophers, which today can be defined as people who can see common good and accordingly have the necessary competencies, natural and acquired skills, and at the heart of this power is wisdom - the scientific method of management decisions, power is formed not by the principle of majority, which is close to the lot, but by professional selection and wide competition.

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THE IMPACT OF ACADEMIC MOBILITY ON HIGHER EDUCATION

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Until recently, studying abroad was something unattainable. Usually children of influential people had such an opportunity, or the only chance to get an education in another country was international student exchanges. Unfortunately, the proportion of young people who could be educated in this way was not significant.

Now the situation has changed quite significantly. There are more opportunities for ordinary young people. Foreign countries, especially the near ones, have become more accessible, including in terms of academic mobility.

To better understand this term, we will be helped by the definition given by G.I. Kalinicheva: academic mobility is an opportunity for participants in the educational process to study, teach, train or conduct research in another higher education institution (scientific institution) in Ukraine or abroad. The subjects of academic mobility, according to the program documents of the Bologna process, are students, teachers, researchers and management staff. (State Scientific Institution "Encyclopedic Publishing House" with the participation of the Institute of Software Systems of the National Academy of Sciences of Ukraine ,2015-2020)

In today's conditions, education and knowledge are becoming a cross-border and transnational phenomenon. Due to the convergence of approaches of different countries to the organization of education is the formation of a single world educational space. Recognition of educational documents from other countries is also important. The development of a common educational space promotes the mobility of faculty and students.

The international labor market is becoming quite attractive for the youth of our country, and therefore it encourages potential students to seek acceptable educational services abroad. Currently, international educational migration for education at various levels is quite common between countries. In the context of economic globalization, the flow of educational migrants can significantly change the trends of its international development. The internationalization of university education encourages the exchange of information, technology and highly qualified specialists in the field of science, intensifies promising research.

According to the Institute of Demography and Social Research named after Ptuhly M.V. NAS of Ukraine The number of Ukrainian students abroad is growing rapidly - from 5.2 thousand in 1999/2000. up to 77.6 thousand in the 2017/2018 academic year. Among the most popular countries for study, Ukrainian students choose Poland, the Czech Republic, Great Britain, Germany, and the United States. (© Institute of Demography and Social Research named after Ptuhly M.V. NAS of Ukraine, 2018, p. 14)

At the same time, academic mobility is inherent in foreign students. In particular, according to the report on migration of the International Organization for Migration of the UN Agency for 2020. 76548 foreign students from 155 countries

studied in Ukraine in According to the Ukrainian State Center for International Education, most foreign students in Ukraine were citizens of India, Morocco, and Azerbaijan.(© Ukrainian State Center for International Education 2017)

Revealing the topic of the impact of academic mobility on higher education and its importance, we should mention the presence of internal mobility of students. In the last 3 years there is a tendency to increase its level by simplifying the mechanism of transfer of students from one university to another. A bachelor who has been educated in one educational institution may continue his studies at the second level of another university. It is quite common practice for most successful bachelors who have studied in lower-ranked or private universities to try to enroll in a master's degree at a more prestigious public university. The exchange of teachers between different higher education institutions also contributes to the increase of internal staff mobility.

In addition to the above information, it can be noted that in today's world, the issue of quality of education is quite relevant. With some effort, you can get a decent higher education, regardless of the country of residence, which meets international standards and is recognized in the international community. It is gratifying that in Ukrainian education there are areas where it has proven itself on the stronger side, in particular, it is technical sciences. Ukrainian universities produce high-level specialists of international quality and with an understanding of the world around them.

Many people return to Ukraine after studying abroad, as well as many foreign students to their homeland to implement the acquired knowledge, to open their own business, to become a highly qualified specialist or a leading scientist. Academic mobility increases a person's chances for professional self-realization, as well as improves the quality of labor resources of the national economy. Across borders, it is through academic mobility that higher education representatives from different countries disseminate and gain knowledge, share experiences and implement joint projects.

However, in the context of the Bologna process, for Ukraine the achievement of effective international academic mobility is real only if an effective system of national academic mobility, organizational mechanism of its legislative framework, identification of funding sources and willingness to partner actors in the academic exchange process.

Thus, the development of academic mobility is very important for our country, which will accelerate the country's integration into the European educational space, innovative development of university science and its integration with production, improvement of educational technologies, world quality education in Ukraine.

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INFLATION AND ANTI-INFLATION POLICY OF UKRAINE

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Inflation is the process of national currency depreciation, which expresses itself in the form of additional issuance of banknotes and increase in prices and services in the market. The phenomenon is best illustrated and briefly described on a cup of coffee. Analyzing indicators, the size of coffee in 1970 and 2020 is identical, but the price of this product turned from 0.25 cents to 1.79 dollars, so this indicates that compared to 1970 in 2020, the inflation rate increased 7.16 times (Ico booster team, 2020, para. 1).

There are many reasons for rising prices. First, because of the large number of loans issued by banks, which cause the expansion of the money supply. For loans banks usually use fixed or as it is called surplus funds. A good example is the financial and economic crisis in the United States in 2008, when the Federal Reserve provoked the devaluation of money for GDP growth and made a mistake because it caused the mortgage crisis (Audit-it, 2019, para. 8).

The second reason is a decrease in goods supply. The reduction in production of certain goods leads to higher cost, because prices of decreased goods and services production in the market do not change. Therefore, the unit price is higher (Audit-it, 2019, para. 9).

Another important impact on inflation is caused by the control of government spending. That means currency issues are provoked by the failure of the government to pay off the government spending (Audit-it, 2019, para. 10).

The fourth reason is the decline of the national currency compared to the international. It is especially recognizable when the country imports foreign produce (Audit-it, 2019, para. 14).

The attitude of economists to inflation has always been ambiguous. The study of this process found that it has both negative consequences and a positive impact on the country's economy. The positive effects include the following phenomena (Audit-it, 2019, para. 26):

1. Inflation stimulates trade. In other words, people expect that the unit price of a product will rise, so now is the best opportunity to buy a huge number of goods at an affordable price.

2. This phenomenon can serve as a self-regulatory selection in the process of small business management. Under the influence of unsatisfactory economic conditions, entrepreneurs-owners of small and unstable firms may go bankrupt and cease to exist.

3. In an economy where there is underemployment, moderate inflation slightly reduces income, that forcing people to work harder and more efficiently to increase profits.

4. Redistribution of income between creditors and borrowers, where borrowers spend more money. In other words, when a borrower receives a long-term loan at a

fixed interest rate, he is obliged to repay only part of the money, because the real purchasing power of money will decrease due to inflation.

However, the negative consequences outweigh the positive ones. The proof is the following statements (Audit-it, 2019, para. 27):

1. All cash reserves (deposits, loans, account balances, etc.) are depreciated due to unforeseen inflation.

2. Securities depreciate; the country's stock market deteriorates.

3. There is a sharp exacerbation of the problem of printing additional money.

4. There is a rapid, uncontrolled redistribution of income. Consequently, creditors, sellers, exporters, employees of budgetary enterprises go bankrupt during inflation. They will not receive income because money is already devalued.

5. Decrease in economic well-being of the population, which keeps money savings in banks if the bank interest rate is below inflation rate.

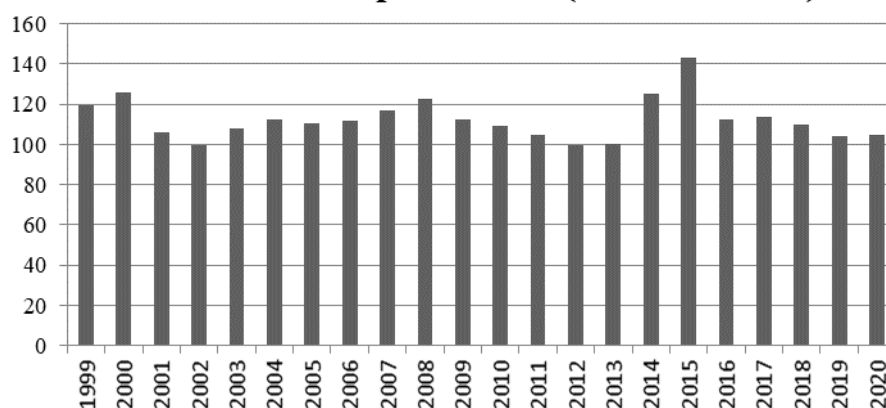
6. The rise in prices is accompanied by a fall in the exchange rate of the national currency.

7. There is a change in all major economic indicators, such as GDP, profitability, etc.

8. Inflation affects the volume of national production. Hyperinflation stops production and reduces sales of goods, products, works and services.

Regarding the state of inflation in Ukraine, according to the statistics (Fig. 1) of the last 21 years, we can see some fluctuations. For example, due to the financial and economic crisis in Ukraine in 2008-2009, the inflation index of our country was 122.3%. Then the government slightly stabilized the indicator and in 2014-2015 inflation rose rapidly due to the war in eastern Ukraine and the annexation of Crimea. After all, it was mentioned earlier that one of the reasons for the devaluation of the currency is the economic downturn, or hostilities in the country. Therefore, Ukraine is a suitable example of this statement.

Consumer price index (inflation index)



Based on: Ukrstat, 2021

Figure 1 - Inflation Index Indicators in Ukraine

In order to regulate the situation with inflation, there are certain Anti-inflationary methods. These include monetary reform and Anti-inflationary policies (Stock-list, 2019, para. 1). The Anti-inflationary policy is interpreted as a set of measures to improve and stabilize the inflation index (consumer price index).

Ukraine's Anti-inflation policy should be considered in more detail. Thus, after the proclamation of Ukraine's independence, the state did not have the best economic situation. These were the years of the highest inflation rates. For example, in 1993, the indicator increased as much as 103 times and amounted to 10256%, but due to the postponement of budget payments in 1994, the inflation index was slightly reduced. In 1995, due to the fall in the exchange rate of the ruble, inflation rose, so there was a nullification. From 1997 to 2013 can be comprehended as stabilization years, with the exception of the global financial and economic crisis of 2008-2009, which did not avoid the Ukrainians. There was an increase in food prices during the crisis. However, in 2012 there was a reduction. 2014-2015 were complicated years for Ukraine, as the annexation of Crimea, the war in Donetsk and Luhansk regions, Euromaidan and the difficult economic situation. Not surprisingly why the inflation index increased (Dumich&Senishch, 2017).

Nowadays, Ukraine is still recovering from 2015, but has made a good breakthrough in reducing inflation, as in recent years it has stabilized. In November 2021, the rate was 100.9% (MinFin, 2021).

Currently, inflation is one of the most detrimental problems, which in an uncontrolled situation can have a negative impact on the financial, monetary and economic system as a whole. This is a phenomenon of rising general price levels in the economy, which means an increase in the cost of living. However, inflation as an economic phenomenon has its advantages, but for further development and stabilization of the economy it is necessary to focus on the process of lowering prices and cost fluctuations. Anti-inflation policy refers to measures that can counteract inflation. Exchange rate regulation occupies a special place in the country's anti-inflationary policy. The balance of prices and goods involved in the exchange process and the currencies of different partner countries is essential. The main purpose of rationing is to divert consumption from those goods whose supplies are insufficient for the needs of society. The exchange rate should encourage the seller to sell goods in any currency. The problem of inflation must be regulated by many areas of the state. The greatest effect is observed in the case of integrated use of all possible means to combat inflation. For the inflation impact reduction it is necessary to recalculate the country's budget and forecast expenditures for next year, and observe the ways to reduce certain costs. The best option for the economy is controlled low inflation, where the purchasing power of money is sustainable.

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RESEARCH HOW TO STUDY EFFECTIVELY

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Facing the conference there are questions that inevitably arise. How to prepare well? How to memorize information effectively? How do we humans learn?

To answer this question, we may take a look at Daniel Pink's book. He is an American author, who has written six books, four of them The New York Times bestsellers. Among them is "When: The Scientific Secrets of Perfect Timing" (2018), where the writer provides plenty of time management tips from biology, psychology, and even economics perspectives. There he also provides several very specific recommendations that can help in learning. In particular, Pink advises include considering circadian rhythms when planning a schedule.

Circadian rhythms affect not only our sleep, but also our mood and concentration, which change cyclically throughout the day. On average, seven hours after waking up, concentration and mood reach the lowest point, after which they begin to increase again. Therefore, many scientists advise not to postpone important tasks and start them in the first hours after waking up. The fact that the chances of making mistakes at work increase from 2 pm to 4 pm is actually connected to circadian rhythms.

Surely, students do not need to strictly get up early each day and at the same time, but understanding their circadian rhythms can be used to benefit their studies. For instance, the most difficult tasks (like preparing for exams) should be planned for the first two to three hours after waking up. At this time a concentration reaches its highest and will inevitably start decreasing after that.

Of course, it is hard not to ignore the circadian rhythms when you're severely running out of time before the deadline. So not to get into trouble in the first place, it is recommended to write the goals down. A study carried out by the Dominican University discovered that students who wrote their goals were much more likely to accomplish higher income levels than students who did not write their goals (Gardner, Albee, 2015). Therefore, scientists advise setting intermediate goals and use the "chain movement" technique: mark each day during which you spend time preparing for an exam with some symbol. A chain of such symbols in the calendar will become an additional motivator not to give up what you started and reach the deadline without "gaps" and emergency work. The calendar itself will serve as an "irritant" and a reminder, which are very important for students to stay motivated.

Another fairly common tip is to avoid overusing caffeine (Nowaczewska et. al, 2020) while still drinking enough water. Thanks to numerous studies, it is known that dehydration leads to a concentration decrease, causes scattered attention as well as other cognitive and motor functions. Not to mention tiredness and headaches (Miljković, Kolega, 2014). This recommendation has a well-grounded scientific confirmation—in this area researches have been carried out for a long time. In the course of one of the experiment it was shown that even slight dehydration (1-2%) can

cause a drop in cognitive abilities. The study, in particular, noted deterioration in short-term memory and the ability to solve arithmetic problems.

The authors of a publication in the *European Journal of Clinical Nutrition* state that cognitive decline is usually resulted by nothing else but dehydration (Wilson, Morley, 2004). Therefore, in order not to lose focus during your studies, monitor your well-being and do not tolerate thirst. Particularly, if you are actively training in addition to classes.

Another obvious tip, that healthy and prolonged sleep has a positive effect on our mental abilities, is known to everyone. The course of experiments revealed another important feature related to how the brain works during sleep (Payne, 2011). They showed that subjects better remember pairs of unrelated words if they memorized them not in the morning, but before going to bed. «It is believed that neural representations of recent experiences become reactivated during sleep, and that this process serves to stabilize memories in long-term memory» (Dongen et al., 2012) In this regard, scientists conclude that sleep stabilizes our memories and allows us to consolidate them — another argument against the sleepless night before the exam.

At first glance, the connection between sports and good academic results does not seem to be apparent. In fact, exercise is one of the factors that improve cognitive abilities, which is also proven by a number of studies (Keeley, Fox, 2009).

The scientists analyzed performances of 120 people and found the connection between simple and consistent aerobic trainings and an increase in the size of the hippocampus. That caused an improvement in the spatial memory of the subjects.

Another useful property of exercise is to help combat stress. For instance, the American Psychological Association (2020) states that systematic exercises leads to the strengthening of the relationships between physiological systems (muscular, cardiovascular, nervous systems) that are triggered in an emergency. During training, the body "works out" the standard reaction to stress and, as a result, "in combat conditions" we are capable of better self-control, since during the training the body has already "learned" to work with such conditions.

In 2012, an analysis of the connection between exercising and brain functions was published in the journal *Brain Research*. The result, nevertheless, turned out to be not exceptionally impressive. According to the analysis of 79 scientific materials, scientists affirm that the connection between the two phenomena (physical activity and an improvement in cognitive abilities) does exist, but it is rather weak. Scientists do not deny that a more significant effect is possible and depends on kind of results of cognitive activity that the researcher fixes during the experiment.

If your goal is to improve your health and brain function, even moderate physical activity is fine. For instance, the World Health Organization advises devoting at least 150 minutes a week to moderate-intensity physical activity or 75 minutes of more vigorous activity. That turned out to be enough to upgrade the brain, begin to improve health, and at the same time not abandon studying. They claim that in long term period working out can build brain muscles and sharpen memory.

To summarize the statements that have been provided above, first of all, plan intense mental exercises for the first half of the day (regardless of when this “half”

begins). During the first two to three hours after waking up, people are tending to be maximally focused and motivated to solve difficult problems.

After about seven hours from the awakening, a motivation and concentration reaches their lowest level — at this time it is better to break away from studying and go for a walk or jog to "unload the brain" a little. After, it is easier to continue studying.

In general, it is better not to neglect sports. Sports alone, of course, are not improving grades, but activities can make studies more effective - it becomes easier to deal with stress and memorize information. Even 150 minutes of aerobic exercises per week is a decent amount and a good addition to studies and which can improve well-being overall.

Even mild dehydration can reduce cognitive performance, so it is highly unwelcome to ignore a thirst. Especially for people who do sports during the day.

Despite the fact that it is better to plan the most intense mental activities in the first hours after waking up, memorizing information can be quite postponed until the evening. It would be even better to review in the evening information that was learned in the morning.

Last, but not least — planning. Setting intermediate goals and making your own deadlines ahead of actual one helps to deal with tasks in time. Marking achievements in the calendar boosts motivation and helps to maintain a chain of completed tasks where each of them is a small step towards the main goal.

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CAUSES AND CONSEQUENCES OF THE CHERNOBYL DISASTER

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The Chernobyl disaster was a man-made environmental and humanitarian catastrophe caused by two thermal explosions and the subsequent destruction of the fourth power unit of the Chernobyl nuclear power plant located in Ukraine on the night of April 26, 1986.

This accident became the largest environmental catastrophe in human history. During preparation for scheduled repairs on the fourth the power unit, an explosion occurred, the collapse of the roof and the walls of the reactor compartment as a whole led to the release of radioactive substances into the atmosphere. According to experts, the accident at the Chernobyl nuclear power plant for radioactive substances are 90 times higher than an atomic bomb detonated in Hiroshima in 1945.

Causes of the accident at the nuclear power plant

There are at least two different approaches to explaining the cause of the Chernobyl accident, which can be called official, as well as several alternative versions of varying degrees of probability.

Initially, the blame for the disaster was attributed to the staff. This position was taken by the State Commission for investigation of the causes of the catastrophe, formed in the USSR the court, as well as the KGB of the USSR, which conducted its own investigation. The IAEA, in its 1986 report, also broadly supported this view. Much of the media coverage, including recent ones, is based on this version. It is referred to in various works of art and documentaries.

According to this version, the gross violations of the NPP operation rules committed by the Chernobyl personnel were as follows:

- conducting an experiment at any cost, despite changes in the state of the reactor;
- decommissioning of the existing technological protection, which would simply shut down the reactor before it goes into the dangerous mode;
- hushing up the scale of the accident in the early days of the Chernobyl leadership.

However, in subsequent years, the explanations for the causes of the accident were revised, including by the IAEA. In 1993, the Nuclear Safety Advisory Committee (INSAG) published a new report that focused on serious problems in reactor construction. In this report, many of the conclusions reached in 1986 were found to be erroneous.

In modern terms (2000s), the causes of the accident are as follows:

- the reactor was improperly designed and dangerous;
- staff were not informed about the dangers;
- the staff made a number of mistakes and inadvertently violated the available instructions, partly due to a lack of information about the hazards of the reactor;

- disconnection of protection either did not affect the development of the accident or did not contradict the standards.

However, information about the disaster was hidden from the population. The first warnings about the harmfulness of radioactive emissions appeared only on the ninth day after the accident. At the insistence of the General Secretary of the CPSU Central Committee Mikhail Gorbachev, a May Day demonstration took place, although the level of radiation in the city significantly exceeded the norm and increased. Only under pressure from neighboring governments, where an increase in radiation in the air was also recorded, the country's leadership openly learn about what happened in Chernobyl.

Consequences of the Chernobyl disaster

The environmental consequences of the Chernobyl disaster are difficult to assess. About 1/12 of the territory of the republic suffered from the accident, there was unprecedented pollution of the biosphere. A 30-kilometer "exclusion zone" has appeared in Ukraine, in which life is without health risk is impossible. 92 were subject to compulsory resettlement, 835 - voluntary settlements. During the first nine years after the accident, 125,000 participants in the liquidation of the consequences died of diseases associated with radiation exposure.

In total, 3.2 million people are considered victims of the Chernobyl disaster in the country, including more than 1 million children. As a result of the accident, 450 species of hazardous to all living radioactive substances got into the biosphere, the destructive effect of which on the gene pool of the Ukrainian people will last for several centuries.

Evacuation of the population

After assessing the extent of radioactive contamination, it became clear that the evacuation of the city of Pripyat was necessary. The evacuation was scheduled for April 26, but was detained by the decision of the USSR government and the Central Committee of the CPSU and began only on April 27, 1986 at 14:00. This was a clear mistake since the wind was blowing towards the city, which stretched 4 kilometers from the Chernobyl nuclear power plant.

Unfortunately, neither on April 26, nor on April 27, the population did not warn about the danger and did not provide any advice on how to behave to reduce the exposure of radiation. The first official announcement was made on television only on April 28, under pressure from the circumstances and the international community (due to reports from Sweden), but it also contained very little information about what had happened and gave the impression that any threat had been localized. although was not the case.

At 20:00 on April 26, the government commission approved the proposals for the evacuation of the population from Pripyat and the timing of its implementation. The city was divided into 5 sectors. In each, seniors were appointed for the evacuation of the population. On the night of April 26-27, many buses and trucks from Kyiv and the region were sent to the area of the accident.

At 1:10 p.m., an evacuation message was broadcast on the local radio. Before that, the staff began to inspect the apartment, explaining the situation and the

procedure for evacuation to the population. It was recommended to close windows, balconies, turn off electrical appliances, turn off water and gas and take personal belongings, valuables and documents with you. At 1:50 p.m., residents were concentrated near the entrances of houses, and buses began arriving at 2 p.m. The evacuation began.

As of May 3, the population of the 10-kilometer zone had been evacuated. By May 6, the population of other settlements in the 30-kilometer zone had been evacuated. The routes of the evacuation columns were tried to be made as safe as possible, but they were not always optimal. During the evacuation, residents of Pripjat received doses of 11-19 mSv, which is about $52 \pm 19\%$ of the total radiation they received. The evacuation of Pripjat was carried out in Polissya district, according to the civil defense plan, if the route ran in the direction of the village of Bila Soroka in Belarus, the contribution to the total dose from the evacuation would be only 6%.

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THE ROLE OF POLICE EVIDENCE IN DETECTING DECEPTION

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It would be wonderful if there were ways in which we were able to detect deception within the criminal justice system. However, in the detecting deception task, decades of psychological research suggests that when using our skills of observation, we are at around chance level at detecting deception.

It is important for our investigation, the research suggests that even in professional groups such as police officers, people are still at chance level when trying to detect deceit (Vrij and Mann, 2008). We also learned in the deception task that people's confidence and accuracy regarding their decisions about deception do not correlate (Vrij and Mann, 2008). This may be particularly problematic in the area of criminal justice, where people such as police officers may appear confident that they know someone is lying, but the research evidence shows that confidence doesn't mean that they are actually accurate in the lie-detection decisions they make.

The psychological research suggests that most lay people when given a lie-detection task tend to be better at detecting truths than lies – this is often referred to as a 'truth bias' (Levine, Park and McCornack, 1999). This human tendency to assume people are telling the truth makes sense a lot of the time. It would be exhausting to always assume in our everyday interactions that someone might be lying to us, and so as a form of decision rule it probably saves us a lot of processing effort to hold a systematic bias that we are being told the truth.

Interestingly though, research has found that professional lie detectors (e.g. law enforcement officers or judges, for example) do not tend to hold this bias towards assuming people are telling the truth. Instead, they hold a lie bias (Bond and De Paulo, 2006) which, it has been suggested, may be caused by a generalised suspicion resulting from their professions (Masip et al., 2005).

Thus, there are problems with applying an activity such as the 'Detecting deception' activity to a policing setting such as the investigation that you are following. These problems include the fact that the consequences to the people lying or telling the truth in the activity we created were quite minor. In psychological research, this is referred to as involving 'low-stake' lies. First, the people were only involved in the theft of a small sum of money. Additionally, in the scenario we presented you with, if they convinced the interviewer they weren't lying when they were, they won a small reward, but the incentives for truth tellers were non-existent and there were no negative consequences for those people who lied and were caught by the interviewer. Obviously, it would have been unethical to impose any real punishment on the participants in this task.

Some psychologists would argue that while cues to deception might be seen in high-stake lies, they might not be seen where the lies are much lower stake. That said, in 2011, Vrij and Mann carried out an interesting study to test this idea. They showed police officers clips of 'pleaders' (i.e. people who appeared on TV to plead with the

public about the whereabouts of their missing relatives but who were subsequently found to have killed them). Surely these completely realistic high-stake lies would be detected? Unfortunately, not – they found an accuracy rate of 50%.

A known problem in the detection of deception literature is that people tend to rely on cues to deception that are not diagnostically useful – so they look at things like nonverbal behaviours such as eye gaze, which do not actually correlate with deceptive behaviour (Vrij and Mann, 2008).

Interestingly, though, research has shown that the person carrying out the interview is perhaps less well equipped to observe when someone is lying than someone who is just observing as you are able to when following this investigation.

Some areas of lie-detection research have shown some promise. For example, Walczyk et al. (2013) found that asking someone to recall something out of its normal temporal order meant that liars tended to provide less detail than truth tellers. This is likely to be because liars rehearse events in normal temporal order and unexpected questions from interviewers such as, ‘What happened just before that?’ mean that liars have to inhibit what really happened as well as retrieve imagined data, and all of that cognitive effort results in short answers with limited detail. Therefore, asking unexpected questions is one possible way in which truths and lies may be able to be differentiated.

In conclusion, there is a lot of evidence to suggest that people are not that effective at detecting deception from their observations of either verbal or nonverbal behaviour. It doesn’t seem to make a difference if they are a police officer or not. For this reason police officers need to find evidence regarding whether or not people are lying, rather than just rely on their sense that someone might be.

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WHY DID BATTLE OF AUSTERLITZ WAS A BEGINNING OF NEW ERA IN TACTIC OF WAR

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The war of the Second Anti-France Coalition was actually ended after the Battle of Hohenlinden. Officially, it ended with the signing of the Peace of Amiens in 1802. France needed this peace to reform the internal system, codification of laws, etc. However, peace could not last long, so in 1803 England declared war France.

Napoleon places a Boulogne camp on the shore of the La Manche. He planned a landing in England. Nevertheless, the sea was controlled by British fleet traditionally. According to Napoleon's plan, the combined Franco-Spanish Fleet under the command of Villeneuve had been to go to the Ocean, distract the forces of Rear Admiral Nelson, and at this time Napoleon landed 150,000 soldiers in England. But, event in St. Petersburg forced Napoleon to forget about Fogging Albion Russia had earlier chosen a course to isolate itself from European politic, But in 1805 it concludes military alliance with England. Austria joined it later. A third Anti-Fringe coalition was created. It was important for England to distract Napoleon from the idea of landing in England. Austria wanted revenge for Rivoli, Marengo and Hohenlinden. Russia urgently needed funds, moreover, Alexander's course was significantly different from the course of his killed father, Pavel I. Prussia was supposed to join the coalition, but Frederick William III fluctuated, because Napoleon promised him Hanover, occupied by Mortie at the beginning of the war. The coalition planned a broad attack on Germany, France and Italy, by armies, commanded by Kutuzov, Mack and Archers, Charles and John. Army Mackay is at the forefront. Kutuzov's army slag to meet macca army, archdiocese army would be acting on the Italian front. The situation in the French army was like: Masenna defended Italy. The rest of the army, introducing 7 corps, were to Germany in strict secrecy. I need to say about the Corps system, which was used by Napoleon, but it was not widely. Before that, he used this system in Italy, but on a smaller scale, and only for reserves. But now, this system makes La Grane Arnee so quickly as possible. Corps commanded marshals of France - Lann, Murat, Augero, Ney, Soult and others. The mobility of the corps will help to achieve Napoleon's first significant success in this campaign. General Mack's Army Went Too to get an fortress Ulm in Bavaria. Napoleon used Murat cavalry to attack Mack avangard, when other corps surrendered Austrians. After short fight, Mack capitulated. It was decisive victory. The catastrophic defeat in Ulm was terrible news for the coalition, Kutuzov himself could not cope with Napoleon, so he began to quickly retreat. Aryegard army led by Prince Bagration, and he heroically detained the French. They went to Moravia, without a fight surrendering Vienna with a large garrison. The army was joined by emperors Alexander and Franz. Napoleon caught up with the Allied army near Olmyutsu, and he needed a general battle. The Allies hesitated whether to give a battle in the area or

to withdraw and wait for reinforcements. Therefore, Napoleon went for a trick. He had moved to the Pratzen High only three Corps (Soult, Murat, Lannes).

Allies decided to beat the French army here!

Napoleon took his army from the Pratzen Heights, which surprised the Allies, and they expectedly occupied them. So, on the eve of the battle, the disposition was like:

On the right flank stood Legrand's division, stretched between the villages of Telnitz and Sakolnitz . On the left flank stood the body of Linen, the right of the Murat, from below the grenadiers of Oudinot. At the center are the Wandam and Sent Ilyera divisions. In the Reserve - guard, next to it - the corps of Bernadot.

The Allies on the left flank were 4 columns, along with the avant-garde Kinmayer. On the right were Prince Bagration`s division. Cavalry of Prince Liechtenstein was below. In the center the Russian Guard took its position.

In the morning, allied kolomns went on the offensive on the right flank of Legran, but the march was organized terribly – and only the vanguard entered the battle. Lanzheron later came, but he was only limited to artillery fire. When Przbyszewskiy's column came along with Dokhturov, they knocked the French out of the village. However, Buxgevden was waiting for the fourth column as planned by Weyrother's plan. The French Legrand was approached by Frihan's division from the third corps of Davout, with them – The Dragoons of Broussier. Together they knocked out the Allies. Allies counterattacked. Kutuzov threw Kolovmrat's column and it was attacked on the march by the divisions of Wandam and Sent Ilyer. He was shattered. Bernadot's divisions attacked on the village of Blazowitz, and Lannes attacked Bagration. However, Miloradivych, along with the Kamensky brigade, conrcharged Sent Ilyera. The Austrians entered the battle. But the attacks were unsuccessful. Kutuzov moved into fire guard on the Bernadot corp. (Izmailovsky, Semenovsky, Pavlovsky regiments). Napoleon sends Kellerman's cavalry to the rescue of Bernadette, but the Bagration counterattack the French cavalry. They then attacked Lanne`s Corp, but the reaction was quick, Napoleon charged by cuirassiers of Nansouti and d'Hautpoul regiments . After, Memelucks and guard cavalry joined the battle. The center was crushed. The fate of Buxgevden was decided. His columns were surrounded and broken. Przhbyshevskiy's column was destroyed almost completely. The soldiers fled as they could. The Austerlitz disaster struck a deadly blow to the coalition. But why is this battle so iconic? The main thing is speed and maneuverability. In the time of equestrian echelons with forage, it was extremely difficult to move quickly. However, a new type of division of army units made the army very fast. This speed destroyed Mack's army, and later - the Army of Prussia under the command of The Duke of Braunschweig, and the Army of Benigsen. From now, the main thing is to quickly intercept the initiative. Later, even 100 years later, this component was the main one in all offensive plans (Prussian-Austrian War, Franco-Prussian War, etc.).

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HOW MUSIC AFFECTS US

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Music is an integral part of human life. It sounds in our home, on the street, in cafes and theaters, that is, almost everywhere. But are all the tunes we hear good for us?

The human ear is able to perceive the frequency of sounds in the range of 16 to 20 kHz. We hear all the melodies, no matter their effect on the human body, it does not know how to distinguish between useful and harmful sound waves.

Let's see which genres have a good influence on us, and which ones are best kept to a minimum.

Objectives of our work are: to analyze the influence of music on the human body, to consider the negative influence of music. Understand how music affects the psyche, as well as learn about what music therapy is at home

If we talk about the positive influence of music on a person, then classical music comes first. Its main secret is that it is written in accordance with a person's heart rate.

For general health improvement, music with major notes is ideal. For example, the works of Mozart, Mendelssohn, Strauss help with migraines. Also, music can cause an immunostimulating effect, improve the state of hearing in case of hearing impairment, in combination with other methods, it can cure stuttering.

This genre is often used to improve the condition of people with cancer. But it is important to remember that music does not replace drug treatment, but mobilizes the forces of the body through direct influence on various centers of the human body.

Musical instruments that have a useful and healing effect:

1. violin, harp, cello help to stabilize the cardiovascular system, as well as normalize blood pressure;
2. a grand piano and a piano improve the functioning of the liver, thyroid gland and even the genitourinary system;
3. flute, trumpet, double bass, when used, tone up the blood vessels, which prevents the formation of blood clots;
4. drum, xylophone normalize heart rate.

Another positive genre for the human body is jazz. The major motives of this style contribute to the treatment of depression. When used during dance, jazz improves the functioning of the respiratory and cardiovascular systems, as well as blood circulation in the body. Slow jazz helps lower blood pressure and relax muscle tension during hypertension. Such genres of music as country and reggae generally relax the body and lift the mood. (How music affect us, 2017)

Music can also have the negative impact on human body. The human body is 80% water, respectively, the correctness of physiological processes depends on its structure.

According to recent studies, it has been found that heavy music, hard rock, metal, destroy the structure of water, which means that they interfere with the proper functioning of the systems of the human body.

This direction is characterized by loud sounds, monotonous repetitions, hard rhythm, and often high volume. It arose on the basis of African cults of idolatry and various shamanic rituals that were able to induce a person into a state of trance.

Rock has the ability to charge with tremendous energy, but it completely destabilizes the inner balance.

Scientists from different countries have repeatedly carried out various experiments to show clearly what happens to our body, here are some of them:

1. a chicken egg was placed at a column, from which heavy metal was heard, as a result, after half an hour, the protein curdled and resembled a boiled one;
2. a similar experiment consisted of regularly placing a houseplant at the column and, as a result, this led to a decrease in growth rates and cessation of flowering. As a result, the plant died;
3. a rather inhuman, but revealing experiment, was to regularly turn on heavy rock and use lighting effects next to the aquarium with fish. After ten hours, more than 50% of the animals died.

Music therapy is one of the most common methods of modern psychotherapy. Depending on the psychological problem, a certain genre is used in certain conditions. Music has the ability to heal on a par with antidepressants and anti-anxiety pills, but has no side effects or toxic effects on the body. Just fifteen minutes of listening to music can be compared to a whole hour of walking in the fresh air. Music therapy is one of the most convenient methods to use at home.

Here are some tips to help you use this method on yourself correctly and without harm to your health:

1. Depending on the time of day, listen to:
 - 1) rhythmic, cheerful music in the morning;
 - 2) at lunchtime, a march is ideal;
 - 3) lullaby in the evening, meditative melodies.
2. Depending on the state of health and the prevailing mood:
 - 1) if you need to calm down and concentrate, choose a light, soothing melody;
 - 2) if you want to add energy to yourself, increase the level of motivation or tune in to competition, take something from the marches, or listen to Bach, Sviridov and others;
 - 3) to combat depressive states, choose cheerful and light music, such as Vivaldi or Mozart. (How listening to music can have psychological benefits, 2019)

All these recommendations apply to other genres, it is important to choose exactly the one that you like. If the selected melody does not cause a change in state for the better, choose another one, you do not need to force yourself and make it only worse for yourself. If you are a supporter of folk motives and ethnic genre, consider also what nationality you belong to. After all, the music of different countries of the

world is very different. And if you are a European, then the high notes of Japanese melodies can annoy you.

What kind of music to listen to is up to you. But when choosing, think primarily about your health and mental well-being.

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DISTANCE LEARNING ANALYSIS DURING COVID-19

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Nowadays the issue of distance learning is considered extremely relevant among educational establishments of all countries and levels. The COVID-19 pandemic has led to the largest disruption to education systems in history, affecting nearly 1.6 billion students in more than 190 countries and on all continents. School and universities have affected 94 percent of the world's student population (Nations, 2019).

Supporters find it beneficial and convenient. Opponents argue that remote studying does not give proper results. In this article we will discuss all the benefits and disadvantages of education in such conditions.

Here are some global statistics about distance learning:

- Only 49% of professors approve of online learning.
- Since 2020, 98% of universities moved classes online.
- In 2021, 75% of schools are planning to operate online (Peterson, 2020).

The advantages of online education include:

Accessibility. You can be anywhere and join the ZOOM-conference to participate in online class. All you need is a stable Internet connection, a smartphone or laptop, and desire.

Flexibility. Distance learning generally offers two formats: live online meetings and video recordings. This allows students to flexibly plan the educational process, taking into account their personal needs and plans, and easily combine study with work.

Massiveness. Online universities are no longer dependent on audience size. This means that an unlimited number of people will be able to remotely study and join lectures which is better for both students and professors.

Saving time. The biggest problem for people, who do not live in dorms on campus is getting to the universities. Traffic jams and crowded public transport make students wake up very early in the morning to get to the classes on time. Then you need to go all the way back home and it may take up to three hours a day just for the transportation during offline learning. When studying at home, you can get the most out of this time and do something useful.

Using modern technologies. With online studying, it has become easier for teachers to show us the important material, using PowerPoint or translating videos in order to make topics more understandable. Also, all the notes and presentations are available for students at any time, so you do not have to worry if you were not able to join the lecture. You can learn everything by yourself at convenient time. Furthermore, many online platforms were created where you can take courses with the best professors from top-universities all over the globe for free. It is an incredible opportunity for students, who want to learn more and expand their knowledges in new areas

Despite the fact, that the list of advantages is quite big, there are still cons of this education:

Unstable connection. Many students face the problem of bad Internet connection during online classes. This can often get in the way when you need to present a project or answer the teacher's question. Furthermore, there is a possibility of problems with cameras/microphones, so technologies and devices can from time to time be unreliable.

No social contact. While studying online, students do not have a chance to see teachers and their classmates, have a real-life communications. There are times, when we did not even get a chance to meet our professor once while learning his subject.

Unhealthy. Spending large amount of time in front of the laptop and then doing the homework, using the same devices has a negative effect on student's sight and back.

Weak control. With online lectures it has become more difficult for professors to control actual presence of student during classes. This leads to poor quality education among students, who do not have self-control. They are willing to skip lectures, do activities that are not related to studying during the class.

Lack of practice. For many professions such as doctors, being present in class is a crucial part of education, because they need to practice how to work with equipment and materials, develop their skills. It is difficult to become a good specialist just by getting theoretical knowledge

In conclusion, online studying is an amazing opportunity for people, who are able to manage their time successfully, who have strong self-control and have motivation to study and get new knowledge. For others it may lead to laziness and not getting the proper quality of education.

It is commonly believed that the effect on COVID-19 pandemic on educational system had irreversible consequences and even after it is over, it will never change to the way it was before. Both students and professors need to get used to the "new normal" (Li, 2020).

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THE GUARDIAN OF THE FAMILY HEARTH

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There has long been a concept that a man is a hunter and protector of the family, and a woman is the guardian of the family hearth. Today in most developed countries this is no longer the case. Women can choose their life paths. However, where did such a division of roles come from? It is believed that this division was established before our era when men were engaged in hunting, and women - in picking.

In fact, it is not true. In 2018, excavations were carried out in the interior of the High Andes. As a result of excavations, in addition to many artifacts, 5 human grave pits with six people aged about 9,000 years were found. Two of the six were buried with hunting tools and what is interesting - one of them was a woman. Initially, the shape of the femur, scientists have suggested that it is a female person. This assumption was later confirmed by proteomic analysis of sexual dimorphic peptides of amelogenin in tooth enamel (Haas, 2020).

An important role in the biosynthesis of enamel is played by the so-called amelogenin genes (they can be located on both X- and Y-human chromosomes). These genes, in turn, secrete characteristic isoforms of the proteins amelogenin, AMELX, and AMELY. Detection of these proteins is used to assess sex by archaeological time (Buonasera, 2020).

After such a discovery, the question arises: "Is this an isolated case or just the first found?". A survey of 107 Late Pleistocene and Early Holocene burial sites in the United States identified 429 people. In 27 of those who were buried with hunting weapons, it was possible to determine the sex. It turned out that out of 27 hunters, 11 were women and 16 were men. This sample makes it clear that women among hunters in the middle of the Holocene were from 30% to 50% (Haas, 2020).

These data are enough to say that the early game hunt was gender-neutral, which once again calls into question the concept that a woman is the guardian of the family hearth.

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**MANAGEMENT CONSULTING AT ENTERPRISES IN UKRAINE IN
THE POST-COVID PERIOD**

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In the era of modern information and digital transformations, new technologies, improvements and knowledge become the driving force of innovative development of society. So, all the above-mentioned requires additional study and research, as creative and comprehensive mental activity acquires the status of primary, i.e. priority strategic activity. Despite the fact that consulting as an activity is in wide demand in many countries around the world, in Ukraine it is the youngest representative among the Ukrainian economy and is developing in the process of market transformation of Ukraine. That is why the research and analysis of the above-mentioned topic are relevant.

In this work, the process of promoting management consulting at enterprises in Ukraine is studied as one of the methods of a successful market capitalization policy. But the concept itself is quite multifaceted and difficult to understand by different people, which leads to dissonance in the analysis of this issue. Also, a huge blow was dealt to the economy in the form of COVID-19, which blocked some of the opportunities in this sector. The main goal in this context will be a thorough study of the problems, principles, prospects, features and stages of management consulting.

The topic of the formation of management consulting under the conditions of the post-covid space is being actively studied by various scientists and scientists in various articles, books, works, etc. Therefore, the main method in writing this work is to use the authoritative opinions of the following scientists reflected in the research: Trofimova O. K., Verba V. A., Tishchenko A. I. and others. Thus, the study of each separate term and concept will help to get closer to the essence of the truth of the formation of management consulting at enterprises in Ukraine under conditions of covid restrictions.

Each enterprise seeks to obtain new information, acquire the right skills and knowledge, and thus have a competitive advantage among other participants in the market environment. The introduction of such a resource as management consulting, in fact, gives a certain priority to modern companies and guarantees long-term strategic development in the market. As a result of the COVID-19, there have been obstacles directly affecting the imperfections of the existing system of functioning of the economic community and the problems of its development, which have not yet arisen or even been studied.

So, management consulting is a professional activity, which consists of providing the necessary, important and objective advice and technical assistance by qualified professionals and specialists in firms, organizations, institutions and individual entrepreneurs (hereinafter - customers) to assist the latter in finding, identifying, analyzing and studying management problems, finding the best and most

effective solutions, implementation of methodologies for implementing various recommendations, etc (Lozovsky, Heylyk, 2015, p. 20).

It can be concluded from the above that the demand for counseling is primarily due to:

- 1) The constant workload of managers, which affects their ability to decide for themselves problems of the company in a negative way;
- 2) Seeking an independent assessment of the organization's affairs;
- 3) The need to continuously improve production and business efficiency in a highly competitive environment and the impact of COVID-19;
- 4) The internationalization of requirements and standards;
- 5) Training of personnel in new management technologies.

In turn, despite the general epidemic situation, any organization with management problems is a potential user of consulting services. Today there are about 500 consulting firms providing consulting services in Ukraine.

However, despite the fact that Ukraine has a large number of firms providing various consulting services, the demand for consulting remains quite low. The main reasons for this situation in the post-covid period are as follows:

- Lack of resources during the pandemic brought about a reduction the economic situation in many regions and has significantly reduced access to foreign investment.
- There's a shortage of real estate, because of the big recession. Many consulting companies cannot afford to pay rent because they cannot financially cover these costs;
- The inability to pay employees, which results in a shortage of staff;
- The problem of maintaining key staff, recruiting talent and supporting staff motivation.
- the low level of solvency of clients due to the decline in wages, which makes it impossible to make the appropriate payments for the services received;
- lack of perceived need to receive consulting services (Marchenko, 2015, p. 280).

In view of the possibilities of improving the epidemiological situation in Ukraine, a number of measures should be proposed, the implementation of which will help to solve the related problems of management consulting.

First, in the post-covid world, business leaders are expected to give even greater importance to the opinion of their clients and to develop new types of services, to work on the adaptation of the set of services to the needs of clients, to apply new methods of intervention and change in the implementation of consulting proposals, that is, to provide a range of services, improving the quality of the latter provided, which will certainly entail an increase in professionalism of the existing consultants.

Second, the expansion and development of relations with existing clients are due to the improvement of work skills and methods of handling orders.

Third, a shift to permanent consulting services. This perspective is beneficial both for the development of management consulting, both for the client and for the recovery and improvement of the business as a whole.

Consequently, management consulting is a complex, multifaceted process with its own characteristics, stages, challenges and perspectives. In order to prevent the decline of consulting on the territory of Ukraine as it acquires popularity, becoming a profitable activity, it is necessary to quickly adapt to the changing business environment, which is the best way to combat business infringement processes in the uncertain business environment. The future success of companies will increasingly depend on sound sustainability strategies and risk management processes.

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ECONOMIC RESOURCE LAND

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Political arithmetic is an argument about the size and value of land, population, buildings, agriculture, manufactories, trade, fisheries, artisans, etc., as it all applies to all countries in general. William Petty is an English scientist, inventor of political arithmetic or statistics. His most famous formula is "labor is the father of wealth, the earth is its mother." It was the result of reflections on the nature of the source of various incomes in connection with the problem of their taxation. An interesting theory of the researcher's land price. It illustrates the development of the theory of asset pricing, which includes land. The price of land, like the price of any asset, is formed by summing the stream of discounted income:

$$P_L = \sum_{i=1}^n \frac{R}{(1+i)^i} \quad P_L = \frac{R}{i} \quad (1.1) \quad (1.2)$$

where P_L is the market price of the land at time 0; R - annual rent from this area; i - annual interest rate; n is the service life of the asset. In the case where the asset has an infinite useful life, formula (1.1) is reduced to the following expression (1.2).

Understanding the theoretical and practical achievements of physiocrats is impossible without recourse to the methodology of F. Quesnay's study of economic processes. Considering society as a human body, that is, an organic system, the scientist put forward the idea of equivalent exchange, which took center stage in his works. F. Quesnay is the author of a model of simple reproduction on the example of the French economy. He based the model on the movement of the social product between three classes of the nation's citizens: the productive class (peasants, farmers, employees), owners (king, landowners, clergy), and unproductive (industrialists, factory workers, merchants, small traders, servants). The basis of wealth considered the land and only those who work on it - the productive class. The economist Mirabeau wrote: "... three great discoveries have been made since the beginning of the world. The first of them is the invention of writing, the second is the invention of money, and the third is the "Economic Table" by F. Quesnay, which is the result of the first two ... "

The main sources of prosperity of any state are its land resources that play an important role in agriculture. The interpretation of the term "earth" is very broad, it can act as a planet, as land, as soil, as a territory with land. Many scientists have studied this issue. Therefore, to directly understand the term "land", we should consider several examples of interpretation of this term:

1. S.I. Ozhegova: "Land - territory with land that is owned, used (private, public)."

2. N.O. Titova: "A certain part (mass) of matter separated from the natural environment by human labor."

3. D. Babmindra: "The earth is the material basis for the well-being of members of society and the spatial basis for the location of productive forces and the resettlement of people."

It should be noted that the concepts of "land" and "land" also differ in that in private ownership can be only individually identified, allocated in kind on the ground land plots that have established boundaries and differ in purpose. Many scholars identify the concept of "land" with the concept of "land", explaining that they have the same meaning. Let's consider in what these concepts are common, and in what divergent.

Common features:

1. Both land and land are not the product of human labor
2. Fertility
3. Ability to self-recover
4. Spatial real estate

Distinctive features:

1. The land plot has established boundaries
2. Land and land are related as part and whole
3. Only individually defined land plots can be privately owned

So the land has always been and will remain in the future the main national wealth and a special natural resource. Therefore, the reform of the agricultural sector is associated primarily with changes in land ownership.

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**INCENTIVES FOR STAFF TO ACHIEVE
THE HIGHEST ECONOMIC EFFICIENCY**

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Modern personnel management is focused on the fact that people are a system of economic resources of the enterprise, a source of income for this organization, prosperity and competitiveness. Therefore, it is so important to study the impact of their motivation and productivity, and analysis of what it will do to meet needs.

It is also important to pay attention to the foreign experience of the employee motivation system, because things are much better there. In general, work motivation in today's market conditions is one of the most pressing problems of our time.

The purpose of my work is to analyze the motivation of work, which is the driving force in the process of human resource management. Moreover, motivation is one of the leading functions of management, and achieving the main goal of motivation is directly proportional to the coherence of people's work. It is necessary to determine what stimulates Ukrainians: high wages, recognition, self-realization, whether social status can and understand each of these concepts.

It is worth noting that motivation is the motivation to act, the process of physical and psychological plan that controls human behavior and determines its organization. Work motivation is the central task of strategic development of any organization. In Ukraine, there are even reforms related to workers, but they cannot be effectively implemented without creating incentives to work and organize discipline.

This topic is really quite interesting, because even to write this thesis I need motivation and if it were not for me I would not do it. Moreover, what a person does in life has some explanation or is attached to a small benefit. In addition, playing sports, completing a task is also work. And they are also motivated.

For example, if a person is diligently engaged in a sport, then his motivation to reach certain heights. Or if a student is doing well in university, then his motivation is to get knowledge and a diploma, which is often encouraged by a small reward - a scholarship.

There are many more examples. But the main thing is that work motivation is present everywhere. I hope to be able to understand this concept also from the sociological point of view.

In today's world, every competent employer tries to convince subordinates to work better, create an incentive for them to work actively and productively, maintain interest in something related to work, and initiate satisfaction with the results obtained at work.

Motivation is not only material but also moral. In some cases, it is even more efficient and rational than the monetary reward for the work done.

Motivation must be internal, the person himself must want to work, feel the desire to make some personal contribution to, for example, products. In addition, the

feeling of belonging to something can cause profound psychological satisfaction, even more, and then people begin to realize themselves as individuals.

Motivation of employees is a very important thing, because the quality of the company's work directly depends on it. The more motivated people are to work, the better they show results, and therefore the company reaches greater and greater heights. The greater the qualification of the employee, the higher the level of the company. After all, a smart specialist will never go to work for a small salary, bad attitude and instability. Each company chooses its own path.

A lot of research has been done on this topic, and they have shown that material incentives are very important, but we should not forget about others, such as psychological balance, communication with management, and so on.

In Ukraine, little attention is paid to motivation; of course, the most developed companies have already adopted the experience of European countries, but others - the vast majority, still very, very far. For example, to this day, for the hours worked, they give either NOTHING or some kind of allowance, although it would be more logical and correct to give a person a full and paid day off. The maximum that now motivates employees in such companies - is a permanent job, or rather - the fear of losing it and small monetary incentives in the form of bonuses. This often leads to negative motivation in people. So we can only hope that the situation will improve later. So far, this is one of the most pressing problems of our time.

The main incentive to work (especially material) is wages, in most cases it is also the only source of income. It directly affects the efficiency of people at work.

It often happens that a person feels intrinsic motivation, but externally it is not supported by anything. Sociologists have proved that such motivation does not achieve much, or rather it does not last long and a person loses faith. It turned out that the greatest incentive for employees, in addition to wages, is self-realization. Honestly, I thought that recognition would come first in importance, but my assumptions were not confirmed by research.

So far, Ukrainians are more likely to motivate themselves than are motivated by employers, but I hope the situation will improve in the near future.

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24 - HOUR SOCIETY

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This article examines the impact of the 24-hour society on a person's physical and psychological health.

In today's society, people work longer during the day - and increasingly nights – spend most of their non-working time entertaining themselves by watching television and searching the Internet expanding the range of non-stop entertainment - this is a 24-hour society. As a result, people sleep less. Let's consider some forms of organizing work in such a 24/7 society.

For example, in a pandemic, a distant type of work is increasingly required. Work after Lockdown surveyed 1,085 UK respondents to understand how telecommuting has affected employee productivity (Bevan, 2021).

As part of this study, it was found that the way the workflow is organized increases productivity, as employees devote more of their non-working time to work. However, distant working over a long period of time can lead to social disconnection and worsen the psychological state of people and their productivity in the future.

Many companies aim to provide their services round-the-clock. Therefore, in modern society, there is a tendency to increase the number of people working night shifts. Not only do they have to work when their bodies and biological rhythms tell them to sleep, but they also find it difficult to fall asleep after work and have attention problems. Research by scientists from the Stress Research Institute at Stockholm has concluded that working conditions are the determining factor in stress, sleep disturbances, and overall health.

People often consider sleep as a commodity that they can exchange. Sleep less - earn more or have fun. The health effects of sleep deprivation are not clear enough, but sleep researchers point to heart problems and depression.

In a famous experiment conducted at the University of Chicago in 1983, rats kept from sleeping died after two and a half weeks. People are not likely to react in the same way, but sleep deprivation may cost them their life indirectly. When an exhausted doctor prescribes the wrong dosage or a sleepy driver weaves into someone's lane.

Recently, many companies are introducing the so-called "hybrid" working type (a combination of remote work with work in the company's office). However, to reap the full benefits of this approach, employers need to be clear about which work responsibilities can be done at home and which ones require going to the office.

To help adjust the biological clock of employees during shift work, companies use specially designed work lighting systems designed to keep employees active around the clock. This bright light, applied in a controlled manner, can help avoid negative health effects. Until now, such special lighting was the prerogative of NASA astronauts; now it is used everywhere, in hospitals, in factories, in stores.

Of course, in modern society, it is impossible to avoid shift or remote work, but it is necessary to find a reasonable compromise between work and sleep, to help adapt the biological clock of people to the conditions of shift work.

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GOVERNMENT MEASURES TO COMBAT COVID-19

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Last year and a half have become unprecedented in the history of mankind of the XXI century. This is unbelievable, but even in early 2020, no one could even imagine what a challenge everyone will face, regardless of where they are or live. The COVID-19 virus has spread to all continents except Antarctica, affecting 3.5 million people. The governments of every country in the world have made policy decisions to take measures to protect against the COVID-19 pandemic, based on the recommendations of the World Health Organization regarding prevention to prevent the spread of the virus. And, paradoxically, it turned out that the best thing we can do for this is to stay away from each other (at least 1-2 meters). Which was introduced by the governments of many countries in the form of "self-isolation", quarantine, in some countries very strict (Italy, Spain), sometimes voluntary, self-responsible, and sometimes - with the introduction of a national curfew (Sri Lanka, Turkey) emergency situation (some regions of Ukraine, Australia), state of emergency (the Czech Republic, some US states, Estonia).

In the autumn of 2021, the Cabinet of Ministers tightened lockdown rates in the face of increasing disease growth and hospitalizations. From October 21, inter-regional passenger transportation in regions with "yellow", "orange" or "red" levels of epidemiological danger will be allowed provided that all drivers, aircrew, and passengers have one of these documents, namely: a document on obtaining a full vaccination course. or a document on receiving a single dose of two-dose vaccination; an international, domestic or foreign certificate confirming vaccination against the COVID-19 pandemic with one or two doses of the vaccine; a negative result of testing for COVID-19 by PCR or an expert test to determine the antigen of the coronavirus SARS-CoV-2, which is valid for 72 hours.

Such innovations will be applied when using all types of public transport: intercity buses, trains, ferries and airliners. In this way, the Ukrainian government hopes to reduce the spread of the pandemic across the country, as well as motivate Ukrainians to get vaccinated.

However, the citizens of Ukraine were divided into two groups: "for" and "against". According to some people, such vaccines have not been fully studied to use as a "universal means of rescue." Others, on the other hand, think that without vaccination we will never be able to overcome the coronavirus.

One important example of the fight against the epidemic is taking place in Israel. According to the Israeli government, the mandatory and safe form of vaccination is the three-dose vaccine "Commirnaty" (Pfizer), or Moderna. The government notes that this form allows you to move freely, to visit catering establishments, schools and universities (Deutsche Welle, 2021). However, according to the WHO, this feature in the country may have negative consequences, which are associated with side effects: fever for a long time, weakness, and sometimes

tachycardia in the form of a heartbeat (Deutsche Welle, 2021). However, according to Israeli government statistics, the number of cases of the Sars-CoV-2 pandemic has decreased by 45% compared to 2020 (Deutsche Welle, 2021). However, for adequate protection, the WHO recommends vaccination twice: for the first time at any time, just to keep the person healthy, free of fever and chronic diseases. The second dose is given 21-28 days after the first when the person is in a stable condition and does not feel sick. However, this practice is difficult for people who have had health problems after the first and second doses of vaccination: fever, nausea and weakness. Although these symptoms last for one or two days, they reduce efficiency and cause discomfort to the person. As practice shows, in recent months everything can change quickly and it is possible that further vaccination will indeed be with three doses.

Examples of the fight against the epidemic are also the political leadership of Italy. Although this country was one of the first to suffer from the coronavirus, opinions within Italian society continue to diverge. After all, the position of anti-vaccinees is important in the country, people who believe that vaccination has a negative impact on human health, reproduction and contains insufficiently studied qualities. From October 15, 2021, additional quarantine restrictions were also introduced in Italy. It was this government decision that sparked numerous protests in Italy, from the capital Rome to the north and south and the small provinces. Thousands of opponents of "green passports" gathered in Milan against the obligation, which has been in force since August 6, to demonstrate a vaccination certificate to sit in bars and restaurants, visit gyms or museums. Demonstrators gathered in Piazza Scala, where the headquarters of the municipality of Milan. Many protesters wore the Star of David with the inscription "not vaccinated", recalling the events of the Holocaust, which violated the rights and freedoms of people to freedom, dignity and life. During the march through the streets of the city, demonstrators chanted slogans against journalists, virologists, and the government. A new demonstration against "green passports" took place in central Rome. About 1,500 people in Piazza del Popolo took part in a sit-in protest in the second half. About a hundred members of the No Vax movement and opponents of the "green passport" gathered in Naples in Piazza Dante, where, in harmony with other Italian cities, similar demonstrations also began in recent weeks, again on Saturday. Protesters chanted slogans such as "Hands off children" and "Shame on you". They are also asking for their approval by Campaign Governor Vincenzo De Luca. Dozens of people gathered in St. Florence Square in the Tuscan capital to protest the obligation to have a green passport. Participants in the initiative, which were reported to the police and obtained permission, displayed numerous placards stating the freedom of choice of vaccines and objections to the use of a "green passport." However, doctors note that this position continues to support the disease in Italy.

Having listed the above, I would like to note that nowadays the pandemic affects all aspects of human life, which will continue to happen. Most often, the political struggle is over the rate of vaccination, quarantine restrictions, because each party is trying to establish what is beneficial and important for it. However, such a component must be substantially criticized, without fictional stories and propaganda,

which are permissible for anti-vaccination reasons. This is the only way to reach consensus, harmony and peace, truly stop the disease, and not destroy human relationships.

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ADVANTAGES AND DISADVANTAGES OF DEMOCRACY

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In order to talk about the advantages and disadvantages of democracy, we must first remember what it is and what it is eaten with. Democracy is a political regime in which the people are considered to be the main and only source of power. The proper word "democracy" is translated from Greek as "power of the people." According to democracy, citizens of the state elect the president and other government officials through elections (direct or indirect). In fact, the entire top of the government depends on the people, but at the same time the people depend entirely on the decisions of the government. It seems that everything is cool and there should be no shortcomings in democracy, but this is not the case. We will talk about this later.

To begin with, I would like to say that there is always the other side of the coin, so you can find both positive and negative sides of one feature. Let's start with the advantages of the "fairest" political regime. First, as I said, the people themselves elect their representatives to the top of the government through elections (but to attribute this to the benefits, you need to understand that the election must be fair). In other words, people themselves choose who will run the country, and ultimately the citizens themselves. Today, the institution of elections is quite developed, and each candidate for a certain position has its own program, and every citizen in the media and the Internet can learn this program and the candidate's biography and choose the one you like best. It would seem that everything is perfect, but this is at first glance (we'll talk about this later).

Secondly, under a democratic regime in the country, the media are usually not limited by anything. With this, in the media, you can follow the activities of the upper echelons of power, their adoption of new reforms and laws. In my opinion, it is quite convenient and I think it is the most important of the benefits.

Third, in a democracy, freedom of speech prevail in the country, in other words, freedom in everything. That is, everyone can say anything he wants on the Internet, everyone can draw anything he wants, everyone can say whatever he wants and no one will do anything to him for it. Comparing this with the Soviet regime, where there was strict censorship of everything, we come to the conclusion that freedom of action is still better than constantly worrying about the fact that your work is not so understood.

The disadvantages, in my opinion, are many more. To begin with, I would like to talk about the elections and what are the shortcomings in this process. First, elections are not always fair. Candidates can bribe the CEC and members of this commission can falsify the election results. A very good example is the Orange Revolution in Ukraine. Then in the second round of elections, Viktor Yanukovich won by a small margin, beating Viktor Yushchenko, but then it turned out that the election results were falsified and an unprecedented case occurred - the third round of elections was held, where Viktor Yushchenko won.

Secondly, the one who gets the majority of votes wins the election. That is, the country is ruled by the one elected by the majority, not all. This is not fair enough on the one hand, but it is logical on the other hand. After all, thousands of people cannot have the same opinion. And this, in my opinion, is a disadvantage, although logical.

Third, candidates for a particular position do not always do what is set out in their programs. They simply wrote in their program what sounds good and beautiful in order to break through to the top of power, but they do none of that, but simply get rich by increasing taxes and tariffs for citizens. As a result, oligarchy and corruption can thrive in the country. In fact, it is a fairly common phenomenon when a person makes his way higher and higher, just for their own purposes, especially their own enrichment, and the lives of ordinary people they do not care. Unfortunately, we can see such a situation in Ukraine as well.

Fourthly, complete freedom of citizenship is not always an advantage. After all, this very freedom can create chaos in the state and it is very bad. It can even lead to the beginning of a civil war, destruction, and, as a consequence, the disintegration of the state and the transfer of its territories to another country.

In conclusion, I would like to say that I have not listed all the advantages and disadvantages of a democratic political regime. Many famous people harshly criticized democracy for its bad sides, and this was not without reason. But we must understand that there are political regimes much worse than democracy, the same authoritarianism or totalitarianism. In general, all power is in the hands of one person or group of people, and the citizens of this country are simply in danger. Therefore, in my opinion, democracy is the best regime for governing the state, because there are no better ones. It is in a democracy that a person can feel safe and, most importantly, he can feel human.

OUR CIRCADIAN RHYTHMS: HOW THE BIOLOGICAL CLOCK WORKS AND WHY WE SHOULD TAKE IT SERIOUSLY

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To date, many people have a problem with sleep disorders, as well as a more sleepy state throughout the day. However, the hands do not reach beyond the identification of the above issues and people stop there. So, there are really important questions to discuss and to take into consideration: how the biological clock works, why we are still divided into "owls" and "larks", and how quarantine caused mode failure.

Some people do not take the problem of the correct daily routine so seriously. But the research of scientists Jeffrey Hall, Michael Rosbash and Michael Young, who received the Nobel Prize "for the discovery of molecular mechanisms for controlling circadian rhythms," showed a direct link between human life activity and a certain sleep regime.

To begin with, let's look at what circadian rhythms are and how exactly they affect our body.

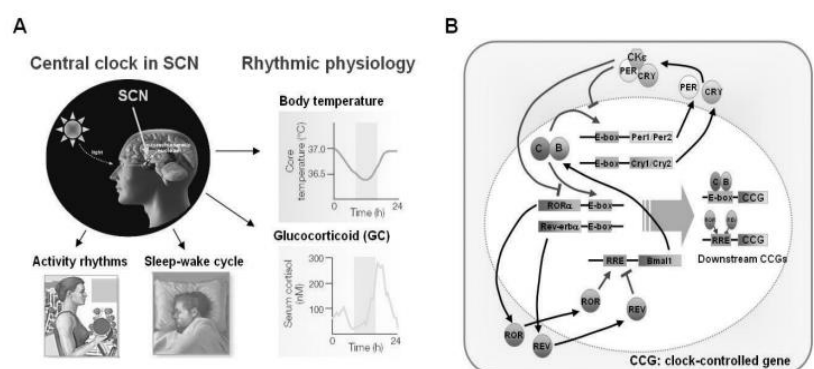
Circadian rhythms are actually the very internal (biological) human clocks that control periods of sleep and wakefulness, decline and increase in activity, and also control almost all aspects of our health: from appetite and drowsiness to cell division, hormone production and the state of the cardiovascular system.

Almost all living organisms on the planet have such clocks and they are regulated by hormones, genes and proteins, and not by willpower, which is often attributed to this topic. Almost every cell in the human body has a molecular "clock". They trigger the regulation of human physiological processes throughout a 24-hour cycle.

Genes produce so-called clock proteins that adjust the body's work to a specific time of day — they receive this information through the retina of the eye, as if assessing the amount of light that falls on it.

British neuroscientist Russell Foster explains that clock genes are responsible for the production of proteins and their contact creates a connection that creates fluctuations in clock proteins. Then they signal the time of day to the cells and let them know how to behave at a specific time.

So, there are three proteins. The main one is the membrane protein PER (it is encoded by the Period gene). PER regulates the entry of substances into cells from the outside and can change the interaction between cells. The concentration of this protein fluctuates



within a 24-hour cycle with a peak around midnight. The DBT protein regulates its concentration (a short-term double-time protein - encoded by the Doubletime gene). And then there is the TIM protein (encoded by the Timeless gene), which binds to other proteins in the body, receives information about the light level from them and transmits it to the PER protein.

However, each person has a different biological clock: for some, the peak of productivity comes at 8 am, and someone likes to sleep longer and is effective at work only in the evening. Someone needs 3-4 hours a day to get enough sleep, and someone needs to spend at least 7 hours in a warm, cozy bed in order to fully function during the day.

As we have already learned above: the internal clock of our body works on the basis of biological and social factors, as well as depending on the effects of daylight.

In general, light stimulates the production of the hormone melatonin in the morning, and in the evening this process stops. According to research, at 4-5 o'clock in the morning the body is preparing to wake up: for example, the production of melatonin begins to decrease, body temperature increases, the production of "activity hormones" cortisol and adrenaline increases. These phenomena are amplified by light, heat and noise. At 9 o'clock, there is a high working capacity, which returns at about 16 o'clock — with a lunch break at 13:00. Scientists believe that it is possible to work effectively until seven in the evening, and after nine the body will still begin to prepare for bed. To catch a deep sleep, at 2-3 o'clock in the morning you need to sleep already.

In the modern world, it is difficult to find a person who does not know about "larks" and "owls". Sometimes there is a third type – pigeons. Some consider it just different habits, sometimes discriminate against one or another type (mainly in the direction of "owls"). Andrew Carnegie said that "Morning sleep is the biggest waste of life." However, Van Gogh wished for a starry night, saying that "the night is painted brighter than the day," and his work was mainly used to make good use of the contrast of light that appears in the dark.

In cities, about 40% of the population are "owls", "larks" are much smaller - about 25%, the remaining 35% are pigeons, so to speak, an intermediate chronotype.

Gender significantly affects morning activity — it prevails in 39.7% of men and 48.4% of women. Morning activity also depends on age: 63.1% of those over 60 prefer it, and only 24.2% of those under 30. The increase in morning activity with age was confirmed in previous studies.

However, according to medical statistics, about 80% of people can adjust their rhythm of life to the necessary one. They are able to adapt to any daily routine. It is worse for those 20 percent who cannot adjust.

Why is the quarantine mode off?

According to the researchers, during the quarantine, the number of patients applying exclusively due to sleep schedule violations increased. There are several reasons that explain this.

The first is related to the level of lighting. It turns out that the more bright light a person gets in the morning, the better he will sleep at night.

As mentioned above: the production of melatonin (sleep hormone) is primarily affected by sunlight, which should be a lot in the morning. Towards evening, on the contrary, it should be less and less. Using gadgets before going to bed affects the cessation of melatonin production, since the light from smartphones and computers is the blue spectrum of light, that is, it is too bright for our retina.

In conditions of self-isolation, many do not receive light during the day, and at night, on the contrary, due to the large amount of free time, they sit in phones. Consequently, they fall asleep well after midnight.

The second factor that can influence the absence of a regime is oversleeping or lack of sleep, which is equally bad for the body. The first was faced by those who are unable to work in quarantine, which means that in the first days of self-isolation they could get a good night's sleep. With lack of sleep, most of them later "met" working remotely.

And there is also an opinion that the sleep regime could be disrupted in quarantine due to lack of physical activity. Scientists have proven that people who performed physical exercises regularly and daily felt more tired and fell asleep on average 36 minutes earlier.

In conclusion, I think it should be said that each person has his own biorhythm inside, and in fact each of us chooses a more comfortable regime for him. However, do not forget that 7-8-hour sleep is considered the norm. Poor sleep can negatively affect the body. The first is a violation in the emotional sphere. A person with sleep disorders may have a bad mood, as the brain "clings" to all the negative news. The second is physical health. Someone may have headaches, migraines, pressure, vegetative-vascular dystonia, and so on. In the long run, poor sleep can cause much worse deviations from the norm.

A good night's sleep is a cure in itself. It has been proven that the cells of the immune system are renewed during the deep stage of sleep at night. The main such stage occurs from 10 am to 1-2 am. At this time, the bone marrow secretes the most immune cells. The later, the fewer there will be. As for the coronavirus, good sleep is very important for immunity, and in a pandemic, the problem of immunity is even more acute than usual.

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EMIL DURKHEIM'S VIEWS ON SUICIDE

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A thorough explanation of the term deviation was first put forward by Emil Durkheim. According to him, the main cause of deviations is anomie, literally, "lack of regulation", "abnormality". In essence, anomie is a state of disorganization of society, when values; norms, social ties are either absent or become shaky and contradictory (Emil Durkheim 1994, p.128).

Durkheim expresses the opinion that in order for a society in which there are opportunities for self-expression for idealists and romantics, heroes and martyrs, there must be equal opportunities for self-expression for criminals. Freedom cannot exist if there is no possibility of deviations in different directions - both to the ideal and to the anomie, which is the opposite of the norms.

Emil wrote that crime not only presupposes the existence of ways that are open to the necessary changes, but in some cases directly fixes these changes.

Durkheim studied this type of deviant behavior, such as suicide. In his work "Suicide", based on statistics, the author identifies the following types of suicides: anomic, altruistic, selfish and fatalistic.

The type of suicide called anonymous is referred to as "selfishness" (Aron R. 2004, p.352) A person is more prone to harm his life when he thinks only of himself, when he is not integrated into a social group, when the desires that govern this person are not correlated with public ones.

The state of social anomie, by which the scientist understands the lack of established rules and norms of behavior, when the old hierarchy of values changes and undergoes a process of destruction, and the new has not yet formed, creates moral instability of individuals. When the social structure fluctuates and disorganizes, some individuals quickly rise in social elevators, others lose their place in society, when the social balance is disturbed - the number of anonymous suicides increases.

Altruistic suicide occurs "with a manifestation of energy, with a passionate feeling"(Emil Durkheim 1994, p.255). Breaking away from society, a person easily inflicts death on himself; it is just as easy for her to lay hands on herself, being too close to him.

Altruistic suicide occurs when personal interests are absent and social ones prevail over them, when the integration in the group is so great that the individual no longer exists in society as a separate independent unit.

Durkheim pays very little attention to the study of fatalistic suicides, because they are very rare and the scientist considered it unnecessary to spend time studying them. Such suicide occurs as a result of increased control over the individual by society. Fatalistic suicides are committed by persons whose future is ruthlessly regulated, whose passions are ruthlessly suppressed by inhuman, cruel discipline.

Thus, the scientist believed that suicides are individual phenomena, the causes of which are precisely social causes. Such social causes of suicide are social forces

that vary from society to society, from group to group, from religion to religion. They come from groups, not from isolated individuals.

According to E. Durkheim, anomie is especially characteristic of societies of economic depression and prosperity and naturally leads to deviant behavior. Deviant behavior has always been a hot topic for discussion by both scientists in various fields and ordinary individuals.

Today is characterized by several types of suicide according to Durkheim. Altruistic suicide takes place because the norms imposed on us by society push us too far and create restrictions, so people either fight them or, under the pressure of expectations and standards they do not like, commit suicide. Also, suicides of this type are common nowadays for fear of showing the true self, because the normalization of the real self is not yet fully integrated into society.

Fatalistic suicide recedes into the background today, but it cannot be said that this type does not exist. For example, in Arab and Armenian families, the practice of choosing a future husband for their daughter as the father of the family is still common. Such conditions of lack of choice and "painting life in advance" often lead to fatal consequences.

In our opinion, only the division into selfish and anomic suicides will be relevant in the future. First, selfish suicide will develop due to the low level of integration into society, the lack of cohesion of social groups will lead to the fact that the individual will not be able to be in solidarity with the collective consciousness. Second, anomic suicide will develop with high competition between individuals, imbalances and expectations that do not correspond to reality, will begin to disorganize the social structure due to rapid changes in status.

Fatalistic and altruistic suicides will prevail in the future, but will be very rare. First, altruistic suicide is caused by duty and tradition and the great integration of the individual into society, in the future the individual consciousness will move further and further away from the collective.

Secondly, fatalistic suicide characterized by increasing control over the individual by society, in the future this is impossible, as people become more arbitrary and educated, which will allow them to analyze the state of affairs and make the necessary decisions.

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VIOLENCE AGAINST WOMEN IS A SOCIAL PROBLEM

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Domestic violence is a worldwide problem. Studying examining the situation at the level of domestic violence in different countries, it is clear that the consequences can be life- and health-threatening or cause psychological trauma.

According to the World Health Organization, one in six women woman has experienced domestic violence. Statistics show that 62% of women's murders were committed by their husbands. But the particular danger of domestic violence lies in the fact that it children suffer. Research shows that in 70 percent of cases where women experience violence at the hands of their own husbands or partners, children are also victims of violence (World Health Organization , 2021).

The more often and harshly women are abused, the more serious and severe is the violence against children. But even if children do not recognize direct violence, they are witnesses to abuse and threats against their mothers, and this is tantamount to violence against them.

Domestic violence often escalates from threats and verbal assault to violence. Although physical trauma can be a nuisance, the emotional and psychological effects of domestic violence are also important. Emotional relationships can undermine your self-esteem, lead to anxiety and depression and make you feel disempowered and self-defeating. No one should have to endure this kind of pain - and the first step towards resignation is admitting that the relationship is abusive (Ministry of social policy, 2020).

Of all reported violent crimes in Ukraine in 2019, more than a quarter (26%) were the result of domestic violence. Almost 67% of victims of domestic violence were women and girls. 79% of reports to the police about intimate partner violence involved women. Professionals know that rates of all forms of domestic violence are underestimated. For example, in 2016 (19%) women who had a violent girlfriend reported being abused to the police (Ukrainian Institute of Future, 2021).

There are many reasons why people do not report domestic violence. The first is because of the problems associated with it. Young children may not report abuse because they may have limited contact with a family in which they can safely trust.

Women are more likely to experience brutal girlfriend violence compared to men. Compared to men, women who report girlfriend violence are twice as likely to report sexual assault, beating, strangulation or threatened with a gun or knife. A higher rate of injuries due to violence is more likely to be reported (40% of female victims compared to 24% of male victims).

The role of the police in cases of domestic violence remains problematic in Ukraine. The role of the police in cases of domestic violence and abuse is crucial, although investigations have criticized the actions of police officers who are the first to arrive on the scene (Law of Ukraine On preventing and combating domestic violence, 2018). Victims are not always able to see the actions that they demand from

the police and there are still gaps as to whether some victims will receive "justice" or not.

Despite criticism, the police remain one of the key frontline services victims can use to prevent and put an end to violent incidents. A change in the law has now finally been introduced. What role the police can play in the new legislation to ensure domestic violence control remains to be seen. Women turn to the police after being physically assaulted or abused, or after their partner has forced them out of the house, or to seek help from domestic violence or threats from former husbands after leaving home, or to protect their children. The police encourage women to keep a confidential record of their partners' violent behaviour in order to use them as evidence. Although some women consider the police to be helpful, others believe that the police do not understand and do not take them seriously. Women are desperate for a prompt response and find it difficult to fight delays in obtaining a court order or an assessment of their injuries. Many women are too afraid to call the police. The police offer practical support such as the installation of an emergency response system, the provision of mobile phones, the installation of a burglar alarm system and security locks on doors, as well as assistance to women to obtain such protection as a proximity watch and signposting so that a policeman can get there as quickly as possible when he is summoned. In some cases, women are assisted by police officers in cases of domestic violence. Most of the women who contacted the police believe that the police understand abuse and domestic violence poorly, focusing on physical violence and the need for "hard evidence", which is usually difficult to establish. The women are embarrassed and discouraged by the fact that the police do not take the threats seriously. They believe that the police do not recognise the danger they are in, unless they are in a state of "about to be killed". Countering domestic violence is one of the most important areas of social development today. of societal development. It is seen not only as a social problem but also, first and foremost, as a problem of protecting people's rights and, above all, women's rights, which requires the development of appropriate legal means to solve these problems. When violence is perpetrated within the family, the rights and freedoms of the individual are violated, which, through the different capabilities of the perpetrator and the victim, hampers the The violation of the rights and freedoms of the individual, which, through the different capabilities of the aggressor and victim, impedes the possibility of self-defence and demands intervention on the part of the state and society. Today, therefore, there will be an improvement in policy and practice. This is why today's policy and practice in combating domestic violence will be improved both in economically developed countries and in those that are developing. This is reflected in the fact that governments in many countries are adopting laws, developing public policies and adopting special measures aimed at combating forms of violence that have long been regarded as a private matter of the family or an individual person.

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CURRENT ISSUES OF ORGAN AND TISSUE TRANSPLANTATION IN UKRAINE

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Worldwide, transplantation is an extremely effective and in all cases non-alternative method of treating irreversible diseases and injuries of such vital organs as lungs, kidneys, diseases, heart, etc. (Bezzub, 2018). The scientific and practical interest of animals in the issue of transplantation is conditioned in Ukraine and other legal, medical and ethical issues in this area. Because despite the fact that transplantation has left the stage of medical experiment and has become traditional in medical practice, a number of legal problems in this area are still not used, which performs the long-needed comprehensive systematic analysis of the theoretical foundations of transplantation in Ukraine.

The special nature of transplantation regulation is given by the fact that the operation causes interaction with two: donor-recipients who differ from other methods of treatment, and the usual scheme of treatment "doctor-patient" in the field of transplantology is presented as "donor-recipient" (Korenya, 2015). This is due to the view that transplantology is the closest to legal science among all medical disciplines, so, accordingly, especially the need for special legal regulations.

In transplantology, we face both general medical problems related to the relationship with the provision of medical care, and private transplantation: the statement of the death of a healthy donor while maintaining blood circulation and viability, the problem of disabling life support, resolving the issue of the right to dispose his personality body and organs after death. The fact of more successful development of transplantology in European countries is indisputable, but the above-mentioned problems provoke sharp discussions both in Ukraine and abroad.

In addition, the level of awareness of the Ukrainian population about the problem of posthumous donation today is extremely low, our society is not prepared for adequate acceptance of transplant ideas and a positive solution to the problem of donor material. Analysis of publications in the media that public opinion on transplantation in Ukraine is either not formed or is negative. The reasons for this attitude of society are the lack or condemnation of information about transplantation. The media, as a rule, publish sensational, often unverified and unprofessionally covered information of a negative nature, which significantly discredits a promising scientific field in the development of which Ukraine has not yet lost its leading position. Citizens lack objective information about the possibilities of this progressive method of treatment.

One of the most urgent tasks, in our opinion, is to find ways to solve the problem in the field of transplantation. In the legal, sociological, medical literature there is no single definition of "transplantation". The Law of Ukraine "On the use of transplantation of anatomical materials to humans" establishes transplantation as a special method of treatment, which consists in the digestion of a person from a donor

to a recipient and the focus on restoring human health (Pro zastosuvannia transplantatsii anatomichnykh materialiv liudyni: Zakon Ukrainy, 2018). At the present stage of development of Ukraine as a state governed by the rule of law, we propose the organization of the organization in a broad and narrow sense. In the broadest sense, transplantation is a human right to life. In the narrow sense, transplantation is a paid medical service that is provided by certified medical institutions and is used to replace a diseased organ in health.

Transplantation is characterized by the following features: arose in society as a result of the need for health care; this is the stage of the therapeutic process of transplantation of a donated organ; the subjects of transplantation, who are involved in the type of medical service, are the medical institution that performs the removal and transplantation of the organ, the donor and the recipient; the right to transplantation is exercised to actions that ensure the right to medical care; it is the movement of a donated organ from one human to another, and is a victim of activity; it is a payment for medical services that requires certified medical facilities.

Transplantation is a multifaceted phenomenon that explains its various types: 1) by type (extremely from the field of transplantation) - organs of transplantation and transplantation of cells of an organism or tissue; 2) by classes (depending on the form) - orthotopic transplantation and heterotopic transplantation; 3) by gender (within the object) - heart transplantation; kidney transplantation; lung transplantation; product transplantation; bone marrow transplantation; stem cell transplantation; small bowel transplantation, etc .; 4) by subject groups (depending on the subject) - organ transplantation, tissue transplantation and cell transplantation; 5) by species (depending on the subject - donor) - autotransplantation; isotransplantation; homotransplantation; xenotransplantation; transplantation of fetal materials and taking anatomical materials from the dead.

To date, there are the following problematic issues in the field of transplantation: the undesirable and unacceptable expansion of the circle of living donors; the absence in the legislation of Ukraine on transplantation of medical justification of conditions under which it is possible to take organs from living donors; the problem of donor provision of organ and tissue transplantation is quite controversial and still not properly addressed; ignorance of Ukrainians about transplantation, and hence unwillingness to consent to such operations. The need for a perfect legal framework for transplantation is connected, first of all, with the special relationship between the donor and the recipient, the specificity of which is the equal right to life for each of them. Guaranteeing the fundamental rights and freedoms of man and citizen and, above all, the right to life, is an indicator of the civilization of the state. The use of organ and tissue transplantation has no alternative and is essential to save lives and health.

The need for legal regulation of organ and tissue transplants became especially acute at the stage of clinical transplants, when due to the development of medicine and jurisprudence the idea of the need for legal protection of all transplant participants - donor, recipient and medical staff. Understanding the patterns of this process contributes to the effective improvement of the legal framework governing

medical activities in general and organ and tissue transplantation in particular. Another important aspect is the need not so much for fundamental changes in legislation, namely the direction of all efforts to implement the existing legal field (Korobtsova., Mikhalap, 2018). Ukraine has a large number of regulations governing the transplantation of organs and anatomical materials to humans, which have been adopted for many years. However, this is not enough, as there are many outdated provisions that need immediate improvement, many gaps that need to be addressed quickly. All this is made possible by the adoption of a new law that would properly regulate the issue of transplantation, ensure respect for all fundamental human rights and legitimate interests and clearly define the competence of the authorities on this issue. European and other international standards in the field of transplantation are of great methodological importance for the domestic process of developing the institute of transplantation. The values recognized by the international community, the results of approbation of the institute of transplantology in foreign countries and the peculiarities of its application in Ukraine should be the basis for the legal regulation of transplantation in Ukraine. To resolve the situation with organ transplantation in Ukraine, it is first necessary to start with: changing negative public opinion, conducting educational work among the population and maximizing the promotion of donation in Ukraine; differentiation of subjects of transplantation relations into state and municipal health care institutions and scientific institutions that have the right to carry out activities related to transplantation according to the specifics of their activities; bringing the activities of the Coordination Center for Transplantation of Organs, Tissues and Cells to the appropriate level; creation of a perfect legal framework in the field of organ and tissue transplantation; creation of the state register of recipients; introduction of a "donor card"; creation of a project of legal support, which would provide an updated state strategy for the development and management of domestic donation and transplantation until 2025; taking measures to prevent illegal organ and tissue transplantation.

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THE RISE OF CAPITALISM, ITS IMPORTANT POSITION IN THE ECONOMY

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In our time, the term "Capitalism" can not be understood by many. There are people who believe that capitalism involves the use of only hired labor in a market economy. But this is not true. In our world, it was set before the emergence of capitalism as such.

So, as a term, capitalism is an economic formation in which the mechanism of production belongs to private owners. Enterprises produce a market product driven by supply and demand. Economists are constantly talking about capitalism as a system of free market, managed market. But capitalism in such an ideal sense cannot be found anywhere in the world. The economic systems that exist in Western countries are a mixture of free struggle and government control. Modern capitalism is a combination of private enterprise and state control. (American Encyclopedia)

The fundamental basis of capitalism is a market economy under the domination of private property. The main element of the market is the consumer, thanks to which the capitalist owner receives and appropriates the profit created by the labor of hired workers. The production process under capitalism is periodically interrupted by systemic crises, thus generating mass unemployment and lower living standards of the working masses. Political power in a capitalist society is created and functions in favor of the exploiting class. Political equality is proclaimed formally and depending on economic inequality.

The essence of capitalism:

- The first is the realization of your work in private property and the free market. And also, the main thing is to receive income from this work.
- Secondly, it is a quality product that is produced
- Third, it is possible to purchase the necessary goods at lower prices (competitive prices)
- The main aspect of capital insufficiency remains the use of one's capital and, of course, the creation of another capital

In my opinion, thanks to such a system, there is a motivation to earn more wealth, and also due to constant competition, people start to be more focused on something new, so innovative technologies appear. Fruitful production of goods and services begins, again through competition: each producer tries to produce their goods at minimum prices, but of good quality. Incredible choice of goods becomes inherent, so people begin to have the right to choose in many aspects. One of the main advantages is the rational use of natural resources. Anyone who produces products tries to use production stocks and reserves in the most economical way to make a big profit;

If we talk about the disadvantages, the main ones are social inequality, as it is private property that plays a role in the means of income inequality. This leads to

labor misunderstandings and strikes, affects employment is not very good. Due to employment problems, workers are exploited. Also, the economy is becoming unstable. Prices are falling, businesses are closing, workers are becoming unemployed. In other cases, when the business is alive, prices are rising, there is a lot of commercial activity. These alternations of periods of decline and rise lead to a large reduction in reserves; The emergence of the problem of excess competition went beyond, it was very difficult to compete with a large number of enterprises. I also want to add the emergence of monopolies to all this. This was a manifestation of the capitalist economy. Entrepreneurs and producers often conspired and formed monopolistic associations: this brought them a guaranteed income and no competition.

So this is the essence of capitalism from my point of view.

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PROBLEMS OF STATE REGULATION OF THE SECURITIES MARKET

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The securities market is a unique system where the most important is the interests of the state, the population, business entities. The securities market is a sphere of market relations where securities are sold and at the same time the return of financial resources to meet the economic needs of financial and economic entities. (Vasylyk, 2000, section 17). Securities are monetary documents that demonstrate the relationship between the person who issued this document and between the person who purchased it.

State regulation of the securities market is the implementation by the state of comprehensive measures to streamline, control, supervise the securities market and their derivatives and prevent abuse and violations in this area (Law of Ukraine "On State Regulation of Securities Market", Art. 1 "On State Regulation of the Securities Market", 1996).

The main purpose of state regulation: construction to a unified state policy and its implementation in the field of the securities market.

1. As for financial relations with investment market entities, they are regulated by the Laws of Ukraine, namely: the Law of Ukraine "On Investment Activity" (ensuring the protection of rights, interests and property of investment entities), the Law of Ukraine "On Insurance", the Law of Ukraine "On Financial Leasing" (legal, organizational and economic relations are regulated). (Law of Ukraine "On Insurance, 2001, Law of Ukraine "On Financial Leasing, 1997).

At this stage of development, the securities market in Ukraine is irrelevant and shows no interest in foreign investors. At the same time, the market does not perform its most important function is to provide the economy with investment resources.

We can highlight specific problems that hinder productive development:

1. Lack of financial instruments for regulation with high investment qualities.
2. The rights of investors and clients are poorly protected.
3. There is no trading of futures contracts and derivatives.
4. Securities trading is only 3% and then there are sales on the Internet, that is, it is not a purchase and sale, but a regular registration for purchase.
5. Inefficient market infrastructure.
6. The number of sales of shares and bonds is decreasing.
7. Complicated circulation of papers due to their documentary form of issue.

To solve the problems, it is necessary to develop a strategy-plan for the development of market competitiveness, improvement and expansion of the regulatory framework of the market, to strengthen the protection of the rights of participants in financial relations, to increase the number of foreign investments.

In order to achieve the goals, it is necessary to take certain measures: promise guarantees for the protection of entities and securities on the market, the introduction

of uniform rules and standards, stimulation of raising funds of both foreign and domestic investors, the implementation of signed agreements. Also, do not forget about the modernization of the securities market infrastructure and the creation of financial institutions.

Conclusion: the main problem of the market will be the lack of financial instruments and their unattractive reputation (reliability).

To prevent problems and improve the market, you need to do:

1. Creation of a progressive regulatory framework.
2. Protection of interests of the parties.
3. Improvement of the documentary form of release (not outdated form, but more modern).
4. Attracting investors in the debt securities of the state.
5. Raise stock sales.

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NAUGHTY KID OR "THREE YEARS CRISIS"

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Everyone in this world goes through many stages of personal development. Crises are some of these "stages". A crisis period is a new level, a drastic jump in psycho-emotional development of a person, the formation of new concepts of life, skills and behavior patterns.

One of the first crises in a person's life is the "Crisis of 3 years old". It is an age crisis during transition from infancy to preschool age, characterized by abrupt changes in established personal mechanisms and by development of new features of consciousness and personality of a child, as well as by transition to a new type of interaction with others. Three years of age is the age when children want to feel that they are adults and are independent, and at this age, children already have their own "I want" and are ready to assert it before adults (Jones, E., 2015). For the first time, the child discovers that he or she is a human being like the others. One of the manifestations of this discovery is the appearance of the pronoun "I" in his speech. Before this, the child may call itself by its first name or speak of itself in the third person. Each child, like every adult, is different, for some, the crisis of 3 years may begin at age 2, and for some closer to 4, because the boundary "3 years" is given arbitrarily. Also, we should not forget that the manifestation of symptoms of crisis at age 3 depends on many factors, including the type of temperament of the child. Do not compare choleric and melancholic children. In a child choleric these manifestations of the crisis will be brighter and more frequent, and the melancholic child certainly is not so pronounced symptoms.

To some extent, the manifestations are similar in all children, differing only in the severity of the key characteristics of the crisis of 3 years. Psychologists have identified 7 main symptoms of crisis behavior:

1) Negativism. The child flatly refuses to follow the instructions of the parents, even if the request is beneficial to the child. Any request is met with a "no". When a child is told "yes" and he or she says "no", the child is trying to show that he or she is entitled to his or her views and wants to be respected.

2) Defiance. The child abruptly changes his/her habits and does not want to stick to the regime. Through scandals and tantrums tries to gain the right to do things his/her way.

3) Stubbornness. The child makes decisions and clearly sticks to the line. He cannot be forced, persuaded or motivated to take any causal action. He will cry, but he will stand his ground.

4) Willfulness. The child wants to do things on his own, ignoring the prompts or words of his parents. Even if a lot of things don't work out, the child wants to do everything himself/herself. At the same time, the child is torn by internal contradiction: he/she cannot do it by himself/herself, and I cannot ask the adults to do it for him/herself.

5) Protest. The feature of this characteristic is a storm of emotions in relation to the instructions of parents, what he/she has to do. If parents have chosen or decided something for him/her, the child refuses these things or actions.

6) Impairment. The child stops valuing the things or actions that used to be important, beloved or dear to him. He may throw or break favourite toys, fight with relatives or friends, or refuse favourite activities.

7) Despotism. The child tries to command family members, demands obedience and unconditional fulfilment of his wishes. If his wishes are not carried out, tantrums and screams ensue, stomping his feet and raising his voice (Wikipedia (n.d.)).

To successfully bypass the crisis of three years, it is necessary to remember the principles: firmness in the intentions, but flexibility in action. It is important to take into account the individual characteristics of the baby. The outcome of the passage of the crisis at age 3 is the emergence of new formations necessary for further proper development - self-awareness, strong-willed qualities, independence.

There are many tips for parents to help smooth out the severity of the manifestations of crisis and go through this difficult stage as calmly as possible. But if parents feel that they are in a hopeless situation, do not know how to overcome the crisis of 3 years on their own, they should contact an experienced child psychologist. There are some general tips for parents to ensure that the child properly overcome this period, because it further depends on its self-esteem. The way a parent will behave with their child during this crisis will determine whether the child will remain active, persevere and continue to strive for independence. Or it will break down and become uncomplainingly obedient, gutless, dependent person with low self-esteem (Volzhenina, T. (n.d.)).

The first thing parents should do is to have patience, because it is just as difficult for the child as it is for the parent. The child does not understand what is happening to him and tries to find a realistic way out. You shouldn't shout or punish him, such actions will only make the situation worse. The use of the word "no" should be sensible and rational. The more prohibitions children have, the stronger the temptation to break them. In a period of crisis, the word "no" should cover things that cause damage to the health of the child and others, pets or damage to other people's property. It is also worth setting boundaries on what is permissible. The child should clearly know which behavior is permissible and which boundaries should not be crossed. It is not necessary to override bans if crying starts, a parent should be consistent in words and actions, and after the child calms down, talk to him/her about the reason for such actions. Of course, the child's upbringing should be individual, taking into account the child's character and personality type, but you should also not forget the commonplace rules, which will lay down the concepts of general norms and social rules.

To summarize, I can say that the 3-year crisis is primarily a stress for the child, and parents should understand this and accept the fact that the child develops and becomes a separate person with its own desires, which parents should take into account.

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**PROBLEMS OF SEXUAL EDUCATION OF ADOLESCENTS OF
UKRAINE**

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For a long time, the problems of sex education were among, firstly, the most confusing, and, secondly, neglected, or even simply excluded areas of pedagogy and psychology. controversy over the introduction of sex education in families and schools continues to this day, which emphasizes the relevance of the topic.

The purpose of the study is the need to introduce the subject into the school curriculum of Sexuality Education, the importance of this subject and the problems that are important in the development of adolescents. Sex education is part of a person's general education, but it is more uncertain due to the closed nature of the topic. If other areas of upbringing are more or less clearly expressed and can be transmitted by their own example, as well as corrected by advice and instructions, then much that concerns sex education remains a taboo topic, even terminology. Thus, there are a number of reasons for the modern formulation of the question of the development of sex education systems. The statewide ignorance of many teachers and parents in matters of sexual education of children is still the norm, leading to a rapid increase in the number of illegitimate births, abortions, sexual crimes, and a lack of early orientation towards fulfilling a social role in life. The continuity of these principles in the practice of sex education has long been embodied in protective and prohibitive educational influences. Information about sexual relations was regarded as undoubtedly harmful for the younger generation. A young man should have received basic information about the reproductive function of sexual interaction from his parents shortly before marriage.

Some of the main obstacles to the introduction of sex education:

1. Often, in communication between parents and children, a barrier arises in the conversation regarding sex education, intimate topics, as well as the child's perception and acceptance of his body nature, gender. Since in the post-Soviet space the topic of sexual education of children becomes a kind of taboo, the level of psychologically unhealthy individuals rises, which will soon be reflected in the level of development of society.

2. Also, one of the important problems in the development of sex education is the lack of qualified teachers and the necessary literature in schools for the development and training of children. In Ontario, Canada, second graders learn about consent and gender integrity, third graders learn about the concepts of gender identity and sexual orientation. In the UK, sex education is compulsory for children 11 and older. Some elements of the program are required to study.

3. Moreover, one of the important problems is the openness of Internet sites, which can affect sex education due to distorted information, as well as psychological development.

These days, sexual maturity comes 2 - 3 years earlier, but emotional maturation slows down. To help young men and women form the right family and marriage relationships and sexual orientations, it is necessary to unite doctors, teachers, psychiatrists and, of course, psychologists. In addition to knowledge, children should have a PERSONAL example. Parents, their relationships, their attitude towards themselves, towards their health, towards their marriage and children will be a guideline for their child. And of course: sex education should include a huge block - the formation of life guidelines, a system of moral component and spiritual education.

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CONTEMPORARY PSYCHOLOGY

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Psychology is a very important humanitarian science as it studies the human mind and its functions, especially those affecting behavior in a given context.

In our modern reality, cooperation of people in big and small social groups together with self-communication have acquired a significant role of any society.

Psychology as a discipline has been considered vital in western countries for many decades whereas in Ukraine it has just started to develop and interest people and scientists. Having different approaches and subdisciplines psychology helps to decide numerous questions, concerning both an individual and society. Many companies and social structures have introduced psychological tests in order to trace, prevent and solve psychological disorders, which can affect people's life.

Nowadays, several directions can be defined in psychology.

Cognitive psychology with focus on better understanding of a human mind, its mental processes and, thus, behavior. It studies thoughts and their relationship to our experiences and actions.

Personality psychology studies patterns of ideas and behaviors that make each individual unique. The emphasis is on trying to create a coherent picture of a personality in its relationship with the world, life, society, and others. In addition, dynamic aspects of mental life, individual differences cause interest. Based on some research, personality traits are consistent patterns of behavior and thoughts, and most scientists think that five dimensions are enough to show differences between individuals. These five dimensions are known as the "Big Five" and include aspects such as openness, conscientiousness, extraversion, compliance, and neuroticism. I'd like to explain everything in detail.

For example, openness with traits of imagination, feelings, actions and ideas, shows that people who have high score in the research differ from others being more curious, having wider range of interests and independence. Instead, the other part of those under experiment are practical, conventional and they prefer routine.

What about conscientiousness considered by such features as competence, self-discipline, thoughtfulness and determination which shows that low scored people are very impulsive, careless and disorganized, whereas others are hardworking, dependent and organized. Outgoing, warm and adventurous people are more extroverts, but quiet, reserved and withdrawn personalities don't enthusiastically express this quality. Additionally, such trait as agreeableness is brightly presented in helpful, trusting and empathetic people, while critical, uncooperative and suspicious human beings don't have a strong impact compared to others. In addition, the last feature that I'd like to reveal is neuroticism, considered as tendency toward unstable emotions, where calm, even-tempered and secure personalities show low score in the research, but high scored are anxious, unhappy and prone to negative emotions.

Other direction of psychology is developmental, that is interested in special processes, which relate to physical maturation. Moreover, it's focused on changes in moral reasoning, social behavior, cognitive skills and other psychological features.

One of the widest area is social psychology, because it has really become an integral part of our life, since we constantly communicate with people and must know how to behave correctly in various situations. Scientist continue researches on a big number of topics, which include differences in the ways we explain our own behavior, rather than how we justify others people's preconception, conduct and attractiveness, and the variants we solve interpersonal conflicts.

Health psychology is the science of psychological and behavioral processes of health, disease and health care. A better comprehension of psychological factors that affect health and a constructive usage of that knowledge, practical psychologists can help individual patients improve their health by working directly with them or indirectly with numerous health programs. The biopsychosocial model suggests that health or illness is determined by an interaction of these three factors: biological, psychological and social. Psychologist can explore different effective ways as a reason to motivate people to be engaged in activities providing opportunities to have better health. (MacDonald, 2013)

One more interesting direction is clinical psychology which deals with diagnosis of mental health, the organization and conduct of scientific research to understand psychophysiological problems and the development, implementation and evaluation of psychological correction (psychotherapy). This is a specialty of a wide profile, which has an intersectoral nature and participates in solving a complex of problems in the health care system, public education and social assistance to the population. The work of a clinical psychologist is aimed at increasing psychological resources and adaptive capabilities of a person, harmonizing mental development, health protection, prevention and overcoming of ailments, psychological rehabilitation.

The biggest mysteries in history are those of human consciousness. Labyrinths, catacombs, dead ends and avenues of thought are often unpredictable.

I tried to define psychology as a science and consider the most interesting directions. After all, this science is a tempting world of phenomena that have aroused special, exclusive interest for many centuries.

The value of knowledge and skills gradually increased, becoming especially great in our days. Knowing the basics of psychology, a person can better understand himself, his loved ones, study human relations, explain the actions of people. This knowledge will help to cope with life's problems.

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GENDER QUOTA

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Adherence to gender equality is an extremely pressing issue in many countries around the world, in particular the observance of such equality during elections. Even though women and men have equal voting opportunities and rights, the practice shows that women are less involved in the sphere of government and representative government.

The main tool that can correct the imbalance of representation of women and men in government is the gender quota. That is, the focus of the state's gender policy is to increase the representation of women in politics (Buchin M.A., 2021).

Today, gender quotas are widespread in more than 130 countries, i.e. this method is used in all regions of the world. They ensure the representation of women in the political sphere in the range from 30% to 50%. Due to gender quotas, the Scandinavian countries have a fairly high share of women's representation in parliament. The average participation of women in the parliaments of Denmark, Iceland, Norway, Finland and Sweden is 43.9%. For comparison, the average figure for OSCE participating States is 30%.

Norway introduced a gender quota mechanism in 1976, and in 1991 Iceland began using it. A feature of the gender principle of the Scandinavian countries is the ratio of 40/60. Thus, each gender should be represented in government at different levels by at least 40%. However, this figure cannot exceed 60%. In this way, the Scandinavian countries ensure the most objective representation of both sexes in government, which is an effective model for other countries to follow (Marceliak V.O., 2015).

Gender quotas have also been introduced in Ukraine. Thus, in 2015, the Law on Local Elections established gender quotas for the first time but did not provide for real sanctions for non-compliance. But on July 11, 2019, the Verkhovna Rada of Ukraine adopted the Electoral Code, which provides for the introduction of gender quotas at 40% and provides for the refusal to register the party for non-compliance with quota requirements. According to the Central Election Commission, thanks to the gender quota in the electoral lists of parties to regional councils and city councils of large cities, namely 24 city councils of regional centers, Kyiv, Kramatorsk, and Bakhmut, women's representation increased compared to the 2015 local elections. The representation of women in the positions of village, settlement and city mayors has also deteriorated compared to the 2015 elections, from 31.4% (2015) to 16.6% (2020) (Levchenko, Y., 2021).

Thus, gender quotas, as a means of ensuring equality in elections and as a tool for correcting the imbalance of gender representation in representative bodies, are indeed effective, but not permanent. After all, public policy should be aimed not only at the application of quotas, but also at educational, economic and other activities that

would ensure a high level of representation of women in government not only artificially.

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**ADMINISTRATIVE AND LEGAL MEANS TO ENSURE
INFORMATION SECURITY IN UKRAINE**

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Modern Ukraine is at a new stage of state formation. One of the most important areas of state policy is the provision and state regulation of information security. The recent information transformations in the world are so bottomless and far-reaching that, for all their inconsistencies and contradictions, it is easy to see the course of a radical renewal of the information society (Galinska, 2014, p.81.). Now Ukraine has opportunities to build a new system of relations between society and the state based on the values of freedom and democracy, and in this continuous democratic process, an important role is given to information security by means of administrative and legal influence. Turning points that take place in the Ukrainian state are associated with objective contradictions of legal and organizational and informational nature, which led to better and numerical changes in the structure of administrative offenses.

The missions and principles of the rule of law in the information sphere have not yet become a reality. Moreover, the country is currently unable to fully guarantee strong protection and protection of the information law and order. Today, measures to prevent all certain coercive measures are unfortunately minimal among the spheres of information law and order. These measures restrict the freedoms of citizens in information relations. Such measures include monitoring or verification of compliance with legislation on information law enforcement by participants in this activity. This determines the administrative precautionary measures of the most important and priority ways of information protection. Administrative and legal measures are the psychological and physical influence of officials on officials of information activities and citizens of the country who have the right to information but do not comply with the requirements and rules in force. Such measures include restriction of freedom of action, disposal of property, or more brutal and intense actions. Administrative and legislative actions aimed at combating offenses in the field of information law can be applied both independently and in conjunction with administrative penalties.

Thus, applying measures of administrative prevention of violations, information law and order can prevent violations of information law and order. Specific persons are prone to illegal activities and to implement comprehensive state or regional programs, thereby it is necessary to guarantee, ensure, create the necessary conditions for timely and proper compliance with current legislation on information law enforcement by participants in information law relations between legal entities and individuals in the field of information security. (Galinska, 2014, p.86).

In conclusion, we can provide the following formulation of the concept of administrative and legal measures to combat offenses in the field of information law, in particular, it is a legally established combination of interrelated measures of the

governmental influence of the competent state bodies of organizational, legal and special nature, and information rights and freedoms of the state, society, man and citizen.

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HACKERS' JARGON AS A PART OF INTERNET COMMUNICATION

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The twenty years of the 21st century have witnessed unprecedented changes in the way people communicate. Traditional social communication is greatly influenced by the opportunities the worldwide web suggests. In the era of globalization the computer serves as the medium of scientific progress and as a tool of communication. Special computer language reflects the technological achievements as well as the peculiarities of human creativity when it comes to new terms. The purpose of this paper is to shed light on certain specific features of hackers' jargon.

English computer language has a number of terms that first appeared as jargon phrases. Such words are not scientific terms and may cause difficulties in understanding and translating. A lot of technical terms such as software names, computer languages terms are connected with hackers' language and they do not appear in formal sources of references. For their understanding and adequate translation it is sometimes necessary to know how these words have appeared.

Some people say that hackers' language is a jargon. In fact, there is little difference between hackers' language and language of technical programming. Moreover, not only hackers use this language but also professional programmers. Ordinary computer users do not always understand the meaning of such phrases.

The influence of hackers' jargon on computer terminological system started since the 1970s and it gradually spread all over programmers' community. Jargon is a group language. It establishes group identity and makes the group united and different from the people of other professions (Zaida, 2006, p. 263). Speakers use jargon to get prestige and acquire group membership. Hackers' jargon comprises vocabulary from textbooks, technical papers and computer manuals. Terms are often borrowed from other sciences, e.g. the word *virus*. Some words acquire new meanings, e.g. *architecture* means computer and its software; *compiler* is the program that translates computer languages. The term *techspeak* appeared which means vocabulary of computer programming and electronics.

Let's consider the examples of hackers' jargon connected with cyber attacks and other ways of data breaches. One of the most common words of hackers' jargon is *phishing* which is a technique which tricks users into revealing sensitive information (like usernames, passwords, or credit card details) to seemingly benign sources (Chauhan, 2021). It is clear that the word *phishing* is associated with the word fishing which means that getting information without permission is similar to catching fish.

Another example is *ransomware* is a form of malware which locks a user out of his own system and cuts access to his/her files (Chauhan, 2021). The word ransom means an amount of money that is paid to free someone who is held as a prisoner. It is obvious that ransomware demands some money from a user who wants to get his stolen information back.

The word spoofing means techniques hackers use by changing the beginning of the e-mail to make it look like a reliable letter from some authorities, e.g bank. Thus, hackers get access to the information on the victim's computer. In standard English the word spoofing means deception and tricking.

One more hackers' word is encryption which means encoding information with the purpose of getting payment from a victim for decoding data.

The next word from hackers' jargon is adware. The meaning of this term is connected with the word advertisement. People who receive adware of their computers constantly get pop-up adverts that can damage your personal information.

An interesting example of hackers' jargon is the word firewall which is a term of computer security that controls what kind of information you search for in the Internet and ensures its safety. From history lessons we remember that residents of one village defended themselves from enemies by using fire that kept them away.

In hackers' terminology there is a classification of hackers into white hat hackers and black hat hackers. The latter are involved into ruining activity by stealing data from users while white hat hackers are officially employed by large companies to find loopholes in their security systems. In public mind the word is associated with positive moral actions in contrast to black which is related to criminal immoral things.

All internet users know what spam is. This term refers to a great number of e-mails and advertisements that we get in our mailboxes without our permission. However, few people know the origin of this internet term. Surprisingly, this word comes from the beginning of the 20th century and the meaning of this is Shoulder of pork and ham. That was the canned food that was heavily advertised in mass media.

Finally, hackers use the word worm in the meaning of program that can replicate itself. In standard English we use the word worm for a long thin creature with no bones and no legs and also as a verb it means moving through a small place slowly, carefully or with difficulty.

Taking these examples into consideration, we can make a conclusion that many terms of hackers' jargon are constructed as a result of associations and word play. Hackers' jargon is an important part of internet communication and it needs further research.

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ELECTRONIC MONITORING AS A TYPE OF CRIMINAL PUNISHMENT

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Electronic monitoring is a system of measures to track and record the location of a suspect, accused, which the investigating judge, the court is obliged to wear an electronic bracelet. The relevance of this topic lies in the possibility of reducing the number of prisoners through the use of various forms of "house arrest" in combination with electronic surveillance and today is often seen as one of the most promising areas of reforming national criminal justice systems.

In 1964, the American scientist K. Schwitzgebel led a team of researchers at Harvard University to introduce the first prototypes of electronic monitoring. From this period, funding for research in this area began.

The first more or less widespread use of electronic monitoring in the field of criminal justice took place in the period 1964-1970 in Massachusetts (USA) for parolees and insane persons who were in a free society.

At present, electronic monitoring in England and Wales is used in two forms:

- 1) curfew order - as an independent alternative punishment or a component of another alternative punishment;
- 2) home detention curfew (HDC) - as a form of release of criminals who are serving a sentence of imprisonment and on formal and personal grounds can be released on parole.

In Scotland, "violations" of electronically controlled orders include: damage to equipment; absence in the specified place during curfew; attempt to remove the mark or move the block of the house monitoring unit; threatening behavior towards monitoring staff; violation of time (delay at the beginning of the curfew); and enter the location of the "exclusion zone".

Electronic monitoring is much cheaper than imprisonment. According to experts, over the next four years, with growing technology and competition in this area, costs are likely to decrease (Electronic monitoring,2017).

The report of the National Audit Office in England and Wales on electronic monitoring of adult offenders states that according to the agreements concluded in 2005, the average contractual cost of electronic monitoring of each person is expected to fall from 2,143 euros to 1,094 euros, which means that the savings amount to about € 54.6 million, based on the 53,230 people covered by the 2004-2005 monitoring.

To find out people's attitudes towards electronic monitoring of the behavior of criminals and their families, the National Audit Office (England and Wales) a special study has commissioned. The survey found that respondents were quite positive about e-monitoring as a more effective form of punishment than other precautionary measures.

It is also important to note that a number of countries provide for the use of these electronic means of control, which is very beneficial for the economy. For example, in the United States, the offender pays the state for the use of electronic monitoring - up to \$ 600 per month. The same practice is observed in Austria: according to the House Arrest Act of 2011, the rent is set at 22 euros per day for the use of electronic means of control, but if a person is unable to pay the rent, then the state assumes these obligations. knitting.

At present, the practice of using electronic monitoring is not widespread in Ukraine, but this issue is gradually being raised in society and changes are beginning to be introduced at the legislative level. In 2017, an order was issued approving the Procedure for the use of electronic means of control.

The following factors are required for effective electronic monitoring:

-conscious choice of offenders;

-reliable and appropriate technology;

-adequate financial security;

-prompt response to violations;

- communication between the criminal justice system and contractors

(Electronic monitoring will save on detention and, in the long run, on prisons, 2012).

The Quaker Council for European Affairs, which oversees e-monitoring, believes that its mission is to curb the development of criminals' criminal careers.

As a conclusion, there is still work to be done, but it is clear that both the subjects of criminal proceedings and society will positively perceive such methods of monitoring.

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HOW COLOR IMPACTS OUR LIFE

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By the time we are three months old, we begin to distinguish colors. But how exactly do they affect us?

The research began in 1666, when English scientist Sir Isaac Newton discovered that when pure white light passes through a prism, it separates into all visible colors. Newton also discovered that each color consists of a single wavelength and cannot be separated into other colors.

Unfortunately, there is not much research in this area, but some concepts are used in product sales, design, and art.

Warm colors such as red, yellow and orange mostly evoke feelings of warmth and coziness, but can also cause feelings of hostility and anger. Red, orange, and yellow are often used to raise the attention of drivers on the road to warn of danger or to take action. For example, a red traffic light warns a driver to stop, as does a «stop» sign. In the same way, these colors affect our bodies. Red increases circulation, yellow stimulates the nerves and cleanses the body, and orange helps heal the lungs and increases energy levels (Azeemi, 2005).

The opposite colors are cool colors. these include blue, green, and violet. They are calming, but can also be associated with longing and sadness. For example, blue is considered the color of dreamers and soothes the nervous system. Since ancient times purple has been considered the color of rich people, the color was insanely expensive to produce and even kings were not always able to use it. This color is obtained by mixing blue and red, because it is often used to stimulate creativity. Many people associate green with youth and freshness, as well as with the beginning of new life and spring plants (Chapman, 2021).

Black is a classic color, as is white. It emphasizes elegance and power. Coco Chanel said that every girl should have a little black dress. But also, in some designations it is considered the color of sadness and mourning.

White signifies minimalism, simplicity and cleanliness. Using lots of white in a design creates a minimalist aesthetic and can lead to a simple, fresh and clean look. This color is neutral among the entire color palette (de Craen, 2021).

Likewise, warm shade placebo medications are more effective than the same cold shades.

Red makes people react with more speed and strength, which researchers believe can be helpful during sports.

Colors in different cultures can mean exactly the opposite. While in Ukraine black is considered a mourning color and white a festive color, in Japan, on the contrary, white is the color of mourning.

Probably some of the most important industries where color matters are marketing and design. For example, we can always tell a bottle of Coca-Cola from a bottle of Pepsi. These companies use completely different colors. One uses a cool

blue and the other a warm red (Gremillion, 2021). Brands pay experts thousands of dollars to find just the right shade for their brand that evokes the right feelings and actions from customers, while at the same time standing out from competitors in their industry to the right degree (and the "right" amount often depends on the specific industry) (Stecker, 2021).

To conclude, colors occupy an important part of our lives. They can determine our moods and purchasing decisions. By recognizing a person's favorite shade, you can determine what they are. So, color is not just rays passing through prisms, but something more?

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USING THE METAPHOR IN THE POLITICAL DISCOURSE

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Political discourse combines linguistic and communicative signs and is realized in society as a speech, which belongs to one politician. It has its distinctive language features, reflects the linguistic, social, and cultural features of the society, in which it is carried out. It is also focused on the audience with their psychological and ethnic characteristics. The main purpose of political discourse is to convince the audience. The metaphor is one of the most popular stylistic devices in literature. The metaphor is based on the similarity of objects or phenomena in a variety of ways. The metaphors used in politics are increasingly attracting the attention of specialists. In contemporary science, a political metaphor is formed as an instrument for understanding, modeling, and evaluating political processes as a means of influencing social consciousness.

In the political language, there are the following types of metaphors: size, personal superiority, distances, subordination, as well as metaphors of choice.

The metaphors of size mean "the more, the better". Due to this kind of metaphor politicians achieve the effect of a better perception of information, especially if it is connected with size and volume. They help to form an image in the conscious and establish an initial attitude to different concepts. For example, Hilary Clinton uses such an expression as "the scope and scale of the problem" in her speeches. It increases the significance of the problem in the minds of the audience. In his speech on military operations in Syria, Barack Obama uses the metaphor "an anchor of global security" The United States has been an anchor of global security. In our opinion, the token "anchor" is used herein its second meaning: a person or thing that gives somebody a feeling of safety. The adjective global highlights the scope of the phenomenon. The metaphors of superiority usually occur in totalitarian speeches and serve to separate the ruling elite from ordinary population groups. In democratic speeches, this boundary disappears and all classes and groups become closer. This type of metaphor is not typical for the texts we analyzed. But we can find some of the examples in Hilary Clinton's speeches.

The metaphors of distance are usually used to give an idea of a particular phenomenon in comparison with the past or the future, or within certain territorial boundaries, and to convince the audience that the following measures will be taken. We observe a large number of such metaphors in Hilary Clinton's speeches. Examples of the metaphors of distance are found in the speeches of D. Trump: "It's time to break through the television noise of the entrenched interests". Here Donald Trump means it's time to start action, and not just talk about the interests of the citizens from the TV screens. According to the English Oxford Living Dictionary, the token "to break through" means to make or force a way through (a barrier); to achieve success in a particular area. The token "entrenched", according to the Cambridge English Online Dictionary, means established firmly so that it can not be

changed. In our opinion, the metaphor means that the interests of citizens have become so deep that they can not be changed anymore, regardless of what is said in the media.

The metaphors of choice are the metaphors of democracy. Politicians use them to show voters the availability of alternatives. There are some metaphors of this kind in the speeches we analyzed. For example, in Hillary Clinton's speeches, we observe: "our foreign policy priorities, separating the wheat from the chaff, to keep the economic engine going". These metaphors create the notion that the future of the state is always in the hands of its citizens, and that their conscious choice helps in establishing democratic ideals and principles that will be the key to the success of their Motherland. We paid attention to the fact that examples of personification are characteristic of the speeches we have analyzed. They are especially frequent in Barack Obama's speeches. In particular, he often personifies the United States. In the next example, we also see the use of personification, where the speaker expresses the hope that the strategy will create opportunities for everyone: "I think what we need to do is keep the pursuit of a strategy that says, let's make the investments in the American people that will help us grow, but also will create the ladders of opportunity for everybody". The metaphor gives a positive impression on the listeners, as in its structure there are two positively colored tokens: ladder and opportunity, where ladder means moving forward - a series of stages by which you can make progress in your life or career, and opportunity - a time when a particular situation makes it possible to do something or achieve something. We have also found examples of personification in Hilari Clinton's speeches. For instance, at a meeting in Beijing, she emphasized the purpose of the conference: "The great challenge of this conference is to give voice to women everywhere, whose experiences go unnoticed ...". In the above sentence, the noun "conference" gets the properties of a person. In addition, we observe the use of idioms to give voice to, which means expressing your feelings, worries, etc.

So, based on the study, we can say that the metaphor is popular, it is an excellent tool for coloring and enriching speech. As we can see, metaphor in political debate is common among modern politicians. This confirms its importance in language and urgency to use.

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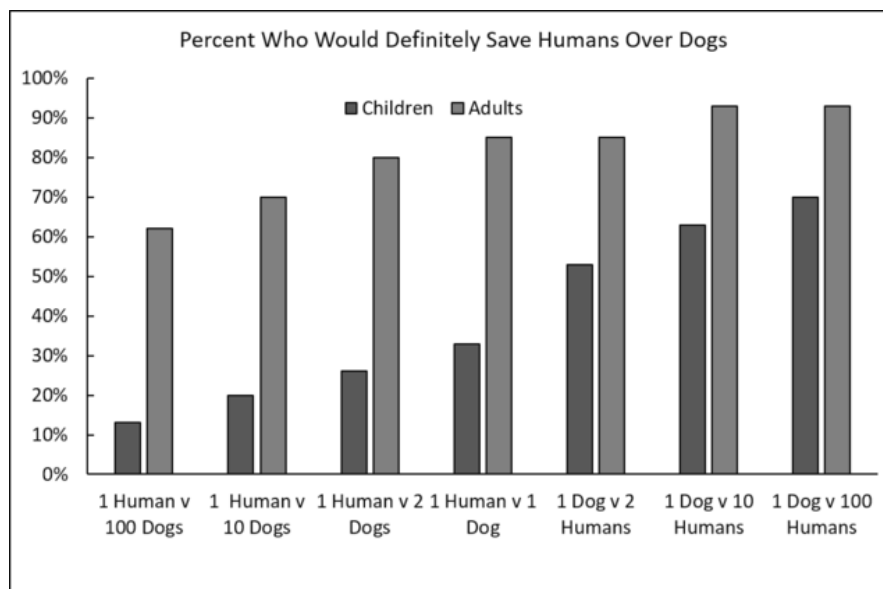
WHY DO KIDS PREFER TO SAVE DOGS OVER HUMANS?

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We hear and talk a lot about racism and sexism, but little about speciesism. Speciesism is a belief that one species is more important than another. Unfortunately, everyone has used this type of discrimination at least once in their life. We tell ourselves that it's OK to experiment on animals and kill them because it can help humans. We convince ourselves that we have the right to shave sheep's wool off for jumpers and scarfs and chickens' feathers for pillows. Humans use speciesism to justify every kind of brutality imaginable. Matti Wilks from Yale University and Lucius Caviola from Harvard state, that adults use speciesism more often than children. The science conducted research, where take a part more than 600 adults and kids between the ages of 5 and 9. Participants were faced with moral dilemmas. They were asked to imagine situation in which they might choose one of two boats. The first boat was filled with people, the second boat – with dogs or pigs. The survey was held twice. In both case, most of the children opted to save dogs over people. Most of the kids preferred several dogs then one person. Even though the dogs defeated pigs, selecting between 100 pigs and a person, students choose the first variant. As opposed to them, the adults prefer a human then 100 dogs. In more detail with results of research you can check in the graphs.



The authors came to decision, that things, that people are more important morally than animals, appear at the late stage of development. Accordingly, nobody comes into this world a natural-born spiciest.

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THE EFFECT OF MUSIC ON THE HUMAN CONDITION

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Many people listen to music of different styles and genres without even thinking about its impact on their psyche and behavior. If we compare the field of music with other branches of art, it's one of the most inspiring art forms. With its rhythms, melody, harmony, dynamics, variety of sound combinations and colors, music conveys an infinite range of feelings and moods. Its strength lies in the fact that, bypassing the mind, it penetrates directly into the soul, into the subconscious and creates a person's mood. By its content, music can evoke the most equal feelings, impulses and desires. It can be relaxing, soothing, invigorate, irritate, etc.

Sounds with different frequencies affect people in different ways. Scientists have found that this is directly related to the rhythms of the brain. When the brain receives audio information through the ears, it analyzes by comparing it to its own rhythms. Each person's rhythms differ in frequency. That is why tastes in music vary so much. In old age, the functioning of processes in the brain slows down and you don't appreciate fast rhythmic music, in favor of calmer and more measured compositions. And that's because the brain can't process fast-changing information. Music is becoming faster and more aggressive every decade. Whereas dance music used to be foxtrot and tap music and then the twist, then later came disco and Eurodance. A little later, electronic music became widespread. This gave us new rhythms of 140, 150, 160 beats per minute and more. But we know that the human body can't function all the time. We pay the price for this kind of progress with serious disruption to the central nervous system, sleep disturbances, depression and irritability.

Ancient teachings about the influence of music on the human body:

- 1) about the spiritual essence of the human being;
- 2) intelligence;
- 3) on the physical body.

The famous Russian surgeon Academician B. Petrovsky used music during complicated surgeries. According to his observations, the body begins to work more harmoniously under the influence of music.

The outstanding psycho-neurologist academician Bekhterev believed that music had a positive effect on the physical strength of breathing and circulation.

It has long been known that bell sounds containing resonant ultrasound radiation kill typhoid bacilli, jaundice pathogens and influenza viruses.

Listening to classical music makes it easier to remember information. Unlike classical music, medics advise against listening to rap, hard rock and heavy metal bands for a long time. That's according to a recent study by Melbourne scientists. Hard rock often causes unconscious aggression, rap also awakens negative emotions and heavy metal may cause mental disorders. And in other genres: blues, jazz and reggae can bring you out of a depressed state; pop music can lift some spirits.

Muscular and nervous tension can be relieved by melodic rock, while hard rock can bring you into a stupor. If you want to understand the effect that the music of a particular genre has on you, you simply have to observe your own emotions and feelings.

When a child performs a piece of music written by a famous composer, he tries to capture as accurately as possible the thoughts and feelings that the composer has put into his piece. This teaches them to be attentive to the subtle nuances of not only the music but also of human speech. It allows the child to grow up communicative, teaching him or her to communicate with others.

Beautiful music stimulates intellectual activity and provides inspiration. Many writers and poets have composed while listening to music or afterwards. Nowadays music is also used in medicine.

Mikhail Lazarev, pediatrician and director of the Children's Rehabilitation Centre claims that classical music has an excellent effect on the formation of the fetal bone structure. To the sounds of classical music, a child in the womb will harmoniously develop spiritually and physically. By listening to certain classical pieces, pregnant women are cured of cardiovascular diseases, various nervous disorders. It is especially recommended for expectant mothers to listen to the works of W. Mozart. The British scientific journal *Nature* published an article by an American researcher from the University of California.

Dr. Francis Rauscher conducted an experiment on the positive effects of Mozart's music on the human intelligence. Is it possible that this not only evokes an emotional experience, but can also make mental work more efficient? The experiments that have been conducted confirm that this is indeed the case. After listening to Mozart's music, tests showed an increase in the students' so-called "intelligence quotient" by several points. An interesting fact was that Mozart's music boosted the mental ability in all participants in the experiment - both those who like Mozart and those who do.

In conclusion, music is the most powerful source of energies affecting humans.

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ART EDUCATION IN MODERN REALITIES

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Humanity began to study fine arts much earlier A.D. and continues to explore it till nowadays. It would seem that everything has already been studied and found, but handymen are still finding new techniques, materials and styles (at the moment there are already more than 43).

What about education? The most commonplace decision is to go to art schools. Yes, it is effective and after you even get a diploma, but there is a very important point. Art schools destroys individuality, passion for drawing, suppresses imagination, driving everyone into the framework of the rules of academism. According to sad statistics, most of the graduates give up drawing. For example, the vast majority of people, among whom I conducted a survey, who studied in art schools, afterwards stopped drawing altogether.

What else can we do? The second thing that comes to mind is self-study. Surely, it will take more time, and it will be a much more difficult path. But at the same time, you will learn what you really want. This also has its own but, after all, you will need to learn the techniques and rules on your own and not everyone will succeed. You can say that this applies only to the classics, but even in corporate stylization you need to know the anatomy, in order to distort it correctly, you need to know the theory of color and perspective. Well, a high level of proficiency in tools is undoubtedly needed, especially if it is computer graphics.

How can you optimize your learning? There is a very good option. This is uniting of art studios, not schools, it is important, self-study and of course desire and time. An important fact that you need to realize in time is that it can take your whole life to improve your drawing skills. As they say: "there is no limit to perfection". But, for example, you only need a couple of years to reach a more or less good level. One may ask if age does affect? Undoubtedly yes. Its influence is due to the fact that a person gains and loses some physiological and mental abilities, and these are the development of fine motor skills of hands, fantasy, evaluative vision, a sense of beauty, etc., which are very important skills in the visual arts, I would say the most valuable.

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NON-STATE PENSION PROVISION: LEGAL REGULATION AND THE CURRENT SITUATION IN UKRAINE

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For a long period of human history, able-bodied family members have taken responsibility for the material security of the elderly. The first pension systems appeared at the turn of the eighteenth and nineteenth centuries. during the transition from social security of certain categories of the population to the system of universal social protection (Moseiko, 2015).

The Constitution of Ukraine defines the right of citizens to social protection, which includes the right to provide them in case of complete, partial or temporary disability, loss of breadwinner, unemployment due to circumstances beyond their control, as well as in old age and in other cases provided by law.

This right is guaranteed by the obligatory state social insurance at the expense of insurance contributions of citizens, enterprises, institutions and organizations, as well as budgetary and other sources of social security. In particular, according to the data of the Pension Fund of Ukraine, as of January 1, 2021 in Ukraine there are 11.1 million pensioners, and the average pension is 3507.51 UAH. Obviously, this amount is not enough to ensure a decent life, so the pension system in Ukraine needs significant changes. The pension system is currently being reformed, in particular, in accordance with the Law "On Compulsory State Pension Insurance in Ukraine" a three-tier pension insurance system has been introduced, but the second level (mandatory accumulative system) is currently not valid (On Compulsory State Pension Insurance, 2003). Therefore, in fact, the only option provided by law for citizens to take care of the affluent old age is a private pension.

In Ukraine, on January 1, 2004, with the entry into force of the laws "On Non-State Pension Provision" and "On Compulsory State Pension Insurance", the reform of the pension system began (On non-state pension provision, 2003). In accordance with this law, the creation of private pension funds has begun. In addition, the legislation on private pension provision consists of the laws "On Insurance", "On Banks and Banking", "On Joint Investment Institutions", "On Securities and the Stock Market", "On State Regulation of the Securities Market in Ukraine" and other regulations. Non-state pension provision is the third level in the structure of pension provision in Ukraine. It is based on the principles of voluntary participation of citizens, employers and their associations in the formation of pension savings in order to receive pension benefits by citizens on the terms and in the manner prescribed by the legislation on private pensions. Non-state pension provision is implemented in three forms, namely: 1. pension funds by concluding pension contracts between administrators of pension funds and depositors of such funds; 2. insurance organizations by concluding contracts of life pension insurance with the participants of the fund, insurance of the risk of disability or death of the participant of the fund; 3. banking institutions, respectively, by concluding agreements on opening pension

deposit accounts for the accumulation of pension savings within the amount determined for the reimbursement of deposits by the Deposit Guarantee Fund of individuals, established in accordance with the law (On Compulsory State Pension Insurance, 2003).

Non-state pension fund is a legal entity established in accordance with the law and is a non-profit organization (non-profit company), operates and conducts its activities solely for the purpose of accumulating pension contributions for the benefit of pension fund participants with further management of pension assets. Pension payments to fund participants in the manner prescribed by law. The Law of Ukraine "On Non-State Pension Provision" distinguishes three types of non-state pension funds: open, corporate and occupational pension funds (On non-state pension provision, 2003).

Since January 1, 2004, private pension funds have been established in Ukraine. In the first quarter of 2020, the National Commission for State Regulation of Financial Services Markets published data on 57 such funds. Another four funds did not report to the body. According to these reports, the total value of assets of private pension funds as of 31.03.2020 amounted to 3106.5 million UAH. Participants in such funds are more than 878.3 thousand people, which is only 2 percent of the total population of Ukraine, or about 5 percent of the working population. Despite the fact that such funds have been operating for more than 16 years, they are not very popular.

However, the main problem of private pension funds is the negative indicators of net investment income. According to Art. 6 of the Law of Ukraine "On Non-State Pension Provision" pension funds are created on the basis of the decision of the founder (meeting of founders) and are not intended to make a profit. The main function is to effectively invest the fund's pension funds in assets permitted by law. And this involves the formation of the fund's investment portfolio in order to ensure the largest investment income of the fund. According to statistics conducted from December 2013 to December 2018, private pension funds received on average a negative net investment income (net of service costs and inflation) of -8.1% per year. Such negative indicators are due in particular to the following:

1. unfavorable economic situation in the country;
2. low income;
3. low level of public awareness in the mechanisms of private pension insurance;
4. lack of guarantees from the state in case of impossibility of the non-state pension fund to make payments to participants;
5. high costs for the administration of individual accounts of participants, payment for investment services, storage and other services.

Non-state pension funds in Ukraine are very expensive for participants, as each year they charge for the payment of services on average more than 4% of the accumulated pension capital (Non-state pension security in Ukraine: evaluation and recommendations, 2009).

Summing up, at the moment the system of private pension provision has not become widespread in Ukraine. The performance of private pension funds is not favorable, and in fact cannot guarantee the long-term operation of such funds. To ensure a high level of reliability of private pension provision, it is important to continue reforming this system, in particular by reducing the cost of servicing participants' pension accounts.

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IMPLEMENTATION OF ELEMENTS AND MECHANISMS OF THE "REASONABLE CITY" IN UKRAINE

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The main problem in the use of Internet of Things technologies is the lack of a legally enshrined concept in the regulations of Ukraine. Therefore, the lack of proper legal regulation can lead to gaps in practice in the event of disputes related to the introduction of elements of the "Internet of Things" in everyday life.

The objective of this work is to understand which elements of the "smart city" are currently the most useful and which of them have already been implemented in Ukrainian cities, to analyze the Kyiv Smart City 2020 Concept and its three key levels of change.

The first is the development of a system of sensors that would help to collect information about the state of the environment (the level of air and water pollution) and transmit it immediately to special institutions to further improve the environmental situation in the city.

The second is the creation of "smart transport", which helps to analyze the general situation on the roads, has JPS-sensors that allow people to track their location, as well as equipped with devices to pay for travel by card.

The third is the development of a network of video surveillance on the street, which would help law enforcement officers to monitor the state of crime and in some cases - to establish the identity of the offender, having received appropriate video evidence.

In 2017, the Kyiv City Council approved the Kyiv Smart City 2020 Concept, which included three key levels of change:

- technological - the creation of a modern effective platform for urban infrastructure management;
- changes in city management - increasing the transparency of administration and city management, developing a transparent and constructive model of public-private partnership;
- social change - the development of modern social infrastructure and the movement towards social equality (Kontseptsiia Kyiv Smart City 2020).

Today we have the opportunity to analyze the level of implementation of this Concept in practice. In particular, in the field of road safety, a video surveillance system has been launched, which allows recognizing faces and license plates of cars, which allows reducing the time of searching for offenders. At the same time, travel in the capital's municipal transport has earned an electronic ticket, which allows not only to save money on each trip but also to save time on its purchase.

An important step in using the Internet of Things is to give subway passengers access to 4G Internet, which allows you to stay connected even during your trip.

Also, representatives of the IT-sphere developed and launched a mobile application "Kyiv Smart City", which greatly simplified the lives of Kyiv residents,

thanks to such services as fare payment by e-ticket, payment of fines for parking violations, payment of utilities, and voting for projects of the Public budget (Nazarov, 2021).

In the process of researching the Internet of Things and creating "smart cities" with it, we can observe the existence of a high level of human capabilities and the desire of man to make his life more comfortable and easier. However, it is important to keep in mind the possible threats that may loom over all of humanity through the creation of separate mechanical systems. Therefore, in order to minimize the possible negative consequences, there is an urgent need to develop a system of legislation that would meet modern realities and properly address all existing problems.

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**ADMINISTRATION OF JUSTICE IN COMMERCIAL COURTS
DURING A PANDEMIC**

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On March 11, 2020, the Cabinet of Ministers of Ukraine adopted Resolution № 211, quarantine was established to prevent the spread of respiratory disease COVID-19 caused by coronavirus SARS-CoV-2 in Ukraine, where prohibitions include visiting educational institutions, holding mass events involving more than 200 people, except measures necessary to ensure the work of public authorities and local governments. Such restrictions were imposed from March 12, 2020, to April 3, 2020, and extended up to December 31, 2020, throughout Ukraine under Article 29 of the Law of Ukraine "On Protection of the population from infectious diseases" (Cabinet of Ministers of Ukraine, 2020)

Due to the quarantine measures and the possibility of the spread of infectious diseases, there were also restrictions on justice to protect the lives and health of the population. Thus, the Council of Judges of Ukraine adopted a number of recommendations dated March 16, 2020, which, in particular, the Council proposed to stop holding events not related to procedural activities (such as round tables, seminars), to stop holding personal receptions of citizens. Additionally, it was suggested to limit admission to court hearings such individuals: persons who are not participants in court hearings and who have certain signs of respiratory diseases. (Council of Judges of Ukraine, 2020)

In addition, it was recommended to conduct the proceedings without the participation of the parties, in written proceedings.

Taking into account the recommendations of the Council of Judges of Ukraine, the commercial courts also took additional measures to inform the population about new measures to streamline procedural actions.

Thus, the Commercial Court of the city of Kyiv was informed that the documents can be received in the court premises using a mailbox installed in the office premises. Persons who have arrived to attend court hearings await their start outside the court buildings and enter the courtrooms after the Registrar has been summoned. Representatives of litigants are advised to refrain from attending court hearings if the hearings do not require them to attend, and to apply to the court for consideration of cases based on the materials available to them and in the absence of litigants.

The Northern Commercial Court of Appeal stated that the party has the right to apply to a statement/request to the court for consideration of the case in its absence or without summoning the parties, provided that the case has all the necessary evidence and the position is set out in writing in documents previously submitted to the court.

As we see below, the recommendations of the Council of Judges were an appropriate, timely and good guide for the policy of visiting the court and resolving litigation. However, the principle of publicity and openness suffers - one of the basic

principles of the economic process. As practice shows, some courts have begun to restrict the rights of the media to take photos or videos and audio recordings of court hearings, while others have stopped holding video hearings due to the rapid spread of COVID-19 and to increase the safety of court staff and visitors.

An example is the Kyiv Court of Appeal, which restricted the access of media representatives to the courtroom, which is confirmed by the order of the Kyiv Court of Appeal of June 23, 2020, on the special regime of the Kyiv Court of Appeal. This document stipulates that admission to court proceedings is granted only to participants in the case, judges, court staff and technical staff. When it comes to other persons who are not participants in the trial, including journalists, they are granted access at the prior request of such persons. However, the procedure for granting admission to such requests, the grounds for its satisfaction or refusal, the definition of the criteria under which the case is resonant, are absent.

It turns out that the transfer of ships to a special regime reveals a lack of technical equipment or a malfunction of the video conferencing system. For example, the Commercial Court of the city of Kyiv in its decision with a request to hold a preparatory hearing by videoconference was denied due to limited technical capabilities to ensure the conduct of court hearings by videoconference. (Commercial Court of the city of Kyiv, 2020)

Namely, the court noted that, currently, the court has only two courtrooms, which are equipped with technical means for a court hearing by videoconference with a tight schedule of court hearings in these courtrooms and a significant workload, as decisions on court hearings video conferences come from all regions of Ukraine. At the same time, the requirements of the current legislation do not provide for the possibility of changing the date and time of the appointed court hearing in connection with the submission by the party of a petition for its participation in the court hearing by videoconference.

Another problem complained about by Ukrainian courts is the lack of regulations on the use of a single means of video conferencing. Therefore, there is a diverse practice of using means of communication. Thus, as we can see from rulings of the Commercial Court of Donetsk Region in the case №905/1604/19, the Commercial Court of Ivano-Frankivsk Region in the case № 909/1276/19, they gave preference to the program "EASYCON". Contrary, the Commercial Court mostly made the choice "Skype" or "EASYCON" (Decision of 08.04.2020 case №910 / 2184/20; the decision of 22.04.2020 case №910 / 670/20; the decision of 23.04.2020 case №910 / 3975 / 20D). Apart from that, the Commercial Court of Zhytomyr region in the decision of April 13, 2020, in case № 906/453/19 used the application "ZOOM" for a court hearing.

In conclusion, due to the spread of respiratory disease COVID-19 in Ukraine, a number of quarantine measures were introduced to protect the life and health of the population. Those measures included holding the proceedings without the participation of the parties in written proceedings, restrictions on persons who are not participants in court hearings prior to admission to court hearings, holding some court

hearings, where possible, by videoconference outside the court premises using their own technical means.

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LEGAL REGULATION OF OBJECTS CREATED BY ARTIFICIAL INTELLIGENCE

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The rapid development of science and technology has led to the emergence of such a phenomenon as artificial intelligence. The area under study is an innovative industry, both in the development of technologies and in the development of intellectual property, which does not have sufficient regulation, which causes numerous discussions and conflicts in legal application. Intellectual property implies the existence of property and non-property rights of the author to the created object. It is worth noting that the main feature of artificial intelligence is the ability to self-organization and self-education, that is, the set of algorithms embedded in this intelligence gives it the opportunity, through trial and error, to achieve a specific result in solving the task, remembering these erroneous attempts, avoiding them in the future, as it would be done by man (Belkina, 2021). Thus, on the basis of the input data and information obtained in the course of the activity by artificial intelligence, the latter carries out "creative activity", which is one of the fundamental normative criteria in determining the belonging of the created object to the objects of intellectual property. The fact of creative activity is a key in determining the authorship of an intellectual property object in many legal systems, despite the fact that the concept of creativity is not fixed at all. Nevertheless, some scientists are inclined to believe that there is not only a technical, but also an emotional factor in the process of implementing a creative task (Kashkin, 2019). Since intellectual property is a legal concept, which means it is governed by the norms of legislation that do not function autonomously, but are interconnected with other provisions of the legislation of various regulatory acts and even branches of law. It should be said that any actions in the legal field of all states are associated with the presence of legal capacity. In the legislation of many states, individuals and legal entities are endowed with legal personality, under the characteristics of which artificial intelligence does not fall.

It should be noted that Great Britain was one of the first to draw attention to the need to regulate this issue. Legislators have established that the author of literary, dramatic, musical works and works of art created with the help of a computer program is the one who performed the actions necessary to create such a work by a computer. Also, to study this issue, it is worth taking into account the position of the United States of America on the legal regulation of intellectual property objects created using artificial intelligence. The legislation enshrines two criteria necessary for the grant of copyright: the tangible form of the created object, and originality. Thus, the created object must be completely unique, that is, one that is not based on the analysis of existing results of activities and the application of its characteristics for future inventions. The US legal system is defined as Anglo-Saxon, which means that legal precedent deserves special attention. The ambiguity in the legal application

of legislative norms indicates the controversial nature of the recognition of artificial intelligence as a subject of intellectual property. Despite conflicting court decisions, the prevailing position remains in the legislation of the United States of America, according to which a work can only be registered if its creator was a person or a legal entity that possesses the necessary legal personality.

The position of the European Union in the regulation of objects created by artificial intelligence is reflected in numerous documents. The essence of these normative legal acts boils down to the fact that works are inextricably linked with the personality of the author. Also, artificial intelligence is understood as a system that is software or hardware device that displays behavior that imitates intelligence, including by collecting and processing data, analyzing and interpreting the information received, as well as endowed with autonomy to perform any actions to achieve specific goals. Attention is focused on the fact that artificial intelligence has neither legal capacity nor reason, and its main purpose is to serve a person (Novoseltsev, 2020).

The process of regulating the issue of intellectual property in the Russian Federation excludes the copyright of artificial intelligence as such. The provisions of the legislation stipulate that only individuals and legal entities have legal personality. Copyright is recognized for a person whose creative activity was created an object of intellectual property, but the concept of creativity in the legislation is absent. The result of creative activity should have a region of uniqueness, novelty and originality, however, the Supreme Court of the Russian Federation comes out with a position according to which, if such a result is not inherent in the above listed criteria, then it can still be recognized as creative and be subject to copyright protection.

The results of the analysis of the legislation of the leading countries of the world indicate that, despite the need to update the normative legal acts in the field of intellectual property for objects created by artificial intelligence, legislators have not been able to develop a unified approach to regulating this issue. The most relevant is the approach of the United States of America, which in judicial practice admit the recognition of artificial intelligence as a subject of law, at least in some cases. Nevertheless, the most widespread is the conservative approach to the regulation of this issue, which manifests itself in the fact that copyright to objects created by artificial intelligence is retained by those individuals or legal entities that affect the functioning of artificial intelligence.

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RIGHTS TO ACCESS TO COURT IN UKRAINE

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According to the principle of liberalism, state power in Ukraine is divided into three branches: legislative, executive and judicial. Issues related to the functioning of the judiciary have always interested scholars, practitioners and, directly, the population of the state. In this regard, one of the main aspects of the organization of the judiciary and the administration of justice is to ensure the human right to go to court in compliance with all guarantees and rights, which would generally ensure the right to a fair trial.

The effectiveness of going to court to protect one's rights and interests is manifested in the fact that there are no legal or factual obstacles when a person wants to exercise his right to access to justice. However, in order to freely exercise this right, it is necessary to know the legislation of Ukraine and comply with all its norms.

The main law of our state is the Constitution of Ukraine states that everyone is guaranteed the right to appeal in court against decisions, actions or omissions of public authorities, local governments, officials and officials.

The jurisdiction of the courts of Ukraine extends to all legal relations arising in society, whether civil, criminal, family, economic, etc. And, accordingly, the legislation stipulates that proceedings are conducted by the Constitutional Court and courts of general jurisdiction.

Courts of general jurisdiction operate on the principles of territoriality, specialization and instance, and consist of local courts, courts of appeal and the Supreme Court.

All justice begins with the local court, which is the court of first instance and hears civil, criminal, administrative cases, as well as some cases of administrative offenses. After the decision of the judge of the local court, the party to the case who does not agree with him may apply to a higher court - the Court of Appeal (On the Judiciary and the Status of Judges, 2016, Article 22).

The Court of Appeal acts as a court of appeal and administers justice in cases received from the local court, analyzes judicial statistics, studies and summarizes case law, and provides local courts with methodological assistance in applying the law (On the Judiciary and the Status of Judges, 2016, Article 27).

The Supreme Court is the highest court in the judicial system of Ukraine, which ensures the stability and unity of judicial practice. It also administers justice as a court of cassation, may appeal to the Constitutional Court of Ukraine on the constitutionality of laws or other legal acts, as well as on the official interpretation of the Constitution of Ukraine, and monitors the uniform application of law by courts of different specializations (On the Judiciary and the Status of Judges, 2016, Article 36).

Thus, when a person's rights and freedoms have been violated, he or she can go to court for justice, and each time, in case of disagreement with the decision of the previous court, he or she can appeal to the next court. The last link of justice in

Ukraine is the Supreme Court, its decision cannot be appealed, they are final. However, the Constitution of Ukraine provides for the possibility to apply for protection of one's rights and interests to the relevant international judicial institutions or to the relevant bodies of international organizations of which Ukraine is a member or participant, in particular, to the European Court of Human Rights.

All in all, our state still has something to work on and improve because in the right of access to justice, unfortunately, there are some obstacles that threaten the effectiveness of its implementation. These include the inconsistency of the system of local general courts with the new administrative-territorial structure on the district level, the lack of clear and unambiguous criteria for delimitation of subject-matter jurisdiction, the problem of quantitative and qualitative staffing and the resulting low level of public confidence in the judiciary (Stefanchuk, Hladun, 2021, p. 197). Ukraine should actively start the process of implementing European standards justice.

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THE ROLE OF EDUCATION IN FORMATION OF CURRENT SITUATION ON THE LABOR MARKET

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The aim of this research was exploring the current situation on the labor market and ascription of the causal nexus between the level of education and the laws of distribution of workforce.

Traditionally speaking, labor market is an exchange system of individual capacity for work for life values fund, that are required for workforce reproduction (Chernyavska, 2013, p. 13).

Current pandemic situation in the world results in exacerbation unresolved issues and problems of economics. Existing model of labor market establishment is ineffective. The reason for that are gaps and discrepancies between educational program and employers' requirements. So, nowadays the current situation can be described like that: graduates are not able to find a job and employers faced to the lack of suitable skilled personnel. It enables to consider this mutually exclusive phenomenon as an existing of enormous gaps in the system of education, that cannot respond to the urgent demands for high-qualified and skilled workers.

At secondary and high schools, vocational schools and higher education institutions it is obligatory for students to accumulate and store knowledge of the wide range of subjects. In Ukraine the number of them can fluctuate in accordance with educational establishments. So, in general, the average number of the compulsory subjects is 14 at schools and colleges and 16 at universities.

The formation of consciousness begins at school time, when student prioritize the particular subjects or areas of science over other ones. In this case, the diversity of compulsory subjects recenters the focus and provides constitutes a distraction and liability. The lack of allocated hours for acquiring valid skills for the fastest adjustment to the variable trends of the labor market provokes a high staff turnover and a low rate of working undergraduates and graduates in the field, that is related to their degrees. The shortage of organized practice and internship can be also considered as a reason for the lack of skills, employers are willing applicants to possess. The role of school is

The influence of current pandemic circumstances should not be ignored, because of obvious consequences. The transformation of the labor market was forced by quarantine restrictions, imposed by government. These changes have thoroughly affected the methodology of teaching. It appears that habitual system is not flexible enough to ensure a sufficient level of educating in the context of a reluctant transition to the distant studying. There is a variety of professions, that requires a special equipment, used during studying. So, the quality of acquired knowledge this way is unsatisfying. But, on the other hand, distant education gives students the possibility of gaining additional knowledge in the necessary field or some professional experience, that is required in hiring.

As a result, the research demonstrated the sequences between the level of providing educational services and the rate of employment.

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**PROSPECTS FOR THE DEVELOPMENT OF UKRAINE AS A
TRANSIT STATE**

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Before and after independence, Ukraine had and has a favorable transport position, all the time it united Europe and Asia, consequently, without the participation of Ukraine, no transportation of any raw materials took place. Ukraine has the highest transit rate in Europe (coefficient – 3.75, compare with Poland – 2.92), but does not make full use of it (UBR, 2010, para. 1). The development of transport links is important for the economy of Ukraine; its advantages are to make a profit when using transit routes. In general, the development of the economy and transport depends on each other, and the modernization of the transport and communication complex is important not only for our country, but for those who want to transport their goods through us. However, for the full functioning of the transport system requires certain conditions: highly qualified personnel, developed foreign policy, guarantees of safe transportation of goods and passengers, reliability, favorable terrain, which is typical for Ukraine, developed territories. These conditions are also necessary for Ukraine's integration into the world economy.

Although Ukraine occupies one of the leading positions in Europe in the development of the transport complex, but this does not guarantee that this complex meets all European standards and the world as well. Our country lacks reliable service, high-quality roads that would provide fast traffic, i.e., the problem is outdated transit and transport infrastructure. Today, these problems are among the most pressing.

The structure of the transport complex of Ukraine includes automobile, railway, pipeline, aviation, sea, river, space. Further in more detail about the role of each mode of transport in transit.

Road transport ranks first in terms of passenger turnover. Its features are maneuverability, speed, reliability, urgency, guarantee of safety of cargo, dependence on weather. In Ukraine, there is a low quality of roads, and to the above about the standards, it should be added that our highways are not equipped with modern road signs, medical care and food, road markings differ from the European etc. All these discrepancies with European countries prevent people from calmly crossing the border from Ukraine to Europe, if the process of entering Ukraine can take 15-20 minutes, for trucks – 60, then departure – for hours, regardless of whether it is a car, train or truck. That is, our differences from world standards hamper by the development of trans-European transport corridors. One of the prospects is the modernization of the automotive industry; as a result, it will give impetus to the use of new technologies in other fields related to mechanical engineering and beyond.

Rail transport is the leading in the transportation of goods. Its advantage is not dependence on climatic conditions, the ability to urgently and en masse to transport goods and passengers, the disadvantages – low speed and expensive construction, not

maneuverable. Another disadvantage of the difference between Ukrainian and European standards is the different width of the tracks, due to which a small share of cross-border transportation of goods by rail compared to road transport. As a result, it is necessary to develop the railway complex, namely railway engineering and railway transport.

Pipeline transport ranks first in terms of transit. It is characterized as one of the cheapest (lowest cost), the main feature – the ability to lay pipes in difficult terrain and through large bodies of water. Ukraine ranks first in the world in the transportation of natural gas. One of the largest gas pipelines passing through Ukraine is the "Soyuz", which connects Russia and European countries. Ukrainian border gas measuring stations Orlovka, Uzhhorod, Oleksiyivka are equipped with equipment that meets all international requirements; this is confirmed by repeated inspections of influential gas companies. Ukraine can increase the capacity of the gas pipeline system if it additionally builds or modernizes gas pipeline stations. In addition to gas transit, our state transports oil. One of the largest oil pipelines crossing Ukraine is "Druzhba", which connects Russia with Europe.

Water transport in Ukraine occupies a special important place. The navy and the annual fleet have obsolete vessels that need urgent replacement or reconstruction, and the solution to this problem is the modernization of shipyards in Mykolayiv and Kherson. Sea freight transits cargo, which is quite important for the economy of Ukraine, because they make up almost all import and export transportation of the country. "Ukrichflot" is the largest river shipping company. The prospect of water transport is the development of ferries designed to transport cargo, because they are more efficient than motor ships.

Air transport in Ukraine is characterized by high cost, speed, maneuverability. Currently, aviation equipment is obsolete, and therefore our aircraft cannot compete with foreign ones. In addition, recently their production has fallen; as a result, the state is forced to lease equipment in other countries. One of the unique aircraft manufactured in Ukraine is the "Mriya", which is capable of carrying 640 tons. In addition to the aviation sub-sector, Ukraine has also mastered the space sub-sector. The development centers are Dnipropetrovsk and Kharkiv. Our country conducts both independent activities in this area and cooperate with such countries as China and the United States. It is our state that has developed the universal satellite "Ocean-O". One of the important transit programs was "Sea Launch" and "Globaster". Ukraine has a great potential for air transport development, as it has a large number of qualified specialists.

Four trans-European corridors of important economic importance for the country pass through the territory of Ukraine – corridors №3 (Brussels – Kyiv), №5 (Venice – Kyiv), №7 (Danube) and №9 (Helsinki – Alexandroupolis) (Penkova, 2016, p. 2). They are important for defining a country as a transit country.

Thus, the degree of transit depends on the development of the transport complex. Ukraine has most of the conditions needed to modernize the industry and improve trade and economic relations with other countries. In addition, one of the ways to improve the transport industry is the reconstruction of existing machine-

building plants and the construction of new ones with modern technologies. The development of transport is a very important part of the country's economy, because in themselves they are interdependent.

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PROTECTION OF PROPERTY RIGHTS IN UKRAINIAN AND EUROPEAN LEGISLATION

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The relevance of scientific research in the field of protection of property rights is due to the specifics of the flow of eternal changes, in connection with which certain collisions are formed, which interfere with the implementation of a qualitative mechanism for protecting property rights.

First of all, the concept of property rights should be outlined. Some scholars define property rights as a set of legal norms, the purpose of which is to regulate property relations, and it also includes the establishment of a special legal regime, the availability of methods for acquiring property rights, and others. Also, the right of ownership can be interpreted as a right that is vested in subjects to use this right to satisfy their interests in emerging relations of this kind with the provision of legal obligations by other persons, that is, the right of ownership in this definition acts as a subjective right.

It is also important to note that ownership and ownership are different concepts. The concept of property can be characterized as a socio-economic relationship between private and public persons to use certain material benefits. Considering already the concept of property rights, it should be mentioned that for a more accurate and broader understanding of this type of law, it should be considered through the prism, as previously mentioned, of subjective law (Marchenko, 2020).

One of the key moments in the history of the development of the institution for the protection of property rights is its consolidation in an international legal act, which equates this institution with a universal value. It is in Protocol No. 1 to the European Convention for the Protection of Human Rights and Fundamental Freedoms that the provision is enshrined indicating that every subject, be it an individual or a legal entity, has the right to the unhindered use of property, and no one can be deprived of this right of possession, except as otherwise provided by law. The property right in the context of the analysis of Protocol No. 1 is interpreted quite broadly, and the very concept of ownership in this provision is interpreted quite extensively. Also, this article is the only article of the Convention and the Protocols annexed to it, which describe in detail property rights and property rights, and also regulates and guarantees the rights of not only individuals but also legal entities.

The European Court of Human Rights activities is related to the consideration of disputes and cases, the purpose of which is to protect the rights of a person or a citizen of a state that has ratified the European Convention for the Protection of Human Rights Fundamental Freedoms. When the European Court of Human Rights considers disputes concerning the protection of property rights, the Court must take into account two key elements. The first is the compliance of the current legislation in the activity of control over the use of the property for the purposes it pursues, the second is the level of guarantee by the legislator in the sphere of control over the use

of the property to realize and satisfy common interests. When implementing the protection of property rights, the European Court of Human Rights can provide protection classically and take into account the aspect of economic claims that directly follow from property rights (Kocharyan, 2021).

If we consider the position of the Supreme Court of Ukraine, it means that state registration does not seem to be a way of acquiring rights, but is only a way of acquiring evidence that real rights to property were acquired. It should also be noted that it does not represent an opportunity for the subject to apply to the court with the requirement to recognize the ownership of the object of unfinished construction, which was not transferred into operation in the manner provided by law.

The problem of implementing the protection of property rights is quite important, in particular, the protection of intellectual property rights. Analysis of the current legislation defines the protection of intellectual property rights as public law, and not as private law in nature. Also, considering the methods of protecting intellectual property rights, it is worth noting that they are not differentiated to the protection of intellectual property rights, but are mandatory legal, which makes it possible to protect these rights only in a relative legal relationship. And, thus, it is necessary to consider the proposal to form property-legal protection, the differentiation of which will be extended exclusively within the framework of the protection of intellectual property rights.

Thus, highlighting the concepts of "property right" and "intellectual property right", and considering the positions of the European Court of Human Rights and the Supreme Court of Ukraine, the specifics of the protection of property rights in European and Ukrainian law were analyzed.

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**ISSUES IN MODERN AFGHANISTAN: THE WOMEN RIGHTS
IN TALIBAN**

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One of the most pressing problems of the modern world is the ongoing conflicts in Afghanistan. The future of nations largely depends on their quick and effective settlement. All these cases are handled by the Taliban terrorist group

Explosion at the stop. Capture the plane. Taking hostages. Numerous victims after the explosion of a bomb planted by an unknown person. Panic, screams, crying. Victims, wounded. This is not the plot of the film, but the reality. We hear such and similar messages in the news almost every day, and all this is terrorism. In addition, this is not the whole list of problems that exist in Afghanistan. Among them are violations of women's rights. During more than twenty years of civil war and years of repressive Taliban policies, they have been and remain the object of abuse. There may be those who turn a blind eye to this, but not us, because it is unacceptable, it is against all norms. Therefore, we would like to draw your attention to this topical issue and consider in detail the real status of women in the current legal system of this country and its government.

We must get involved in what is happening in this country now. This is the coming to power of the Islamist movement "Taliban", which is not yet excluded from the list of terrorist organizations. After their return to power, the violation of the rights and freedoms of the weaker sex became one of the most global problems. They violated the rights of both adult women and girls. Since wearing the hijab is one of the important rules of Sharia, all citizens were forced to wear it. Second, education for girls and boys was divided, so they went to separate schools. Third, women are not allowed to work in any institution in the country. However, before we begin to analyze in detail the problems of women in the Taliban, we want to say what Sharia law is.

In Arabic, Sharia comes from the word meaning path, or "pure, trodden path to the water." In practice, it is understood, interpreted and applied differently around the world, according to different traditions, cultural contexts and the role of Islam in public administration. Leaders, clergy, and practitioners use a variety of approaches to traditions and precedents. This may include the role of Sharia law in criminal law — a strict code of punishment applied in very many countries — or Islamic personal law, which regulates issues such as marriage, inheritance and child custody, which is more common in the Muslim world (Jeong, Hassan and Bailey, 2021).

In the period from 1996 to 2001, female citizens were forbidden not only to go to school but also to receive any other education. But the authorities have openly stated that they will not prevent women from getting an education at school, university or elsewhere. They also said they would not ban women from working. Unfortunately, we see something completely different. After seizing power, they asked all women, except those working in the health sector, not to work until the

security situation improved. The new government then replaced the Ministry of Women's Affairs with the Ministry of Vice and Integrity. But that's not all. They did not stop at restricting these rights. They violate other more important rights. First of all, it is violence against women. It is safe to say that at least 90% of women in Afghanistan have experienced violence. It could be verbal and mental violence, which often took the form of physical violence. Unfortunately, this chain does not end only with physical violence, in the worst case, a woman could expect death. And this is not fiction — this is reality. The so-called religious police, which is responsible for enforcing and enforcing Sharia law on the streets, not only restrict but also violate women's rights. She became famous for beating women for the immodest dress and being on the streets without a guardian, and this is not the only case where many women who have left Afghanistan talk about it (BBC, 2021).

Widow Zafia Zakil told about the difficulties she experienced when trying to earn a living. She sewed women's clothes at home. But the religious police tore the inscription "sewing of women's and children's clothes" from her apartment, and later forbade her to sew for sale, threatening to kill her.

Why should they be subject to such restrictions at all? Who said that this government has the right to humiliate women like that? Thousands of individuals who could make a significant contribution to the development of our world are dying without realizing themselves through such violations. And these are not empty words. This country has many talented women. But most of them have no choice but to escape from Karina. The country's greatest pop singer Ariana Said left the country on a US cargo plane, and the famous director Sahra Karimi was evacuated to Ukraine.

The Taliban already control the most important parts of the country and sometimes, when talking to locals, they discuss what local life is like, what freedoms women have or do not have. Thus, this organization will inevitably have a significant impact on the rights and livelihoods of Afghan women. Unfortunately, not only they but most of Afghan society seem to adopt a doctrinal version of Sharia that calls for restrictions on women's rights and freedoms. That is why the world community must immediately consider women's rights and their protection as an integral part of the reconstruction and revival of Afghanistan.

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**E-PETITIONS TO PARLIAMENT AS MEAN OF COMMUNICATION
WITH AUTHORITIES IN UKRAINE**

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We live in fast-changing digital epoch where technologies play bigger and bigger role, so creation of effective digital tool for communication between citizens and authorities is vital for every country.

Generally, these tools known as petition. Ukraine is parliamentary-presidential republic, so parliament is the most powerful structure in Ukraine. Thus, we decided to examine how does it deal with petitions from citizens and how to improve this process. To do this, we took 6 arbitrary petitions from parliamentary petition service (Electronic petitions, 2021) which gained enough support to receive response and review this response.

The first petition, that we want to analyse, is "The Protection of the simplified taxation system, through urgent consideration and adoption of Bill 3853-1". Petitioner said that recently passed laws which meant to create more checks and raise taxes on small businesses would be detrimental for them and to the Ukrainian economy as a whole.

That's why petitioner asked to pass amendments to those laws which according to him "will separate small business from big, increase budget revenues, whitewash the "shadow segment" and give prospects for sustainable economic development!" (The Protection of the simplified taxation system, 2021).

However, the response was vague and full of meaningless bureaucratic-stylized text hardly understandable for ordinary citizens and implied that another law which regulates the same tax issues had already been passed before petition was created hence there is no need in passing amendment asked in petition.

It is worth noting that those previous law was much harsher: established much lower levels of income for higher taxations and required much wider usage of payment registration devices which is precisely what petitioner's amendment was against. In fact, the petition was ignored.

The second petition is titled "The child protection of sexual abuse". It is said to pass a law which had been stuck in parliamentary procedures for 2 previous years. The response was ambiguous and again full of bureaucratic-stylized text.

On the one hand, the petition was approved and the law was sent to the first reading but on the other hand, it again stuck in parliamentary procedures being neither approved nor disapproved (Crimes against Sexual Freedom, 2017).

Due to the problem of spreading anti-Ukrainian opinion in the media, people wrote an e-petition banning two pro-Russian channels – 112 Ukraine and NewsOne. Some people consider it as an attack on freedom of speech, but in reality, these TV channels broadcast misinformation and Russian propaganda.

The e-petition received the required number of signatures - 25473. The Committee on National Security and Defense provided a timely response in the form

of a document. Ultimately, the Verkhovna Rada of Ukraine approved the Resolution, which referred to the application of certain sanctions to these TV channels, and not a complete ban on these TV channels.

There is a substitution of concepts in order to satisfy the request of citizens in the response document. It would be more correct to report for what reasons it is impossible to satisfy the request of citizens and to provide a report on the implemented measures.

The third e-petition is - "Legislative Regulation of Cannabis for Science and Medicine" include an idea of regulating cannabis in order to alleviate the suffering of patients and protect the right of citizens to a dignified life and access to modern and effective treatment. The petition had a problem with the answer, as the answer was published on the website in the form of 13 pages. There was a direct discussion of the e-petition with its author.

The issue was considered at various levels of government, until the latest document announced the creation of expert groups to analyze legislation and study the legalization of cannabis, a recommendation to deputies of the Verkhovna Rada of Ukraine to join the group of initiators of this bill.

Two years later, the bill was created, but its adoption was rejected. We consider that the answer to citizens in the form of a large number of documents with legal language should not be acceptable.

The next petition is - "For a ban on fur production in Ukraine," received a 34-page response from the Verkhovna Rada and other organizations. Some of the petitioner's appeals were refuted, and the information was taken into account and forwarded to the necessary Committees.

The bill was registered and considered by the profile committee, but it did not get to vote in the session hall. It was proposed that if the bill is passed by the parliament, fur production in Ukraine will be banned from January 1, 2025, and until then it is necessary to create conditions for keeping fur animals. The problem with responding to this petition is that it contains one view of the impossibility of banning fur production from various government bodies and organizations. This is a reasonable answer, but these documents are inconvenient for ordinary citizens to process.

An equally interesting petition is devoted to the topic of vocational education. The author of the petition stresses the necessity of the adoption of the Law of Ukraine "On Professional Education". The answer was given in 5 days after the end of the collection of signatures.

The answer contains a lot of information that is incomprehensible to people who are not familiar with this topic. The answer is not clear enough. The decision stipulates that the Verkhovna Rada's Committee on Science and Education is working on the draft Law of Ukraine "On Education".

The Committee also initiated parliamentary hearings on "Professional education" to identify ways of reforming professional education in Ukraine. Due to the fact that the answer is written about the revision of the Law of Ukraine "On

Professional Education”, the decision can be considered to be partially in line with the content of the petition.

In comparison to Ukraine, the UK experience in providing electronic services has much higher quality. In our view, Ukraine should pay attention to this country for the development of electronic democracy in Ukraine.

In Britain, the introduction of a new system of petitions includes the creation of a parliamentary Committee on Petitions, which is engaged in the consideration of petitions. This Committee may invite the petitioner to discuss subject of petition with Members of Parliament, Government Ministers or give evidence to a special Commission. The Committee on Petitions considers all petitions published on the site. The Committee chooses petitions of general interest.

Also, the Committee has the right to insist on certain actions by the Government or Parliament. If petition receives 10,000 signatures on the UK Government and Parliament site, it gets a response from the government. Moreover, has 100,000 signatures were collected, petition will be convened for a debate in Parliament (How petitions work, 2021).

As example, we have considered the petition “Make the assumption of the dog and cat meat illegal” (Dog and cat meat, 2021). The petition gathered 12,168 signatures, so the government responded. The answer was clear and specific, it contains no excessive information, and the text is easily understandable for ordinary person.

Considering the UK, we defined certain advantages: firstly, the existence of a special parliamentary Committee dealing with the examination of petitions. Secondly, the possibility of creating a petition on one site of petitions, which saves a lot of time and makes life easier for British people. Thirdly, simplified procedure for setting up petitions. Fourthly, the existence of a clear justification for the petition requirements. Fifthly, the government’s responses are clear and understandable to all citizens, and they do not contain any unnecessary information.

Finally, in the United Kingdom, only 10,000 signatures are required to consider a government petition, moreover there have been situations when the petition had been considered before the required number of signatures were received. Due to the fact that writing petitions in Great Britain is carried out under simplified procedure, the percentage of people who participate in the signing of petitions is higher than, for example, in Ukraine.

To summarise, e-petitions give representatives of various social groups the opportunity to make proposals to the government and parliament, and thus citizens have a real opportunity to influence the policies and legislation of their country. Citizens' inquiries have the right to be answered, and the government's task is to do everything possible to simplify the e-petition process on the website and provide a clear answer.

While this not the case in Ukraine, we should learn from experience of UK where citizens have a better situation: the petition can be written according to a simpler procedure and published on one site and get a clear and understandable

answer. Thanks to such governmental decisions, citizens more actively exercise the right to influence legislation and public policy.

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**PROBLEMS AND NEGATIVE TRENDS OF INNOVATIVE
DEVELOPMENT OF UKRAINE'S ECONOMY**

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The final result of the development of science and high-tech industries in the XX century was the formation in the economies of the world's leading countries of a new mechanism of self-development - national innovation systems, in which innovations are born and implemented. Despite the national differences, the common feature of all national innovation systems without exception is the leadership in ensuring the three priorities of development: science, education and science-intensive production.

Unlike developed countries, Ukraine has not yet created a national innovation system. Innovative activity is characterized by structural deformation and imbalance of technological, economic and socio-value aspects.

Given current trends, the lag of innovative development of Ukraine from world-class countries is clearly visible. Innovative mechanisms of economic development should be used and based on the available scientific and technical potential and appropriate infrastructure. However, the current legislation is clearly imperfect. There is no clear mechanism that would provide for the consideration of new innovative projects in order to implement them. Unregulated terms of consideration by regulatory authorities, all these factors divert the attention of investors to finance new projects.

Activation of innovative activity requires new forms and methods of introduction of achievements in the fields of science and technology, first of all at the expense of expansion of the innovative market. Currently, the innovation market in Ukraine is at an incredibly low level of development, and the process of its formation to a normal degree is very slow. It is possible to immediately see and highlight the shortcomings of the development of the innovation market:

- 1) Non-market nature of price formation;
- 2) Lack of a clear system in determining the direct customers and consumers of completed developments;
- 3) There are no innovative exchanges and effective advertising;
- 4) Shortage of marketing research;
- 5) Low share of costs for innovation and implementation of new projects in investments.

Finally, the development of the innovation market is constrained by the insufficient pace of creation of non-governmental research and design organizations.

Therefore, for the effective development of an innovative market, it is necessary to do three fundamentally important things:

First, start managing with feedback, start monitoring the effectiveness of costs, in fact, evaluate your own usefulness.

Second, to build their programs in such a way as to obtain market, commercial effects at the expense of public resources.

Third, improve the quality of products and services budgetary organizations, since all other things being equal (for example, guaranteed estimated provision), they begin to compete for resources.

In the light of such trends, it is extremely important for Ukraine to build and implement a model of innovative development of the economy, which has already been talked about a lot, but our state has not yet made real and tangible steps in this direction.

Either Ukraine will find in strength, skill and resources necessary for long-term painstaking work on building complex structure of the national economy XXI century, or the world economy itself will consistently "build" its own a segment that will fully meet her needs, but to a very small extent will correspond to the national interests of the country.

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PROPAGANDA PHENOMENON IN COMMUNICATION TECHNOLOGIES

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Propaganda technology is one of the tools of the media and is an integral part of communication technologies. From the very beginning, the concept of propaganda did not carry a negative meaning. It was a global definition that meant a way to convey a certain idea, information aimed at the masses in order to reach the largest possible audience using the most banal and effective methods. Its further orientation depended only on the goals of the «propagandist» ([1],2019).

The choice of this topic is not accidental. Its relevance can be easily traced even with a very superficial analysis of some modern media. We can see that the technology of information coverage still remains the leading tool for suggesting ideologies, philosophical, political or other views by manipulating the consciousness of the masses and using outright lies in some cases.

The purpose of this work is to study technology, the phenomenon of propaganda and to reflect its use on the example of the German ideological product of the time of Adolf Hitler and the modern Russian media.

To begin with, it is necessary to consider the phenomenon of military propaganda according to G. D. Lasswell. Regarding military propaganda, it is said that a critical situation similar to war or any armed conflict awakens in a person primitive instincts (Mozolin, 2007). This is the basis of military propaganda. With the growing level of tension in society, primitive instincts are more strongly expressed and propaganda works more effectively. To successfully achieve the goals, the power over thought must pass completely into the hands of the state. The reason for this is that the danger that arises as a result of freedom of thought is higher than that which could result from the distortion of these thoughts.

Perhaps one of the most striking examples of military propaganda can be considered the ideological product of Germany during the time of Adolf Hitler. The definition and the main rule of Nazi and any other propaganda, derived by Adolf Hitler, in the book of the famous Russian publicist A. G. Nevzorov (2016) about the skill of journalism «The art of offending» is quite clearly formed: «... in Professor Hitler's «third law.» The third law states that «any propaganda must be accessible to the masses: its level must proceed from the degree of understanding inherent in the most backward individuals among those whom it wishes to influence. The more people are approached by propaganda, the more elementary its ideological level should be...» (p.112).

Joseph Goebbels successfully developed this idea and manipulated the public consciousness, using a de facto «Lasswell» model of strict state control over the media and culture: he concentrated in his hands all the levers of control of the press, radio, cinema. Having taken control of all the media, he has already set a clear

framework, limited free thought and in fact reduced everything to one «correct» opinion.

Unfortunately, even now we can see the detrimental effect of mass propaganda on people's minds. A striking example is the modern communication policy, the technology of information coverage, which is conducted in the Russian media. The following examples are only a small part of what is currently used by the Russian media as an «information» product. A. Chekmyshev gives some stereotypes and myths that stir up the Russian people and trigger their rather negative reaction towards the Ukrainian nation. Among them are Nazi symbols in combination with the state symbols of Ukraine, or red-black and blue-yellow flags that make the same impact on an average modern Russian citizen as hundreds of Muslims falling prostrate during religious ceremonies on the Americans. We need to say, though, that many Western media are now trying to avoid using photos of praying Muslims considering it manipulation, violation of journalistic standards and ethics. Another example is the constant use of the words «Banderivtsi», «fascists» to address the modern Ukrainian government (A.Chekmyshev, 2014).

In conclusion, the tool of propaganda still remains important in the work of the media. The peculiarity of public consciousness is that it is formed mainly by the information presented on media channels and other information portals. Basically, individuals study social life through the channels of public communication. So if it is formed this way, so it never existed.

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SOCIAL INCLUSION IN UKRAINIAN SCHOOLS

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Nowadays, the stage of modernization Ukrainian education is strongly connected with the attitude to unprotected groups of population. People used to divide everyone into a "full majority" and an "undervalued minority", which caused the appearance of "children with special educational needs" group. The urgency of the problem is connected, first of all, with the fact that the number of children with special needs in Ukraine is more than 1 million, which is 12% of the total number of children in the country. Society is obliged to allow every child, regardless of their needs and other circumstances, to realize their full potential.

The society recognized its duty to provide all equal opportunities in different spheres of life. It has offered new educational concepts, in particular, inclusive education, which provides creations of all necessary conditions to make that kind of education easier and more effective. Inclusion is extremely necessary – it is already proven fact. Children with special needs require equal opportunities and socialization. Healthy children are encouraged to perceive physical disabilities quite normally, and feel the other as equal. This is a natural education of morality.

The most important question we need to talk about: "Are we ready (morally, psychologically, socially) to meet the educational needs of children with psychophysical violations in the environment of "healthy" peers? Will these children be able to "fit" into the general educational space and to reveal their potential opportunities?" The concept of inclusive learning is a complex and multidimensional problem. Having entered a general educational institution a child with special needs will remain alone, with a complex of problems. Our main goal is to make it easier for them, make it more comfortable.

A child with special needs is not a passive member of society. It is a person who has the right to meet his or her own social needs, to work, to rest, to create a family. The level of support, humanism and tolerance for children with special needs, and the possibility to provide them with affordable and high-quality education are indicators of society development.

In Ukraine, inclusive education is considered as one of the strategic tasks of modernization of the education system. In favor of inclusion education in Ukraine and abroad, a lot of theoretical and practical material has been produced. Parents of children with disabilities, as well as social and charitable organizations, which have a particular profile of activity, are active in favor of exclusive education.

While talking about education of children with special needs, we should talk about changing the basic principles of education. The Soviet system tried to solve the problem by ignoring and limiting it. Nowadays people pay more attention to this problem. Western countries have been promoting the idea of comprehensive integration of people with disabilities into the ordinary world. Inclusion of children with special needs in mass educational institutions provides specialized correction and psychological support, the task of which is to control the child's development, the

success of his education, and to provide assistance in solving problems of adaptation in the environment of healthy peers.

Regarding my proposals concerning the regulation of the problem of the inclusion:

1. Provide schools with all necessary educational equipment: To arrange entrance to school adapted to disabled wheelchairs; to provide space for safe passage in corridors; to install specially adapted desks and chairs; to provide necessary textbooks and other facilities.

2. To start cooperation of state schools with private schools for inclusion education. First of all, it is necessary to involve the appropriate specialized specialists. The success of education depends on the teacher, in this situation.

3. Introduction of exclusive education should be gradually and in all cities of Ukraine.

Thus, the inclusion as a fundamental change in the educational strategy for children with social and educational, mental and physical characteristics of development has begun to be viewed by the world educational community as a process that requires changes at all levels of society, in all educational sectors, as a special system of education that changes the entire pedagogical system. Social inclusion provides mutual enrichment of the social experience of children with functional disabilities and children with health and development status within the age norm, and expands opportunities for children to learn humane values.

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THE ROLE OF TECHNOLOGY IN THE EDUCATIONAL PROCESS

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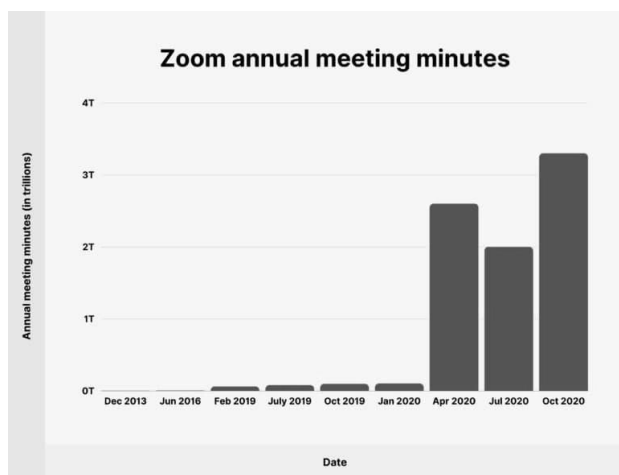
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Technology has a huge application in the field of education. Technology is finally being integrated into education, its use for teaching and learning. Although technology is everywhere for schoolchildren and students, teachers are outraged, because they are used to teach in a traditional way instead of using technology.

The main task is to talk about the usefulness of integrated technology into the educational process, its advantages and disadvantages.

Firstly, technologies were integrated into education to help children with autism; it gave them a chance to feel free compare to their classmates. The biggest barrier was communications between pupil and teacher, so there are were integrated visual schedules, motivating tools, vocational assistance, etc.

First, let us talk about some benefits of technologies in education, now it is easy to say that technologies such as Zoom, Google classroom, etc. became every day because COVID-19 brought in our lives serious changes in our typical lives. Hundreds of millions of students lost their chance to visit schools and universities physically to keep their social distance from each other. There is only online education by using technology can improve that situation.



The next step is to mention the disadvantage of integrating technologies into education. The effectiveness of online learning is controversial, as some of the students are cheating with their homework and tests to get a higher grade.

To sum up technologies in education not only helps with teaching children with special needs but also make students' daily life more productive even in the pandemic. Therefore, the role of technology in the educational process has a huge impact.

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PROCRASTINATION AS A NEW PROBLEM IN MODERN SOCIETY

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Social inequality, hunger, global warming, wars - all this undoubtedly excites the minds of people around the world, but at the same time, according to scientific studies, four out of five people are prone to the problem of procrastination, as a result of which they unconsciously worsen their state of life, often without noticing it. There are many definitions of this term, among which there are a large number of conflicting interpretations of this concept. According to a rather general definition in a broad sense, procrastination is the tendency to constantly postpone all kinds of and often quite important and urgent matters. (Psiho.guru, 2021)

Many people habitually refer this problem to the category of ordinary laziness, but the main difference lies at the psychological, but rather at the physiological level. It turned out that the activity of the prefrontal cortex (the front part of the frontal lobes of the cerebral hemispheres), which is responsible for setting goals and plans for the future, making decisions and predicting consequences, is much lower in people suffering from procrastination.

The signals coming from the higher volitional centers are weakened. But emotional commands, on the other hand, do better. Procrastinators are more prone to "emotional swings", more and more often feel anxiety, indecision, worry about negative consequences and can't help themselves. The paradox is that the procrastinator may not be in time because he is too afraid of not being in time, or does nothing because he is extremely afraid of not doing anything. People with pronounced procrastination also lack the skill of long-term planning, they cannot clearly imagine what and how they will do to achieve their goals even in the not-too-distant future. (Newtonew, 2016)

Summing up, it should be said that procrastination is largely a consequence of impaired regulation of emotions, the work of the brain, and not time management.

How do you define yourself as a procrastinator? Often the main harbingers of procrastination are excessive fear of failure or even success, latent anger, pronounced perfectionism, self-denial, inability to plan and transgress long-term tasks, and much more.

The reasons are different - the scenario is the same. Regardless of the cause of the procrastination, it unfolds according to the same scenario. At first, some business (going to the doctor, the need to make a report or talk to neighbors who got sick by smoking in the entrance) leads to the emergence of unpleasant thoughts and emotions (anxiety, fear, shame, anger). A conflict arises - you have to do it, but you don't want to do it. (VC.ru, 2020)

So, what should such people do? John Richard Perry, a professor of philosophy at Stanford University, investigated the phenomenon of procrastinating important and useful things and gave birth to the theory of structural procrastination. (Psihdocs, 2019) According to this theory, you should always choose a productive alternative, in

other words, you need to work on something important, while you shirk something even more important. So, at the moment, people who want to achieve some notable success can only force themselves to do at least something, break problems into small pieces and gradually solve them. The main thing is to immediately admit the problem and not make too big plans for yourself, because if you drown in all the mass of responsibilities that you took upon yourself, it will be very difficult for you to get out of all this on your own.

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**POLISH EXPANSION IN THE UKRAINIAN LANDS IN THE 16TH-
17TH CENTURIES**

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The Polish invasion of Ukraine has one of the key meanings for our entire history. This was characterized in the political, social, agrarian and religious spheres of society. For many Ukrainians, this has become a key factor of their kind. The process of centralization and unification of voids under the control of the Polish-Lithuanian Union led to colossal changes in the life of every Ukrainian. Religious and national issues began to play an important role, which led to the split of the nation. The domination of the Poles was met with active resistance, which also led to a backlash and subsequent conquest.

In this work, the process of conquest and centralization of Ukrainian lands is studied from the point of view of the impact on the society of that time and on history in general. The events taking place during that period are quite multifaceted and difficult to understand by different scientists, which leads to dissonance and controversy when analyzing this issue. The conflict between the Ukrainian and Polish people has become key for the two nations, and the main goal in this context will be a thorough study of the motives, goals, consequences, characteristics and stages of Polish expansion into the territory of Ukraine.

The topic of the formation of Ukrainian history under the Polish-Lithuanian domination is actively studied by various scholars and scholars in various articles, books, works, etc. Therefore, the main method of writing this work is to use the authoritative opinions of the following scientists: Bagaley D. I., Golobutsky V. A., Grushevsky M. S. and others. Thus, the study of each individual term and event will help to get closer to the role of this period in the history of our people and to form a unified view of all the value of a given time.

The boyar conspiracy that caused the death of the Galician-Volyn Prince Yuri II Boleslav in April 1340 was a kind of signal for a new Polish invasion of Ukrainian lands.

The expansion was carried out under the guise of protecting the Catholics of Galicia. Having captured Lvov and plundered the princely palace at the High Castle, the Polish king Casimir III was preparing to expand the aggression to seize the lands of the region. In response to such impudent actions of the Poles, the local population revolted; boyar Dmytro Dedko became the head of the revolt. The insurgents not only liberated their lands, but, inviting the help of the Tatars, devastated the territory of Poland, up to the Vistula.

The confrontation ended in a compromise: Casimir III was forced to recognize Dedko as the ruler of Galicia and the latter - the formal supremacy of the Polish king. As a result, two state formations emerged for a time in the territory of the former Galicia-Volyn principality: the Volyn principality, headed by the prince of Lithuanian

origin Lubart (Dmitry) Gedminovich, and the oligarchic boyar autonomous republic in Galicia, whose leader was the "steward and starosta" Dmitry Dedko.

The death of Dmytro Dedko in 1344 became the occasion for the intensification of the struggle of Poland, Hungary and Lithuania for the inheritance of the principality of Galicia-Volhynia. Having made peace with the Crusaders and secured the neutrality of the Golden Horde, Casimir III launched his second large-scale expansion into the Ukrainian lands in 1349. The ideological basis of the invasion was the spread of Catholicism in the East, which is why the king proclaimed himself a "shield of Christianity", and the conquest attack was called a crusade against the pagan Lithuanians and Orthodox schismatics.

In 1366, after a long-armed confrontation, during which Poland was supported by Hungary and Lithuania by the local Ukrainian population, the Polish state subjugated Galicia and part of Volhynia. As a result of the expansion, to the crown lands of Poland was added almost 52 thousand km² with a population of 200 thousand people, which increased the territory of Poland almost 1.5 times.

Polish penetration into the Ukrainian lands was fundamentally different from the Lithuanian: from the very beginning of its establishment in this region the Polish government tried to make it its province, to impose the Polish law and administrative system, to oust orthodoxy through the establishment of Catholicism, which caused resistance and opposition to the local population.

The next historical turn in the fate of Galicia took place in 1370, when after the death of Casimir, as a result of the dynastic agreement, the region passed under the rule of Hungary. However, after the Union of Krewo (1385) Poland gained power again and in 1387 Galicia was finally annexed to its possessions. It began to force the Polonization and Catholicism. On Galician lands appears Russian voevodstvo, which later became a province of the Polish kingdom. Latin became the official language, all privileges and rights granted exclusively to Polish nobles and Catholics. These circumstances prompted some of the Galician nobles to adopt Catholicism, which allowed them to obtain an equal legal status with the Poles.

The Union of Krewo was Poland's first attempt to absorb the Grand Duchy of Lithuania, but the active resistance of the Lithuanian, Ukrainian and Belarusian nobility prevented the realization of this plan. The opposition was led by Lithuanian Prince Vytautas, but after a devastating defeat by the Tatars in 1399, he had to swear allegiance to Jagiello. In 1401 he signed a treaty according to which the Grand Ducal authorities in Lithuania and the lands, including Ukraine, had to return to Jagiello after Vytautas' death.

Participation in the victorious battle of Grunwald significantly strengthened the political position of the Grand Duchy of Lithuania. Poland, not wanting to break the Polish-Lithuanian union, made some concessions to Lithuania. In 1413, in Horodl, the Union of Horodło. was concluded between the Polish King Jagiello and the Grand Duke of Lithuania Vytautas. According to her, Poland was forced to recognize the right to exist politically independent Grand Duchy of Lithuania, Ukrainian lands after the death of Vytautas were not to pass under the rule of the Polish king, as once provided by the Vienna Union, but remained part of the Lithuanian state. However,

Poland did not refuse to absorb the Grand Duchy of Lithuania, it only changed its tactical line.

Many years of efforts due to external pressure to expand the sphere of Polish influence on Lithuanian territories gave way to an attempt to solve this problem in another way, from the middle - through the Lithuanian elite. That is why one of the conditions of the Union of Horodło. was the equalization of the rights of the Catholic nobility of the Kingdom of Poland and the Grand Duchy of Lithuania. Lithuanian Catholic feudal lords, in contrast to the Orthodox, received the right to fully dispose of their land holdings (before that their land ownership was conditional), to hold public office.

Thus, the union, driving two wedges between Orthodox and Catholic feudal lords, between the Orthodox masses and the Catholic nobility of the Grand Duchy of Lithuania, caused a deep split in the Ukrainian lands, intensified social and national-religious oppression.

After Vytautas' death, when Svydrygailo ascended the princely throne in Lithuania, Jagiełło marched on Volhynia in 1431 with a large Polish army in order to penetrate the Ukrainian lands as much as possible. Another Polish-Lithuanian confrontation ended in a truce, according to which the western Podillya was ceded to Poland, and the eastern one remained under Lithuanian control. The conquest was accompanied by active Polonization: three voivodeships were formed in Galicia - Ruske, Belz and Podil. From 1434, Polish law was introduced in the Russian provinces, the Polish administrative apparatus was imposed, and aristocratic self-government was established.

In the second half of XV -XVI century. Centralization processes are unfolding, Poland's influence is growing, and Lithuania's decline is progressing. Prolonged confrontation with the Muscovy, devastating attacks by the Tatars, the relentless struggle for the Grand Ducal throne put the Grand Duchy of Lithuania on the brink of disaster. Trying to avoid it, the Lithuanians turned to Poland for help. The dramatic and sharp Polish-Lithuanian negotiations ended in 1569 with a compromise - the conclusion of the Lublin Union, which united the Polish state and the Grand Duchy of Lithuania into a single whole - the Commonwealth.

The Polish penetration into the Ukrainian lands in the late XIV - XVI century it differed significantly from the Lithuanian one, as the Poles immediately based their course on total Catholicization, Polonization, and colonization of the region, which programmed a sharp aggravation of religious, social, and ethnic relations.

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CRIMINAL OFFENSES AGAINST PROPERTY AS THE MOST COMMON TYPES OF CRIMES

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Crimes against property are one of the most common and dangerous groups of criminal acts, as they encroach on one of the most valuable social benefits - the right to property. Protection of property rights is of particular social importance, as economic freedom of property is the basis of political, national and religious freedoms. The normal functioning of property relations ensures the stability of the entire economic system, increasing the welfare of the people.

One of the main guarantees of the inviolability of property rights is the establishment by the state of legal (primarily criminal) liability for offenses against property.

According to Art. 1 of the Criminal code of Ukraine protection of property and prevention of crimes is provided in the task of the code. To accomplish this task, the Criminal Code of Ukraine determines which socially dangerous acts are crimes and which punishments are applied to the perpetrators. In the current Criminal Code of Ukraine, liability for crimes against property is enshrined in one section VI of the Special Part, which emphasizes the state's equal criminal protection of the rights of all subjects of property, regardless of its form, as well as their equality before the law (Zakalyuk, 2007, p. 68).

The legislative level also defines the subjects whose powers include the detection, cessation and investigation of certain crimes. Today in Ukraine, according to official statistics, there is a steady increase in the number of registered criminal offenses in the field of property. The state of detection of such crimes has significantly deteriorated, so this situation causes public distrust in law enforcement agencies.

The National Police of Ukraine has certain powers, which include counteracting and preventing crimes against property. Exercising their powers, law enforcement officers must detect and stop criminal offenses in the field of property, prosecute persons who have committed such crimes. Liability for such crimes in the field of property is provided by Articles 185-198 of the Criminal Code of Ukraine.

The most common offenses against property are crimes such as theft, fraud and robbery. Theft in Ukraine is the largest among all types of crimes. If we analyze the statistics, we can say that this is about 50 percent of all types of crimes.

A significant number are pickpockets, which are most often committed in crowded places, with the temporary stay of property owners in a limited space surrounded by strangers, as well as in cultural, sports and entertainment facilities. Casinos, bars, expensive shops, restaurants, hotels, clubs, where wealthy people spend their time, and the objects of theft - large sums of money, jewelry, payment cards, mobile phones, etc. are becoming more and more common.

The analysis of the state of counteraction and prevention of crimes against property shows an increase in the number of registered criminal offenses of this type both in general and by individual subspecies. At the same time, the decline in the level of disclosure of these crimes is a matter of deep concern.

The current situation is significantly affected by the insufficient capacity of the National Police, which carries out the prevention, detection, registration, detection and pre-trial investigation of crimes against property. Significantly reduces its functionality and limited resources. This indicates the need to take urgent and decisive measures to improve the efficiency of the National Police, development, adoption and implementation of comprehensive programs to prevent and combat crimes against property. Such programs should include the introduction of the latest technologies in police activities aimed at detecting crimes, identifying and analyzing the causes and conditions of their commission, development and implementation of measures to combat and prevent crime.

The tasks of the National Police in combating and preventing crimes against property at the present stage include:

- ensuring the protection of property;
- implementation of operational and investigative information about persons who prepare crimes against property, to persuade them to refuse to commit them;
- timely separation of identified organized groups that commit crimes against property, to stop their criminal activities;
- prompt response to reports of citizens, officials and other information about crimes against property to detain criminals and solve crimes;
- accumulation, systematization and use of information about persons who have committed crimes against property, to ensure the timely adoption of measures provided by law;
- active public involvement in the prevention of such crimes, taking into account international experience;
- informing the population about the means and methods of legal protection against criminal encroachments on property (Lukashevich, 2015, p.81).

Therefore, it should be noted that important for the success of such activities are the results of scientific research in this area, which after passing the appropriate testing should be implemented in the practice of the National Police. This will help improve the work of the National Police in detecting crimes against property.

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ANXIETY AS A PROBLEM IN THE MODERN WORLD

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Due to the COVID-19 pandemic, a significant amount of attention is currently paid to the mental state of the population. It is noted that the main psychological consequences of the pandemic are expressed in an increased level of stress and anxiety.

The aim of this work is to define what anxiety is, as well as to identify what symptoms are inherent in it and what threatens a person.

Anxiety is an emotional state of substantially debilitating senseless anxiety, which a person associates, first of all, with predicting failure, danger or waiting for something important, significant to him in conditions of uncertainty.

Experts say that the optimal level of anxiety is normal and useful, without it we simply would not be able to adapt to reality, new and severe conditions. The complete absence of anxiety prevents the development of normal adaptation and interferes with productive activity, which cannot be said precisely about increased anxiety.

Increased anxiety can primarily significantly affect both the activity of a person and the formation of his personality. It negatively affects, first of all, a person's self-esteem, his professional activity, especially when work requires critical thinking, high concentration and attention, focus on details. Superficial sleep, irritation, constant feeling of danger, dizziness and fatigue throughout the day - all this affects every area of human life. Being in the world of your own fears and illusions creates an uncomfortable atmosphere. Constant feeling of anxiety contributes to the development of internal complexes, complicates interpersonal communication and adaptation in society. Anxiety, influencing negatively on human activity and being the causes of some of its failures, contributes to the formation of an individual of insecurity, indecision, low self-esteem, and also reduces a person's interest in life, the desire to improve and grow, overcome difficulties and solve problems.

With the advent of the pandemic in our world, many people began to suffer from this problem, which is dangerous for their psycho-emotional state and work capability. First of all, this is due to the introduction of anti-epidemiological measures, such as quarantine, restriction of public events, which was for people the usual leisure time earlier or part of the earnings for their families. Faced with this problem, people began to lose their jobs en masse and stay alone at home, which led to the development of increased anxiety, depression, conflicts between family members, and an increase in the number of cases of domestic violence. In order to "drown out" their negative emotional state, many representatives of the younger generation and adults began to use alcohol and drugs. During the first year of the pandemic, the number of cases of depression and anxiety in the world increased by more than a quarter, especially among women and young people. During 2020,

another 52 million people suffered from serious depression disorder, and another 76 million suffered from anxiety.

The study, published in the medical journal *The Lancet*, APF showed that women suffered disproportionately more, mainly because pandemic measures exacerbated existing health inequality and social inequality in most countries. Additional care responsibilities and household responsibilities continue to fall predominantly on women, and women are much more likely to become victims of domestic violence, which has increased dramatically during a pandemic.

As for the younger generation, the study found that closing schools and colleges limited young people's ability to study- interact with peers and get jobs - leading to excessive mental health consequences among 20-24-year-olds.

Similarly, as far as anxiety is concerned, the models predicted 298 million. Cases of anxiety worldwide without COVID-19, while in fact the actual number of cases last year amounted to 374 million.

Summarizing the above, it should be stated that anxiety plays a significant role in the life of every person – both an adult and a child. Anxiety has a serious impact on personality activity and development. It is important for each person to pay attention to their psycho-emotional state, to monitor the duration, frequency and level of anxiety, and if there are serious problems, contact specialists. After all, only a healthy and well-formed persons can be active and manifest themselves in society.

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SOMNAMBULISM IN ART

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Somnambulism or in a simpler and more understandable way — sleepwalking. What is it? As everyone knows, people need to sleep at night so that there are no health problems. During sleep, you need to lie with your eyes closed, not to get up, and even more so not to perform any actions other than very simple ones: breathing, eye movements under closed eyelids, turning over on the bed, attracting pillows with a blanket to yourself. Sometimes, even in a dream, people can hug a toy or someone who is sleeping nearby, and they can also shudder. This is all normal behavior of a healthy person.

How to understand that one of your friends or relatives has sleepwalking? In general, this is a very interesting topic on which many different works of art have been created: films, songs, paintings, poems. And by no means always in them the disorder is shown to be reliable, such as it really is. So, «sleepwalkers» without waking up get out of bed, open their eyes and with a «glassy gaze» begin to do something, of course automatically.

Contrary to popular belief and ideas, the actions are not very difficult. Somnambulists can just sit or not even get out of bed, they can walk, touch something, and generally do something simple that they usually do. Also, with sleepwalking, a person can talk: either with someone from a dream or with friends who are not nearby at the moment, or they can interact with someone who is nearby – just tell or ask something, or they can call on to some kind of action. Speech can be both coherent and incoherent. As a rule, after waking up, those suffering from somnambulism either have little or no memory of what is happening at night. Sometimes it is scary.

Since the disorder is poorly understood, there are many prejudices, theories and speculations. But is there something preventing you from realizing your fantasies? So there is a lot of literature on somnambulism, or in which this disorder is mentioned: «Dracula» by Bram Stoker, «Moonstone» by Wilkie Collins, «Silber. Second Dream Diary» by Kerstin Gier, «The Secret of the Old Oak» by Carolyn Keene, «Macbeth» by William Shakespeare.

There are now more and more songs dedicated to sleepwalking and related nightmares, such as Bring Me The Horizon's «Sleepwalking» and Nightwish's «Sleepwalker». Films are being made such as: Dr. Caligari's Office, Donnie Darko, The Phenomenon, Harry Potter and the Half-Blood Prince.

Also a common theme for painting: «Somnambula» by Ivan Kramskoy (1871), «Somnambula» by John Everett Millais (1871), «Sleepwalker or Walking on the Windowsill» by Maximilian Pirner (1878).

In general, in art, the theme of «Somnambulism» is rather romanticized. Perhaps due to the fact that it has not been fully studied, maybe because those who portray sleepwalking have not encountered it themselves. Perhaps romanticization

helps to cope with the fear of the unknown and incomprehensible, and maybe all the options together. In any case, «sleepwalkers» see their problem differently and can portray it differently. And I think it gets a little easier for them.

There are those who suffer from the disorder, there are those who dream of it, and there are those who create something beautiful during sleep. One such person is the unique artist Lee Hadwin. From the age of four he had bouts of somnambulism, and from the age of five he began to draw in his sleep. Now Lee Hadwin makes good money selling his unusual paintings. Previously, a short film was shot about him.

Some of my relatives also suffer from sleepwalking. Together with them and I. Most often I get upset during full moons, especially during eclipses and new moons, but it happens on ordinary nights as well. I periodically write poems and songs about this, as well as draw pictures. It helps to cope with your fears and bring something new to this world.

There is so much unknown, little-studied, mystical, inexplicable, mysterious and alluring around. Everyone chooses whether to accept it or to be afraid, to cope with it or not to pay attention. You can create something beautiful out of pain and fear, or you can be alone with your darkness and wait for death. I chose my path. Which path will you choose?

ATTORNEY'S FEE IN UKRAINE: FEATURES OF CALCULATION

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Fee is the only appropriate form for a lawyer to receive remuneration for the provision of legal services, which must meet the following requirements:

- to be legal in form and procedure;
- to be reasonably justified in amount.

The amount of the fee is determined by agreement of the lawyer with the client. The lawyer has the right to determine the amount of the fee within reasonable limits, based on their own considerations. Usually, the main criteria for the amount of the fee are the complexity of the case, qualifications, experience, workload of the lawyer and other circumstances. Given the fact that the court has no right to change and interfere in the legal relationship between the lawyer and his client, so the amount of the fee can be changed only by mutual agreement.

The amount of the fee directly for the provided legal service depends on the order of calculation of the fee chosen by the client, which can be carried out in the following forms:

1) fixed amount - is characterized by the fact that the amount of the fee is determined for each legal service provided by a lawyer. This can be preparing a lawsuit, writing a petition or complaint. The most appropriate use of this form is in cases where you can roughly determine how much time you need to spend to provide legal services;

2) hourly rate - usually used in cases where, based on the circumstances of the case, it is difficult to determine how much time to spend on defense or representation in a particular case. This form is most often used in cases with a limited budget. Whereas the client in this case will be able to pay for the services of a lawyer in periodic payments;

3) combined payment procedure - characterized by the fact that the client pays a lawyer a fixed fee for a separately provided legal service with the amount of hourly payment for legal services for additional services that are not specified in the contract for legal assistance (Law of Ukraine on Advocacy and Advocacy Activity, 2013, p. 282).

Today in Ukraine, a hot topic of discussion for lawyers and scholars is the issue of "success fee" of a lawyer for legal assistance. The cornerstones, in particular, are the questions: "What is the legal nature of the" success fee? ", " Can it be included in court costs? ", "Is the lawyer himself legally protected from an unscrupulous client? ".

There are two sides to the coin: on the one hand, the lawyer must be motivated by the end result of the case, but on the other hand, he can not promise a positive solution to the client's case, because he is not a judge and can not replace the judiciary. There is also no doubt that the client under this payment scheme can feel

completely protected because he will need to pay for the services provided only in the event of a positive result.

For the client, the fee is also interesting in that in most cases it almost helped to stimulate the lawyer involved to strive for maximum dedication and solve the problem material for maximum mysterious processing. At the same time, if a lawyer works for a "success fee" he is interested in taking only obviously winning cases, without wasting time in losing or doubtful, then some cases need to be heard in court.

Law firms are exposed to numerous risks, as there is a possibility that they will not receive a fee at all, faced with the dishonesty of the client. However, the payment of so-called success fees to defenders is a common practice and is widely used in countries such as the United States, Britain, Australia and Canada.

Thus, it is clear that the ban on remuneration, depending on the outcome of the case, will facilitate numerous cases of lawyers being paid "unofficial" fees. This, in turn, will lead to concealment of amounts from taxation, the use of various methods of legalization of income, as well as other actions aimed at circumventing the ban, both by lawyers and clients.

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PATHOLOGICAL ANXIETY AS A NEW SOCIAL DISEASE

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All people are familiar with the feeling of anxiety, because everyone at least once in their life experienced excitement before a competition, a difficult exam, or in the company of strangers. Anxiety is essentially our brain's capacity to predict danger and warn us about it, it gives us the opportunity to look the future see or anticipate problems therefore we can take corrective actions now to prevent bad outcomes. At first glance, there is nothing wrong with this feeling of excitement and worry, but there is also pathological anxiety, in the occurrence of which internal psychological and physiological processes play a role. The main difference between this type of anxiety is that it is disproportionate to the potential threat. That is, an alarming reaction to a certain situation will be much stronger than the significance of this situation (Fmc-clinic.ru, 2021).

Normal anxiety prevents a person from making informed decisions and thinking soberly. Pathological anxiety is harmful primarily by the threat of manifestation of anxiety disorders, which in turn increase the likelihood of depressive conditions and the emergence of dependence on harmful substances. Subjects of addiction can be cigarettes and alcohol, but there is a risk of dependence on medications for sedative or tranquilizing effects. The causes of anxiety can be a genetic predisposition to stress, interpersonal and social conflicts. Symptoms of anxiety can be increased heart rate, feeling short of breath, choking, nausea or vomiting, fear, derealization of the world around you and depersonalization of oneself, sleep problems, but since many psychological diseases have a similar list of symptoms, anxiety disorders can be difficult to diagnose (Mediasphera.ru, 2020).

Sometimes anxiety is not only a negative psychological aspect that provokes an increased experience of the emotion of fear, but in certain situations it can be useful for a person. It turned out that people who are highly anxious are better at performing not very difficult logic tasks. For some people, feeling anxious helps to accumulate the remaining energy and return with renewed vigor to the problems that caused the anxious behavior.

Summing up, anxiety carries adaptive functions, warning of external or internal danger, prompts the body to take the necessary measures to prevent danger or mitigate its consequences. These measures can be conscious or, predominantly, unconscious (defense mechanisms). As modern studies have shown, the success of individuals with varying degrees of anxiety varies depending on different conditions. When anxious individuals were reported to have succeeded in their work, they were more efficient due to the end of the stress caused by the work, while less anxious individuals were more inspired by reporting a failure in preliminary experiments. (Archive.org, 2010).

So, what to do with anxiety? The most important thing is to understand its nature, because this is the only way to start managing this state. It is quite natural for

a person to be in a state of stress, the most important thing is not to aggravate this with unstable mental or diseased physiological properties. Researchers have shown that increased anxiety due to fear of possible failure is an adaptive mechanism that increases the responsibility of the individual in the face of social requirements and attitudes. At the same time, negative emotions accompanying anxiety are the “price” that a person is forced to pay for an increased ability to be responsive and, ultimately, to better adapt to social requirements and norms.

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**THE HISTORY AND ARCHITECTURAL FEATURES OF
SPASO-PREOBRAZHENSKY CATHEDRAL**

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The history of the temple dates back to the XVI century. The church was built during the reign of prince Vasily-Konstantine of Ostroh and was called Church of the Savior. Since the first Orthodox church - Nicholas Church, built by Konstantine Ivanovich Ostroh in the early XVI century, about 1636.

Church was rebuilt by Anna-Aloiza Khodkevich granddaughter of Konstantin Ivanovich Ostroh, into a Roman Catholic Church. Probably the Church of the Savior for some time remained the only Orthodox church in the town Zviahel. From the research of local historians it is known that in 1636 the church became Greek Catholic. The next period in the history of the Temple is associated with frequent destruction of the building because of fires. Information about this can be found in the research of O. M. Provotorova "During its 158 years as a member of the Greek Catholic Church, the Church of the Savior burned down many times during frequent fires and was repeatedly restored, but always as a wooden one on oak foundations (Provotorov, 2010, p. 12).

In 1730 the church building was rebuilt of wood. From historical sources we know that in 1777 the construction of the Bell Tower near the Temple began. In 1794 the Church of the Savior was annexed to the Russian Orthodox Church and received a second name - Preobrazhenska. On the map of the city for 1798 the location of the Preobrazhenska Church is clearly visible there is a schematic representation of a sacred building on the corner of Koretska Street (modern name - Shevchenko Street) and a street the direction of Zhytomyr, now it is Zamkova Street. In 1799 the Preobrazhenska Church became a cathedral, the main church of the Novograd-Volynskiy diocesan district. From this year, the day of August 19 - the Day of the Ascension of the Holy Savior or the Transfiguration of the Lord - became the main temple holiday of the city.

In 1800 at the request of the archpriest of the Preobrazhensky Cathedral, Father Stefan Simonovich, Emperor Alexander I issued a decree according to wish the church was overhauled (Provotorov, 2010, p. 12). In the tale 50's of the XIX century, the number of Orthodox in the city increased. In this regard, it was decided to build a new, brick Preobrazhensky Cathedral.

In 1846 the diocesan architect created a project for the future church. But as history has shown, for various reasons, including enmity between denominations, the new temple wasn't built later. It is known from Victor's Vakhovsky's research that the construction of the new church lasted about 6 years: it began in 1855 and was consecrated on October 16 (in the old style) in 1861. In April 1914 at a citywide meeting of the active Orthodox community of the city, it was decided to build a new cathedral, which would accommodate at least 2000 believers. A building committee was even elected, header by the country leader of the nobility V. Uvarov. But it

began on August 1, 1914 the First World War which destroyed all plans of the Orthodox community. In the mid 1920s, the removal of church valuables from the churches of Novograd-Volynskiy began.

With the change of political system and the conduct of atheistic policy in the first third of the XX century the existence of about 75-80 percent of the existing churches was destroyed on the instructions of the then authorities. The Preobrazhensky Cathedral did not miss these events either: on June 23, 1935, at dawn, the church was blown up. Until now, the further history of the cathedral library, which was considered one of the best in Volyn of its time, is not known for sure of memorial was unveiled on the locality of the destroyed temple on August 24, 2010.

After Second World War, a new Preobrazhensky Cathedral was built-wooden but in a new place on the 2nd lane Gorkoga 9. The atheistic authorities of that time wanted the temples not to be in the center of the city, so they moved the construction location of the new temple to a neighbourhood far from the center. Later in July 2007 thanks to the efforts of the Orthodox community and personally charitable district of Father Stefan Markevich, a new magnificent brick church of the Transfiguration was built on the site of the wooden one, but of a different architecture. During a detailed analysis of the photos of the early XX century, it was found this architectural features: Cathedral was five-headed, that it was crowned by 5 domec. All five domes were helmet shaped. The walls holding the main dome had 6 narrow, elongated windows up and formed a light drum. Along the perimeter of the drum was decorated with a bas-relief frieze in the form of an ornament of small repeating arches. The drums of the small domes were deaf, with no windows.

The walls of all the elements of the cathedral were completed with decorative cornices. The dimensions of individual elements of the structure are determined by means of analysis of photographic materials. Regarding the size of the architectural structure and its elements, the local historians agree that the height of the cathedral was almost 14 meters. Size 30x13.5 m, thickness of walls was 1.2 m. Taking as a basis data on the dimensions of the temple, the size of the inner space of the cathedral is set as 11.1x27.6m, the probable location of the entrance door is determined. The bell tower of the cathedral was enlarged by the main conical dome, the so-called tent and the small one holding the cross. The bell tower itself was based on an 8-angle structure, with four open arched windows. The front door was double-sided, the top part was padded, glazed, consisting of two windows arranged above each other in each half of the door. On the right and left sides of the door were many windows. On the part opposite from the front door of the cathedral there was an altar, the internal space of which had the basis of a hemispherical shape. Externally, this element of the composition of the temple looked like absides. According to our calculations, the width of the absides was about 8.1 m.

The history of the cathedral goes back to ancient times. The church has been subjected to many fires and destruction. As a result, it was destroyed during the Second World War and has not been restored to this day. Despite this, we were able

to identify key events in the history of the cathedral, as well as its architectural features

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THE ROLE OF THE SUBCONCIOUS IN HUMAN LIFE

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Studying psychology even at a basic level and for yourself often begins from the brain, where the topic of thinking is touched upon. The important components of it are consciousness, subconsciousness, and unconsciousness. These are the processes that take place in our brain.

I want to focus my attention on the subconscious, although in any case, these three processes cannot interact separately from each other. If try to explain the subconscious in my own words, this is about the mental processes that happen to us, but at the same time are not controlled by us. These may be thoughts and actions that we do not directly notice. I like to refer to the subconscious mind as “automatic”. We use the subconscious without even thinking about it.

The subconscious is often called “mysterious” because it is difficult to fully and clearly explore it. However, this is why this topic is broad and interesting for understanding and cognition.

It is important to understand and observe our subconscious. Because thanks to it we can change our reality and better understand ourselves. This is one of the main ideas pursued by the authors of books, who describe the topic of the subconscious: “Changing the subconscious, you can change your life”. For example, you can change things and factors that you do not like in yourself. The change of the subconscious does not mean a direct meaning. If you learn how to control your thoughts, emotions, behavior, you can reach a new level of life. ‘Our beliefs create our world and our life. Moreover, if something does not suit, it must be identified and replaced’ (John Kexo, 1987, p.51).

Turning to beliefs, it is also important to note what exactly the subconscious includes. It is both a store and a source of our knowledge and skills, our feelings and emotions, some unfinished situations, and unresolved negatives, behavioral strategies in certain similar situations. The subconscious mind includes reverie, intuition, feelings, reactions, emotions (John Kexo, 1987, p.49). Also, it can include dreams. Because dreams are like our imagination, we do not even remember most of them in the morning, so at night we are controlled by the subconscious. Dreams give way to our subconscious desires, doubts, and anxieties. Dreams speak about them directly, but through different symbols.

The subconscious is located in the reptilian mind and limbic system. The subconscious mind does not understand human speech. It only reacts to images, emotions, and bodily sensations. Everything enters the subconscious through feelings and emotions. All our experience is stored there and it does not matter whether it is positive or negative. The more often the same information is received, the stronger these chains become. There is a stable program of the subconscious.

It is also important to note that the subconscious mind cannot exist on its own. The interaction of consciousness and subconsciousness is manifested in the fact that

consciousness controls the subconscious, and the subconscious affects consciousness. Reacting to the incoming information, the subconscious mind forms the emotional state of a person (S.A. Yuditsky, 2019, p.11). At the scientific level, the following functions of the subconscious are distinguished: the reflection of objective action, the function of information storage, the management of behavioral acts, and the protective function. The reflection of objective action. This function reflects the external world, which extends not only to the physical world but also through the extraterrestrial information field. Therefore, consciousness reflects both the external world and the content of the subconscious. The subconscious also reflects the content of consciousness and our physical world. In addition, the content outside the world information field. Then the sphere reflected by the subconscious is much larger than the sphere reflected by the consciousness. So, it is logical to question the proposition that 'consciousness is the highest form of reflection'. The function of information storage. A subconsciousness keeps any information, any signal that sometimes is influenced on the sense organs of man and directly on a man. Various information that sometimes is influenced on a person passes through subconsciousness. Researchers confirm that every second one milliard of information units influences a person, and as appear, the same carrying capacity in a subconsciousness. Besides, the amount of information perception by a subconsciousness in ten million times higher than the amount of information perception by consciousness. The management of behavioral acts. It is based on existing programs for managing human processes (when a person does something automatically). These automatic actions (movements) include the so-called ideomotor acts - involuntary muscle contractions in the representation of this movement. Such automatic actions are characteristic not only for human movements but also for verbal activity and speech. Due to this, consciousness is released to solve some tasks in parallel. The protective function. This function of the subconscious is aimed at protecting our psyche, the human body from possible diseases. Such protection is caused by the transition of information from consciousness to the subconscious, which was mentioned earlier - the displacement of information, the awareness of which leads to constant discomfort. Many mechanisms of psychological protection are beyond the control of consciousness but determined by the subconscious. (Panasyuk A.Y. (2007) Great encyclopedia of parapsychology, p. 514-524) A specific example of how the subconscious can be seen in action is the use of hypnosis. In this state, the subconscious will be above consciousness. In a state of hypnosis, we easily bypass all obstacles, get to the original essence, and change it. However, hypnosis is not the best way to work with the subconscious, so it is important to study your subconscious so that no one can influence it. Because, in addition to the benefits, the subconscious can play a destructive role. Influencing the subconscious, it is possible to manipulate people. Many technologies, for instance, NLP (neuro-linguistic programming), are built on this principle. This can be beneficial, but it can also be harmful.

Thereby, we are faced with the question of how then we can track our subconscious? Everyone can control their subconscious, just not everyone knows how to do it and how to start. One example of a positive reception is affirmations. These are

psychological attitudes to yourself for success and well-being. The placebo effect works on this principle: improving a person's well-being since he or she believes in the effectiveness of some influence. However, there is also a negative effect - the nocebo effect - attracting negative events with thoughts about them. Therefore, people should be careful with their thoughts so as not to harm their mental and physical health.

For the proper functioning of the subconscious, you must first understand yourself. You can use the following techniques:

- Meditation - a way of self-knowledge and calming your mind. You choose solitude.

- "Stream of consciousness" - writing on a piece of paper all free words with their subsequent analysis.

- Fine arts - the opportunity to give shape to their inner experiences and emotions.

- Consultation with a psychologist - in the case of his professionalism greatly simplifies the process of introspection.

- Visualization - the embodiment of your thoughts and emotions in certain forms that support their nature.

- Coaching session - since the subconscious is manifested in socialization so with the help of a coach it is easier to find answers to many of the questions.

- Attention to your dreams - dreams are an effective tool of the subconscious in dialogue with a person. (Lyadsky Igor, 2018, p. 2-3.)

Using these methods is enough to simply dive into your subconscious. Nevertheless, that is not all. After that, you should build your life based on the information received. In addition to understanding yourself, it is also desirable to adjust your subconscious in the right direction, which will help affirmations and positive thoughts.

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LEGAL STATUS OF THE JURY IN UKRAINE

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The institute of jurors is one of the main forms of public participation in the implementation of justice. Such exercise of democracy in Ukraine is enshrined in the Constitution of Ukraine (hereinafter KU), as well as the Law of Ukraine "On the Judiciary and the Status of Judges" and the Criminal Procedure Code of Ukraine

The work of a jury trial can be an effective mechanism for restoring confidence in the national judiciary. Encouraging people to participate in court proceedings will positively impact the transparency and fairness of court proceedings. Such a methodology will serve to improve citizens' understanding of the judicial mechanism and its procedures, and even more so to increase the percentage of socially responsible people in the country (On the Judiciary and the Status of Judges: Law of Ukraine, 2016).

The formation of a modern jury began on June 28, 1996, namely with the adoption of the Criminal Code, the rules of which enshrine a direct form of democracy, which allows for the administration of justice through a jury (Article 124 and Article 127 of the Criminal Code). The date of the jury trial in history has not yet been determined. However, there is a version of the creation of a jury in France, which has some evidence of the emergence of a similar body in 829. Discussions concerning the jurisdiction of such a court did not stop throughout its period. One of the first and most important points is that the court could not consider cases of so-called "state offenses" from the very existence. Then, the Law of 1878 liquidated cases concerning crimes against the order of management, and later, in 1889, cases concerning official offenses of officials were taken away.

This type of justice is permissible only in a state governed by the rule of law, where there is a law that determines what is forbidden and guarantees everyone freedom until he in turn commits a crime. Also, an important element of the work of the jury is the trust and confidence of society in their activities.

Analyzing the work of the jury in Ukraine, it can be emphasized that such a legal remedy for criminal proceedings should be implemented in close partnership of a professional judge with a jury. This method should be the only procedural organism in which functions are clearly divided (On the Judiciary and the Status of Judges: Law of Ukraine, 2010). Examining the statistics on the jury trial, which was reflected in the Ukrainian Center for Public Data, we identified certain indicators that reflect the positive and negative consequences of the introduction of a jury trial in the country. According to statistics, 35% of decisions made by juries in the field of criminal and civil offenses show positive dynamics: the revival of justice, the functioning of the rule of law and the establishment of the rule of law (Ukrainian Center for Public Data, 2019). The introduction of a jury trial in Ukraine will minimize the level of corruption in the judiciary, as the jury will involve individuals who will be independent in the decision to be made. However, in terms of negative

consequences, we can pay attention to the educational level of the jury, because an individual who is not familiar with the mechanism of the legal sphere, will not be able to understand the purpose and structure of civil or criminal cases (Tertishnik, 2003, p.15-19).

Thus, before considering certain decisions, the jury, in our opinion, must take a course in legal literacy. These lectures can be conducted by government agencies, namely the National School of Judges, which would develop concepts for the development of legal literacy of juries. After all, this body of the judiciary provides training of highly qualified personnel for the judiciary. According to our proposal, the course should include the main subjects that produce awareness and legal culture of the population, namely: the theory of state and law, human rights, legal analysis, judicial and law enforcement agencies of Ukraine. Such a curriculum would give impetus to a broader understanding of the concept of the term law, law and order, legal liability, legal facts that are the basis of the case. At the end of the training, future jurors should pass exams and receive a certificate, which would be empowered to make the final decision and decide the fate of others.

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**PRINCIPLES OF GOOD GOVERNANCE IN THE MODERN SYSTEM
OF UKRAINIAN ADMINISTRATIVE LAW**

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The concept of good governance was created in the early 19th century on the principles of EU formation. In general, these are the concepts of multilevel governance of the European administrative space.

How the Governance management model took shape when the UN Governance Development Program for Sustainable Human Resources Development was published (1997). This program presented 8 main characteristics: participation in public administration decisions, consensus orientation, responsibility (accountability), transparency, proper response, efficiency and effectiveness, equality and consideration of interests and compliance with the rule of law. With regard to participation, citizens should have the right to vote and be involved in discussions and decisions, both in person and through public authorities or representative institutions (Dniprov, 2021).

The rule of law stipulates that the legal system of the state must be fair and equal for all, regardless of property status, nationality, race, color, religion or other beliefs. In Ukraine, this principle is enshrined at the constitutional level and is the leading one, but in reality it is not fully implemented due to the high level of corruption. And until this phenomenon is overcome, there will be no full rule of law in the country.

Transparency provides freedom of information and its full availability. In Ukraine, this principle is at the stage of initial implementation. Legislative support: «On information»: Law of Ukraine of 02.10.1992 № 2657-XII; «On access to public information»: Law of Ukraine of 13.01.2011 № 2939-VI. Public websites, periodicals, and other official sources are also available. Transparency allows everyone to learn about management decision-making mechanisms and creates conditions for supervisors to conduct external audits

Consensus orientation is to maintain a balance of interests to achieve a single point of view on problematic issues. Many democracies use consensus in decision-making, because in this way for most people in the country it will be the right decision. But consensus also has its drawbacks, as experts say, for example: does not take into account the possibility of compromise; reduces community effectiveness; does not take into account the views of the minority (Dniprov, 2021).

Equity the normal functioning and tranquility of society depends on taking into account the views and interests of each person. Therefore, to build a harmonious and happy society, the concept of good governance extends to all and takes into account the views of everyone. The main guarantee of ensuring this principle is the possibility of citizens to address inquiries and complaints about the activities of a particular state body and the obligation to respond to citizens' complaints within a clearly defined period of law.

Effectiveness and efficiency the European principle of efficiency characterizes the most efficient use of resources to meet the needs of citizens. Effectiveness is the correlation of goal and end result, and their maximum satisfaction. In Ukraine, this principle is quite problematic, because there is no proper allocation of resources, which reduces the level of efficiency and, accordingly, effectiveness.

Accountability implies that public authorities are accountable to the public. This is necessary for ordinary citizens to control the activities of the government, to understand how effectively they work and what is changing in the country and in which direction.

Strategic vision involves finding new and effective ways to solve problems. That is, the authorities in the country and the citizens themselves must be innovative and provide certain prospects for good governance, further development of society, as well as clearly present the measures needed for implementation.

It should be noted that this list of principles is unlimited, as it can be changed and supplemented. Already today it has been supplemented by: impartiality, innovation, openness, competence and others.

In conclusion, the principles of good governance are an important and integral part of the administrative space of the country, which must be provided and improved in accordance with the changes and eradicate all current problems in Ukraine.

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HOW TO DEVELOP CREATIVE THINKING

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In our life, completely different situations arise: starting with the morning rise and ending with a very important trip to a distant relative on the mother's side. However, no matter what we do, the quality of our mind called "creative thinking" is valuable in the 21st century. So what is creative thinking? Where to look for it, how to develop it and what are its features?

In simple words, creative thinking is the ability to think in an innovative and unconventional way, including the ability to transcend boundaries, to find alternative and unconventional solutions. We are all potentially creative. In some publications, creative thinking equals creativity as such. However, when we talk about creative thinking, we mean a broader concept than creativity. Creative thinking can be defined as the ability to find alternative ways of solving problems at the cognitive level. The process itself presupposes openness of thinking and the rejection of all sorts of prejudices.

People often associate creativity with creative professions: writers, painters, screenwriters, directors, dancers, etc. Or with creative tasks: brainstorming for developing new strategies, products, solutions. But creative thinking is the ability to look at a situation in a new way as a whole. Lateral thinking helps us to behave more efficiently at work, as well as at home or even in the supermarket. You will find that once you start stimulating your creative thinking, it will be easier for you to prepare a management report, you will feel special pleasure in cooking recipes, or you will be able to improve the results of your long efforts in any area. So let's find out what exercises you can do right now, so that after a while your creative thinking will improve.

First, learn to relax. Creative thinking works best when we are measured or relaxed. The alpha waves of our brains, activated during a state of relaxation, are the conduit for creative thinking. Find activities that keep your brain from focusing on something for a while and relax. For example, when we take a bath, our creative thinking is stimulated. Psychologist Paulette Kouffman states that relaxation, such as when your body is at rest in a salt pool, promotes the activation of creative thinking while studying or working (Kaufman & Baer, 2006).

Second, be open to communication and new acquaintances. Creative thinking needs a lot of perspectives to constantly enrich itself. Having a wide social circle is very beneficial for sharing life experiences. In addition, having a large number of people with whom you communicate allows you to openly express your new ideas and find those who are really interested in them. It is also recommended that you not only meet new people, but also visit places you have never been to, or explore unusual objects, as these can all contribute to the emergence of new original ideas.

Third, try to "return" to childhood. As actor, writer and comedian John Cleese said, "If you want creative people, give them enough time to play."

Innovation is essential for the development of creative thinking. In childhood, we show the highest degree of creativity, but gradually we lose this ability: as we enter adulthood and learn to follow certain belief systems and patterns of behavior. When we are faced with non-standard situations that require us to make alternative solutions, at this moment it is very useful to think like a child would. Patrick Bateson and Paul Martin of the University of Cambridge argue that for this you need to forget about the reward for a while, and remember the feeling when we enjoy the game itself (Bateson & Martin, 2014).

Here are some exercises for our mind to develop creativity and creative thinking:

- take any abbreviation and make up as many transcripts as possible. There are so many options that one reduction may be enough for you for a week or more;
- make a list of five words chosen at random. Pick one of the five words and find principles by which you can relate it to the other four;
- read stories, short stories and novels. Fiction develops the intellectual ability needed to think differently, more creatively;
- always keep a notebook close at hand and write down ideas that come to your mind: this will help you later return to them and develop the most interesting.

Overall, it may be said that the most important thing is to learn to hear yourself, because creative thinking is in each of us. And the more we train him, the easier and more interesting our life will be.

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TRENDS OF INNOVATIVE ACTIVITY OF UKRAINIAN ENTERPRISES

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Innovative development is a decisive factor in the growth of enterprises, increasing their efficiency, sustainability and competitiveness in today's market. Provided high innovative development, Ukraine can take a worthy place in the world market. Innovative processes contribute to the constant evolution of all enterprises. Innovative activity is one of the main components of the process of ensuring the successful operation of enterprises. Innovators need to be creative in finding new ways to fully meet the needs of consumers, thereby improving and upgrading products, making profits, strengthening their market position.

Innovation is a complex, risky and responsible process. Enterprises need to create new means of production and labor, or upgrade existing ones. Innovation clusters play an important role in carrying out innovation processes on the territory of Ukraine. Cooperation of enterprises for the purpose of development and exchange of experience has a positive impact on the formation of each of them.

According to Forbes, there is only a small share of enterprises in Ukraine that have a high level of innovation.

Table 1 – Rating of innovative companies.
(Zhmerenetskyi, 2017).

Rating of innovative companies

Company name	Sector	Innovation index
1. PrivatBank	finance	79.2
2. Pivdenmash	engineering	64.6
3. Nova Poshta	trucking	60.4
4. Farmak	pharmacy	60.4
5. Turboatom	engineering	58.3
6. Grammarly	technology	56.3
7. Naftogaz	fuel and energy	54.2
8. MHP	agro-industrial complex	54.2
9. Ukroboronprom	military-industrial complex	52.1
10. Rozetka	e-commerce	52.1
11. Silpo	retail	52.1
12. Wind Power	renewable energy	50.0
13. Darnytsia	pharmacy	47.9
14. Petcube	technology	45.8
15. Nibulon	agro-industrial complex	43.8

After being acquainted with the activities of these companies, you can trace the following trends in innovation:

- digitalization of all processes - the creation of online offices for customers to facilitate the use of company services. Preference for online services, from the sale of goods to cash loans.

- focus on providing new services adapted to the needs of society, i.e. constant monitoring of consumer behavior and preferences, which allows these companies to become more attractive to use.

- an active marketing arsenal that opens new ways for companies to sell their products and makes them more competitive in the Ukrainian market. also conduct a detailed market analysis. The dynamics of recent years shows that Ukraine has chosen the right vector of development, as in 2015 it ranked 64th in the ranking of the world's most innovative countries Global Innovation Index, and as of 2020 ranks 45th (WIPO, 2020). The field of computer technologies is also positive, as evidenced by the level of exports of Ukrainian IT services: in 2016 - 1975 million dollars, in 2017 - 2485 million dollars, in 2018 - 3204 million dollars. In addition, in 2019 - 4171 million dollars (Ukrinform, 2020).

We would like to single out innovative developments of Ukrainian manufacturers in the IT sphere. For example, the Odessa project Lookery, a VOX music player from the Ukrainian company Coppertino, a fast English spell check service Grammarly, etc. The total revenue from all these developments is estimated by experts at \$ 105 million, which indicates a high level of innovation in such programs. The latest examples of today's innovative solutions of SE "ANTONOV" are unmanned aerial vehicles, developments "Gorlitsa", "Strategic Tank", "Target Complex", as well as various specially modified aircraft. Ukraine has also distinguished itself with its improved spacecraft launch systems by developing technology that makes it unnecessary for people to be on site when preparing a launch vehicle. Today, this technology is used by a large number of manufacturers in the field of rocket and space technology (Ukrinform, 2020). support research and development, protect intellectual property rights, promote funding for research and innovation in enterprises.

In order to accelerate progress in this direction, the Cabinet has already launched the Innovation Council, which should bring Ukraine to a new level of interaction and development of individual enterprises, as well as science, information and business in general. All these actions should provide Ukraine with even more active promotion among other countries, as well as improve the investment climate, increase GDP, exports and employment of Ukrainians, which in turn will position the country on the positive side of the world market.

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**PROTECTION OF THE RIGHT TO ANONYMITY IN THE PRACTICE
OF THE EUROPEAN COURT OF HUMAN RIGHTS**

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Anonymity is an extremely important task, not only for people who do not want to have problems with law enforcement, but also for the average user. Unsecured communication channels endanger the user's personal data, which can be accessed by both the provider and the attacker.

Issues of anonymity on the Internet are reflected in the Convention for the Protection of Human Rights and Fundamental Freedoms through the right to the protection of personal data and the free expression of opinions.

One of the most significant case laws of the European Court of Human Rights on the issue of anonymity on the Internet was the decision in the case of *Delfi AS v. Estonia*. Pointing to the importance of online anonymity for the free expression of ideas and opinions in the present case, the court nevertheless noted the specificity of the Internet as unprecedented in terms of availability, speed and coverage of the media, capable of storing data for a long time after disclosure, which significantly worsens the consequences of illegal statements compared to traditional media.

Moreover, the court allowed and characterized various degrees of online anonymity, stating that an Internet user may be anonymous to the general public, but be identified by the service provider through an account or contact details. The provision (disclosure) of this information will normally require an order from an investigating or judicial authority and will be subject to restrictive conditions. However, in some cases this may be necessary to identify and prosecute the perpetrators.

For example, in the decision of the European Court of Human Rights in the case of *Benedik v. Slovenia* on the distribution of child pornography in an anonymous network of users court recognized the right of police authorities to obtain data on IP addresses used to log in to the Internet (The European court of human rights, 2013).

As a conclusion, the right to anonymity is a subjective right of a person that ensures his information privacy and makes it impossible to identify him among other participants in public relations. At the same time, anonymity tools (such as VPNs) open up a wide range of opportunities for anonymous dissemination of false information, child pornography, slander, trolling, incitement to hatred, and so on.

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ARTIFICIAL INTELLIGENCE IN THE PUBLISHING SPHERE

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Technological development became an inevitable part of our life, even in such industry as publishing. Today we can read the news that artificial intelligence is creating books (Chepurko, 2017), articles, paintings (Mazzone, 2019, p.2) and even social-media pages. Apart from this, publishers use artificial intelligence for technical tasks in the publishing sphere.

This became possible owing to the neural network. Usual algorithms are not suitable for this task, because they can only work within the specified value. This type of system cannot work beyond the given formula. Neural network, in its turn, use these algorithms for studying. It is taught on hundreds of thousands of examples, which go through a network among a lot of formulas and equations, and in the end, it generates its own pieces of literature or art. This network has a lot of connections, as humans' brain, and people don't know exactly what processes happen between these connections. The main thing is that people see the desired result in the end (KOD, 2019). In today's publishing sphere editors, authors, copywriters and other content-makers use artificial intelligence for accounting, reporting, searching for new content, finding best marketing solutions and building an effective PR campaign for their products (Bilonozhko, 2020). This is more applied tasks, which publishers can introduce into their work and which neural network can be taught to do. The main problem is that not every publishing house has the opportunity and equipment to use artificial intelligence into daily work. Talking about creating authentic content, such as books, book covers, web-sites and so on, publishers don't use neural networks for this aim. The question is that will artificial intelligence replace people of the creative jobs in the near future? Today neural network writes text no worse than fans of the original book on the thematic publics. Neural Instagram accounts write post under the photo that does make sense, have lots of subscribers on the page and are just as popular as the human's social media pages. In the Internet there are tests for entertainment, which ask you to distinguish, which text was written by neural network and which by human. These cases show as that artificial intelligence has developed enormously for the last 5 years. The main problem is that such systems cannot be as creative as humans can. They work only within a written algorithm and are not able to generate original texts. They can do only what they were taught to do by people. Neural network cannot analyze the situation in the world, act according to this situation, make decisions quickly and create the content that will be interesting for people by itself, not only because artificial intelligence wrote it. This fact proves that artificial intelligence will not replace people of creative professions, in the publishing sphere in particular, for the next few decades.

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THE ART OF CARICATURE ON THE EXAMPLE OF CREATIVITY OF CARICATURIST YURIY ZHURAVEL

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In modern art, there are many types, directions, genres. One of the most popular is a caricature – a satirical or humorous drawing, a graphic anecdote (by analogy with a graphic novel). By subject differs: political caricature, social, household, etc.

The Caricature uses means of satire and humor, cartoon, grotesque and artistic hyperbole. It combines the real and the fantastic, exaggerates and sharpens the characteristics of the figure, face, costume, manners, uses unexpected comparisons, similarities and metaphors. Today there are many caricatures on various topics, but few know their development, history, function and significance in society (Free Merriam-Webster Dictionary, 2021).

To know your native land, you need to know famous fellow citizens. One of them is our Ukrainian - Yuriy Zhuravel. Yuriy Grigorovich Zhuravel was born May 6, 1972 in Ovruch, Zhytomyr region. He is a Ukrainian musician, leader and vocalist of the band "Ot Vinta"!, artist, animator, public figure, actor and scriptwriter. He is also called the pioneer of Ukrainian flash animation. He connects the happiest period of his childhood with his school in Gaysin in Vinnitsa region. His artistic talent was manifested in that period, but his parents did not take it seriously. So his sister became the first person he painted. Also in Gaisinski school, where he studied till the 8th grade, there were extremely colorful teachers, whom he often portrayed with a certain irony. After graduating from school, he moved to Rivne, where he received higher education, namely graduated from the Faculty of Pedagogy and Methodology of Elementary Education of Rivne State Pedagogical Institute, specializing in "the basics of design and education.

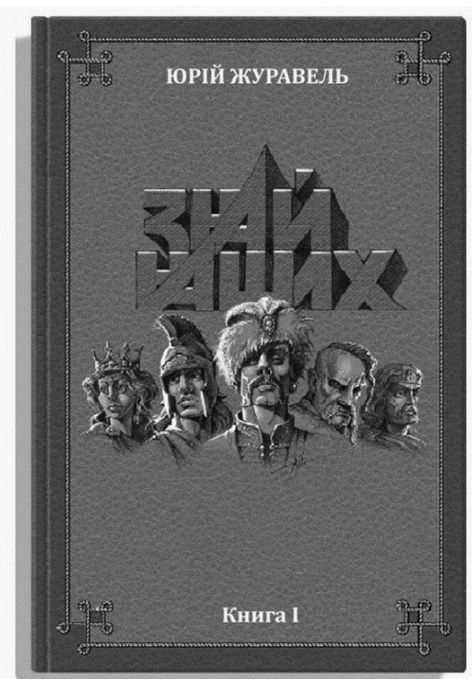


He is a brilliant representative of such genre as caricature. Yuriy is a great patriot of Ukraine and a researcher of its rich history, which can be easily seen in the collections of his works, in which he depicts Ukrainian heroes: "Our history is the only true pointer to the future; it is a map that consists of paths and highways of victories and mistakes of our ancestors». Artist thinks it is quite regrettable that the Ukrainian society still does not know the history and does not use the real heroes of

our land as examples and inheritance. Yuriy Zhuravel creates caricatures and cartoons not only of Ukrainian heroes, but also people who lived in different historical periods, had different activities, but made a great contribution to the development of their country, that is bright and majestic personalities. He is also struck and saddened by the fact that a large number of history books and many websites, portraits of famous people are either poor quality or inappropriate. That is why he wanted to paint them full of strength, optimism, and that they would not look like dozens of previous existing portraits.



Exactly his drawings became illustrations in the books "Mazepa", "Step to Truth" and the novel "Diary of My Secretary" by famous Ukrainian writers Kapranovych brothers. Together with Kapranovych brothers Yuriy Zhuravel joined the creation of "A Pictorial History of the Independence of Ukraine". The artists from five cities of Ukraine worked on the book design, and the author of portraits of prominent Ukrainians was Yuriy Zhuravel. At first, he had to make also comics for the book, but because of the busy schedule he didn't have time to draw in full, so he concentrated only on the portraits. He also authored the books "Battles for the Land of Our Own," "Know Our Own," and the "Know Our Own" calendar-gallery. He also became the author of the books "Battles for the Native Land," "Know Our Own," and the "Know Our Own" calendar-gallery.



There are many figures that no one has ever seen in reality," says Yuriy Zhuravel. - I had to portray them according to different historical data and my own ideas. Some of them I decided to portray "more alive" than they are usually portrayed. For example Lesya Ukrainka, whose face displays not only mental excitement, but also physical pain.

Zhuravel also created a series of drawings in which he conveyed his vision of Ukrainian politicians. These drawings immediately gained popularity on the Internet. Yuriy Zhuravel created a series of drawings in the genre of graphics, which were burned by Berkut in 2014, when the events on the square began, and also drew a chevron for the Maidanivtsi.

Analyzing the modern art of caricature in Ukraine and taking as an example the work of Ukrainian artist, animator and musician Yuriy Zhuravel, we can say with

confidence that "Ukrainian caricature" continues to develop. Consequently, Yuriy Zhuravel is a vivid representative of modern caricature, depicting in his works famous Ukrainians, real patriots of Ukraine and traits that are inherent only to our people.

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INTERACTON BETWEEN CULTURE AND ECONOMICS

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“If we learn anything from the history of economic development, it is that culture makes all the difference” (Landes, 1998). Definitely, culture and economics are tightly intertwined. Another question is how crucially they influence each other.

It is an obvious fact that the culture plays truly vital role in human’s existence. Moreover, there is the hypothesis that culture is literally our reality (Karimzadi, 2019, p. 1). This point of view can be effortlessly proved, since “culture” drives and reasons the questions “What are we doing?”, “Why are we doing that?”, “How are we doing that?” etc. Therefore, if to talk in more determined way, culture is the complex of beliefs, prejudices, feelings, religions of certain social groups.

As the point of existence has been mentioned above, we are to discuss its development. The main reason of our life’s improvement is the high level of economy. Economics fights against poverty, decreases the number of unemployed people, upgrades living standards. Furthermore, this discipline combines plenty of other sciences, such as psychology, sociology, history... It means that economics is about people, about our behavior and its consequences. Therefore, all segments of existence are connected to economics.

The negotiations about whether economics affects culture or vice versa are long-standing and not have been accomplished yet. Modern economists are slightly neglecting culture as a factor of economic development. However, it has become the fountain of progress and a key element in the development process (Streeten, 2006, p. 402).

In the work “People’s Opium? Religion and Economic Attitudes” (Luigi Guiso, Paola Sapienza, Luigi Zingales (2003)) authors raised variety of issues like “Can we trust people? Should we be aware of them?”, “Is it important to educate children how to spend their own money?”, “What is the place of women in society? Who should be the first to get a job: a man or a woman?”, “Can the government and state institutions be trusted?” etc. The results are as follows: in general, religion has a positive effect on beliefs that promote a free market and an improved institutional structure; religious people trust each other more, trust the government and the legal system, are less likely to break the law, and generally believe that the market distribution of income is fair.

The first value component that economists are exploring is “trust”. Why is it important for economists? Because any business involves uncertainty, and uncertainty requires trust, especially when it comes to international trade or financial transactions. Another value component that is important for the economy is “thrift”. Well-known economic factors in the level of national savings are the level of income growth per capita, the age structure of the population, and the fiscal policy of the state. However, the level of national savings also depends on people's beliefs about the importance of raising children to be frugal. Religious beliefs also have an impact

on economic growth, interestingly; the belief in hell has a stronger impact on economic growth than the belief in heaven.

To sum up, economics and culture are closely interrelated, and even more, they cannot exist all alone.

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ETHNOPSYCHOLOGY OF UKRAINIANS

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Since ancient times, the culture of our country has been constantly exposed to strong foreign influence. Initially, it was a positive, moderate influence - a cultural exchange with benefits for both parties, as, for example, with Byzantium. But over time, the situation worsened, foreign actions became aggressive, as other nations sought to assimilate our culture and establish their own order. The situation was not improved by the fact that each part of Ukrainian territory had a different source of threat, which has changed repeatedly over time - in the east Muscovy, in the west - Poland, Hungary and so on. And it did not go unnoticed. Even in our time - the time of Ukrainian independence - when, it would seem, there should be a cultural flourishing, the problems of Ukrainian loss and uncertainty in the question of their national and cultural identity are clearly expressed, due to our sad past. It complicates our attempts to free our own selves from continued influence of neighboring countries, which for centuries of domination have become accustomed to perceiving us as a part of their ethnic heritage rather than as a separate national entity. Under the influence of propaganda, Ukrainians themselves are beginning to doubt whether there are uniquely Ukrainian national characteristics. But there are. And they were formed over a long period of time, at least equal to that for which the identities of our cultural aggressors were being formed. Ukrainians have their own unique ethno-psychotype, culture and psychology, and we, as citizens of this state, should be clearly aware of these features in order to understand not only ourselves, but also our immediate society as a whole.

Let's start by defining what ethnopsychology is.

Cultural psychology consists of three main areas of research - historical psychology, ethnic psychology (which will be discussed later in the Ukrainian context) and cross-cultural (comparative cultural) psychology. Ethnopsychology tries to study those psychological features of an individual or a group of people that are related to their ethnicity (Kuznetsova, 2005, pp. 11-12).

Ethnopsychology is based on the study of traditions, myths, language features of individual people which aims to identify their behavioral characteristics at the national level, which are related to their ethnicity and are manifested on both conscious and unconscious levels. That is, ethnopsychology examines general trends, rather than individual cases, understanding of which is important for the correct perception, analysis and use of research results. Awareness of the peculiarities of a particular ethnic group can help form a successful strategy for the development of the state, as well as settle interethnic conflicts. Understanding the psychology of their citizens by the authorities can also help in matters of cultural development. Properly conducted activities can have a positive effect on people's spirit and increase their commitment to their own state through a sense of pride and kinship with something good.

Thus, disregard for the ethno psychological features of the people, especially in a situation of constant external oppression is a big omission. It can lead to demoralization of people and a sense of alienation from the affairs of the country, as well as a desire to move

to a place where national characteristics will be pronounced so as to meet the need of being a member of a strong and unique group of people.

If we talk about the ethnicity of Ukrainians, we must take into account both natural, geographical and social factors.

According to researchers, the Ukrainian territory has undergone severe cooling and warming four times, which has significantly affected the people of our land, especially in psychological terms, which manifested itself in such traits as plasticity and the ability to adapt (Gubko, 2003). At the same time, large plains, rich in fertile land, formed a deep peaceful diligence in our ancestors, aimed at constant reproduction in harmony with nature. This, in turn, gave rise to some inertia in our people, a stable calm that did not require the search for solutions to problems, and therefore eliminated the need to create something new over the old. Dynamics and activity were not typical of our ancestors, which cultivated softness in them.

At a time when it was no longer possible to maintain military neutrality, the clear influence of Byzantium on Ukrainian territory became apparent. This manifested itself not only in the adoption of Christianity, but also in the general imitation of the Byzantine attitude to all aspects of life. It was during this period that the Ukrainian lands temporarily sharply detached themselves from Western European influence, which in the future would create a paradoxical combination of opposite internal impulses in the Ukrainian consciousness. A striking feature of the Ukrainian psychotype is the synthesis of passivity, flexibility and introverted dreaminess with heroism, some idealism and a passionate desire for a change for the better. The problem of this combination, at the core of which lies an acute ineffectiveness of actions, can be seen especially vividly in the period of the Ukrainian revolution through the then representatives of the state - M. Hrushevsky, V. Vynnychenko, P. Skoropads etc. Thus, we can say that the natural state of Ukrainian culture is peace, without the need for active action, rather than a state of violent military internal or external action.

Another feature of Ukrainian psychology is the dominance of the feminine over the masculine, which is manifested in individualism, executiveness, introversion, emotional and aesthetic dominance, creativity and tolerance (Donchenko, Romanenko, 2001). In general, our mentality is full of very attractive positive traits (feminine), which are manifested equally in both men and women. Compliant, friendly behavior, the superiority of social values over ego values and tolerance are quite evident in our people. Although the developed tolerance in Ukrainian society is the result of negative processes (imposition of foreign cultures, languages, beliefs), in the modern world it becomes very important for successful integration with the countries of the first world.

But we also have the negative consequences of the feminine principle: the previously mentioned excessive moderation in actions, reflection, constant insecurity, apathy, naivety and the need for a strong and strong-willed ally (Donchenko, Romanenko, 2001). The latter can be observed particularly clearly, for example, during the Hetmanate.

We will also superficially consider the difference between the Ukrainian and Russian psychotype, with which we allegedly have "everything in common with." The difference is mainly in our attitude towards power. Russia has imperial traits in mentality. This is due to the vertically oriented collectivist culture, whereas Ukraine is characterized

by a horizontal collectivist culture (Kuznetsova, 2005, p. 65). This may seem like a small thing, but in fact this is crucial in describing the differences between our cultures. Ukrainians have always sought independent choice of power, freedom of belief and opinion. On the other hand, even in times of democracy in Russian society there is a preference of single-handed and lifelong reign, where people don't have the ability to independently influence the development of the state. Our differences can also be noticed in the inner aspirations of people. The irrationalism of the Russians is very closely intertwined with such a quality as the pursuit of a great goal. The Russian national character in general is characterized by a gap between the present and the future, exceptional focus on the future (Valtsev, 2011). In contrast, Ukrainians are less interested in future experiences and make fewer forecasts and plans. Our people prefer the present or even the past (this is manifested in the tendency to reflect). The topic of comparing ethnic groups is very deep and complex, so let's limit ourselves with a partial overview.

Thus, the main problem of our psychological identity is inertia, from which, however, in the most extreme situations we are able to move away. This is the reason why the Ukrainian nation still exists even after so many attempts at assimilation and destruction. Although our people tend to be overly soft and seem morally weak, they still have the inner core of power that aggressors have been facing for centuries. The most important thing for the state is not to forget about this core and constantly strive to create a pure cultural and ethnic space around this core, which will give comfort and a sense of kinship to all citizens of the state.

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THE PROTESTANT REFORMATION BY MARTIN LUTHER

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Martin Luther was a German theologian, whose works brought about the Protestant revolution. Luther received a good education in Germany.

By the time Luther came of age, Christianity was no longer like its beginning. The church had left the truth, and become the political force, trusting not in God's wisdom power and strength, but in its own. The people's hope was not in the righteousness of Christ alone, but instead in their ability to meet the commands of God. Desiders wandered the streets, peddling their false promise that as soon as a person paid gold, the soul would be saved to paradise. The Bible written to the common man had been snatched from his hands. It's content known only to an elite.

In November 1518, Luther was summoned to Augsburg to appear before an assembly and defend his theses. Three days of debate proved fruitless. Cardinal Thomas Cadgeton continued to defend the practice of selling indulgences. Luther refused to renounce his beliefs, but the controversy didn't end there. Luther continued to write, publish and teach formulating the doctrines, which would become the foundation for the reformation. Papal commissions studied his works and declared them heretical. Pope Leo the 10th declared him a heretic, and excommunicated him from the Church in early 1521. Later Luther was called to defend himself beliefs again. He was put under enormous pressure, but Luther wouldn't be swayed.

Declared a heretic by Leo the X, and vilified by holy roman emperor Charles the V, Martin went into hiding in Eisenhack. He began to translate the New Testament into German, so everyday folks could have the Bible in their own language. Here in exile his desire for moral reformation morphed into the desire for a complete transformation.

Martin Luther delivered his final sermon in 1546 and died three days later at the age of 62, but his legacy is the main figure of a Protestant Reformation lives on.

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GENERATIONAL DIFFERENCES

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American scientists Neil Howe and William Strauss were among the first to glorify the theory of generations. In 1991, they published the book "Generations", where they studied the history of generations up to 1584. But the data described applied only to those who lived in the United States.

Six years later, Strauss and Howe published a second book "The Fourth Turning". The difference with the previous one was in the detailed description. In the book, they emphasized that there are only 4 generations that are constantly cyclical every 20 years.

At that time, people perceived this work very differently, some admired such an extraordinary approach, while others complained about the authors because of the embellishment of reality, hyperbole in time, convinced that different generations are not so different.

On the territory of the former Soviet Union, this theory has adapted to modern realities. And this is correct, since the events that took place in these two completely different areas, almost do not coincide, and the behavior of people, who were affected by certain events, is different.

After all, consider the classification of these generations:

1. Baby Boomers (1946-1964)
2. Generation X (1963-1983)
3. Millennials (1983-2003)
4. Generation Z (2003-now)

And now more about each generation. Speaking of Baby Boomers, they were born after World War II. The features of this generation are trust in peers, faith in a better future, commitment to teamwork, a conservative view of the world.

With regard to Generation X that these are people of a new type representatives of 1964-1984. As in all generations, various factors influenced the formation of the characteristics of a generation, some of which were related to this: the decade-long war in Afghanistan; the first evidence of the deadly disease AIDS; rapid development of technology and much more. Characteristic features of this generation are distrust of politics, the ability to adapt to circumstances, rely only on themselves, try to check everything yourself. We can safely assume that this generation was ready for change.

Generation Y is also called millennials. They are in love with freedom, independent, active. This generation is radically different from all the others Consider the features of this generation: nothing is impossible, unwillingness to start a family, continuous search for yourself and a place in society, rebels, who know the world.

Generation Z are children born from 2003 to the present. They can destroy everything that was before, they know technologies well, because gadgets with them from birth. Features of generation Z: equality of all people; search for relevant

information right now; they know everything, and, at the same time, nothing; do not give up; always looking for new experiences.

In conclusion, I can say that although each generation is completely different, but you can find a common language with anyone, communicate with each other regardless of age and be happy.

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**PROBLEM OF SOCIAL INEQUALITY.
ROBIN HOOD INDEX AND GINI INDEX**

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Unfortunately, it is generally accepted that Ukraine has very high social inequality. There are many wealthy people who has almost the all e wealth of Ukraine, and there are people who are below the poverty line and they have less of this income.

However, whether this is really the case, people who study statistics learned to count much earlier. They came up with a sufficient number of formulas, graphs, indices and coefficients.

Let's consider a little more about indices. One of the main problems of countries that are at the stage of improvement is income inequality. The best image of their level is the Gini index. In the 20th century, scientists set up a way to distribute income fairly.

The ratio was invented in 1912 by statistician Corrado Gini. It allows us to calculate the inequality of income distribution in the country. Its value is in the range from 0 to 1.

The smaller value is, the more evenly distributed income, and vice versa. We can calculate this value using the Lorentz curve. The Lorentz curve shows the graph of income distribution in society. In addition, not only the Gini index shows other social inequalities of society, but also the other coefficients.

For example, decile ratio . In terms of the Gini index, Ukraine is among the top ten countries with the lowest index, what is quite surprising. After all, Ukraine has such countries as Germany, Norway and Switzerland, with a more stable economy.

However, to compare with other coefficients, the researchers found that the study of the Gini index in Ukraine was not accurate. Data such as the shadow economy and the small amount of information about the income of poor and rich people in Ukraine weren't taken into account (Wikipedia, 2021).

Despite the number of coefficients that already exist, society is always trying to come up with new coefficients that reflect social inequality. Such indices include the Robin Hood index or the Hoover index. It reflects the level of income of society, which must be redistributed to achieve absolute equality. Graphically, it is represented as a vertical segment between the line of absolute equality and the Lorentz curve.

Also, according to the Robin Hood index, we can study how many days society can live on the account of the richest man in the country or how much money can get each citizen who is below the poverty line, in the distribution of money of the richest man in the country.

For example, Ukraine could live on 36 days of Rinat Akhmetov's money, and every poor citizen could receive \$ 1,029 (Bloomberg, 2021).

To sum it up , these indices and many others help solve the problems of social inequality and help stabilize the level of the economy.

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THE PROBLEM OF TERRORISM IN THE WORLD

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At the beginning of the 21st century, terrorism, which is based on unlawful physical or psychological violence, has become one of the most dangerous challenges to humanity. The problem of organizing the fight against terrorism is also relevant for our country, and now it has become especially important in connection with the complex political, socio-economic and spiritual-cultural processes. Large-scale terrorist attacks in the United States, the Russian Federation, Spain, the United Kingdom, and France show that terrorism has become a global problem on a par with the nuclear threat and environmental dangers. In 2017, an estimated 26,445 people died from terrorism globally. Over the previous decade, the average number of annual deaths was 21,000. However, there can be significant year-to-year variability. Over this decade the global death toll ranged from its lowest of 7,827 in 2010 to the highest year of 44,490 in 2014. (*Terrorism*, 2019). The main goal of terrorists is to involve a large number of people for whom either the purpose of terror is so high that it justifies various means, or they do not understand the means capable of committing any immorality. I will now give one example of the terror that took place in France.

The Orly tragedy was a terrorist attack by ASALA on July 15, 1983, at Orly International Airport in Paris.

As a result of this terrorist act, 8 people were killed Jean-Claude Blanchard, Luc Francois, Mats Gunnarson Holsve, Jacqueline (Kirchner) Legros, Benjamin Kirchner, Huseyn Memis, Antony Schultze and Halit Yilmaz (*5 killed in orly airport bombing; armenians claim responsibility*, 1983) and 55 were injured. Among the dead were citizens of France, the United States, Sweden and Turkey. Immediately after the blast, French police arrested 51 people linked to ASALA, 11 of whom were brought to the prosecutor's office for questioning, and six were charged with organizing a terrorist attack. Among the six arrested was Varujan Karapetyan, a Syrian-Armenian, the main organizer of the terrorist act and the leader of the terrorist group. Karapetyan pleaded guilty in his testimony to the investigation, saying that the suitcase with the bomb should not have exploded in front of the Turkish Airlines ticket office at the airport, but inside the plane while it was in the sky. However, the terrorists' plan did not materialize and the bomb exploded prematurely. Karapetyan also said in his testimony that Ovanes Semerci, an Armenian citizen of Turkey, also participated in the preparation of the bomb. Along with the arrested ASALA members, the police also arrested Nair Soneri, a Turkish citizen of Armenian descent. As Nair Soner is an expert in electronic devices, the terrorists also used his help to make the bomb.

The government of the Socialists, who were in power in France at the time and did not sympathize with the Armenian terrorists, was forced to take certain measures against the terrorists after the terrorist attack in Orly. Karapetyan was sentenced to

life imprisonment by a court decision. International media reported that a deal had been struck between the French government and terrorists.

During the trial, Karapetyan denied his testimony to the investigation and denied involvement in the terrorist act, along with other defendants. On March 3, 1985, the court sentenced Karapetyan to life imprisonment, Nair Soner to 15 years, and Ovanes Semerci to 10 years. The court explained the softness of the verdict by the fact that there were "acquittal" facts in the case. In 2001, after 17 years in prison, Karapetyan was released and deported to Armenia. The Prime Minister of the Republic of Armenia Andranik Markaryan, who met with Karapetyan on May 4, 2001, did not lose his joy over the release of the terrorist and congratulated Markaryan on this occasion. Earlier, the chief executive of Yerevan undertook to provide the terrorist with a house and a job.

French press alleged that the French government had struck a secret deal with ASALA in January 1982, in which there would be no further attacks on French soil in return for French recognition that the Turks had attempted genocide against the Armenians in 1915. Under the terms of the deal ASALA members supposedly were also granted unrestricted use of French airports, and four ASALA members charged with the takeover of the Turkish consulate in Paris, in which a security guard was killed, were given light sentences (seven years in jail) (*1983 Orly Airport attack*, 2021).

Finally, I can say next: Terrorism is a rather complex, dynamic and multifaceted. Given all the above, we are unlikely to succeed overcome it in the twenty-first century, not to mention the social reasons that it generate. But this does not mean that the fight against crime is not content. Do not allow terrorist attacks to become commonplace, but requirements terrorists - the main determinant of foreign policy - really. That`s why in the near future the efforts of the relevant structures will be concentrated it is under this slogan.

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ECONOMY OF ANNUAL TRANSPORT OF UKRAINE

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The topic of economic development and independence of Ukraine is often raised on television. One of its components is the economic development of river transport in Ukraine, as one of the components of economic independence of the state.

According to international experts, river transport is in the third place in terms of transportation costs, after pipeline and sea transport. In many countries around the world, river transport plays a significant role in the economic activities of the state and the lives of citizens, meeting the needs of transportation of goods and passengers in a more environmentally friendly and less expensive way compared to other modes of transport. Ukraine has a fairly high navigable potential of rivers. The waterways of the Dnieper 1205 km and its tributary Desna 520 km and Pripjat 60 km of the Danube 160 km of the Bug 155 km have always been traditional in use.

Indicators that characterize the state and efficiency of use of the navigable potential of rivers of Ukraine have a negative trend. Since Ukraine's independence, the length of navigable waterways has halved. The reasons for this lie in the privatization of the river fleet of Ukraine, as a result of which the new owners destroyed almost the entire river fleet of Ukraine, as well as such vessels of the class "River-Sea". The Kyiv River Port and the Kyiv Shipbuilding and Shiprepair Plant were destroyed before our eyes. This happened by increasing the issue of bonds and the number of shareholders. The ships they owned were sold for nothing to Romania and Bulgaria; namely: hydrofoil passenger vessels and work tugs that have been scrapped or handed over to private hands. The construction of residential complexes is currently planned on the territory of the Kyiv River Port and the Kyiv Shipyard, which is becoming an obstacle on the way to the restoration of Kyiv as a river port. Possible solutions are initiatives of private owners such as Nibulon, but without state support it is impossible to maintain Ukraine's waterways in good condition. Given that Ukraine's river transport has been looted by people who are still in power or have big business, there is no hope of renewing Ukraine's river potential in the next 10 years.

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DISCRIMINATION AS A CHALLENGE OF MODERNITY

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Among the many difficulties of our time, the problem of discrimination on various grounds is perhaps the most important. This problem hinders the development of a democratic, legal, state in which citizens live with equal rights and opportunities. The urgency of the issue is that, despite the promotion of equality, protection of rights, and the promotion of justice, discrimination exists in our post-industrial world. Its consequences negatively affect the lives of thousands of people who are different from others in one way or another.

Discrimination is, therefore, any difference, exclusion, restriction, or advantage based on race, color, language, religion, political or another opinion, national or social origin, property status, birth or other circumstance, and which has as its object or as a consequence, the destruction or diminution of the recognition, use or exercise by all persons, on equal terms, of all rights and freedoms (International Covenant on Civil and Political Rights, 1973, part 3).

Various manifestations of discrimination existed at the beginning of society. From the moment the transition from the appropriative to the reproductive economy took place, there was a division of people into poorer and richer. In our view, this is the source of discrimination. Years and centuries passed, customs and traditions were formed. The culture of a region has had an impact on the introduction of discrimination and its establishment in the minds of people as the norm. For example, inequality in ancient Roman society appeared in the existence of two classes. The lower class was represented by slaves. They were not even subjects of law, but only their objects. For some time in ancient Roman society, the status of a slave was generally equated with a tool. This was the case in Ukraine until 1861. Representatives of the second class were slave owners. Their power over the slave was limitless. A slave was a thing that slaveholders could buy, sell, and use for various purposes (Ravlinko, 2016, p. 11)

The global spread of discrimination, its long history have become the basis for the formation of a large number of classifications. The most common of these are as follows. Direct or indirect - discrimination, the manifestations of which can even be de jure classified as inequality or de facto. There is also a classification, which was formed on the basis of the features on which it is carried out:

- become;
- race;
- skin color;
- language;
- religion;
- political or other beliefs;
- national or social origin;
- belonging to national minorities;

- property status, etc (Convention for the Protection of Human Rights and Fundamental Freedoms, 2013, part 1).

Racial discrimination

Racial discrimination is found almost everywhere and has a long history. What is it? This is a shameful attitude towards people with a different skin color, disrespect for another race. Such discrimination can lead to terrible conflicts and even war. Let's just mention the Civil War in the United States (1861–1865). How to deal with this discrimination?

For example, there is now an international movement of activists who oppose violence against people of a different color. This movement ("Black Lives Matter") was founded in 2013, but the whole world learned about it only recently. Its main goal: the fight against racial discrimination, achieve equality of people in all spheres of life (health, education, work, political freedom) (Made for minds, 2021, Black Lives Matter).

Sex discrimination

What is sex discrimination? It is discrimination or prejudice against people because of their gender or gender. Gender discrimination manifests itself in various spheres of life. For example, education, work (very often women get lower wages at the same job as men), politics. Gender discrimination is also manifested in issues of harassment and domestic violence.

This must definitely be fought. Many films are being made about how to protect the world from sex discrimination. Also activists spread information about discrimination on social networks. All this so that people do not turn a blind eye to the obvious problems that exist.

Language discrimination

Linguistic discrimination is a violation of economic or civil rights of a person or a group of people due to ignorance or poor knowledge of the language that dominates a certain ethnic group, restriction of language rights, as well as prejudice against such persons.

Linguistic discrimination can be expressed in the restriction of the freedom of people who have peculiarities in their language, culture, traditions.

In order to overcome language discrimination, it is necessary to equalize the rights of all nations on the territory of one state, provide them with security and develop penalties for negative attitudes, insults of certain ethnic groups.

Religious discrimination

Under such discrimination, people are restricted in their rights because of their religious affiliation. Most often, religious discrimination severely offends the feelings of believers and causes terrible damage to the psyche and moral health. The main signs of discrimination on religious grounds include:

- disrespect;
- terrible attitude;
- limiting the possibility of passing church traditions.

Such prejudice can sometimes even lead to armed conflict.

In order to avoid this, the whole world needs to be tolerant, open to each other, to respect the interests of all people without exception. It is also necessary to introduce criminal liability for violating the rights and freedoms of groups of people who profess their religion.

Discrimination against people with disabilities

This type of discrimination can manifest itself in the following ways: lack of passage in public transport for people with disabilities, unjustified refusal to hire, insults, exclusion from political or social life, restriction of freedoms and rights to receive social assistance, benefits. Unfortunately, discrimination against people with disabilities exists and must be combated, as human rights cannot be restricted simply because they are disabled (RowLadyLand, 2021, What is discrimination - its types, the main features and how to deal with discrimination?).

In conclusion, it should be said that discrimination is a malignant tumor that can destroy the whole organism, namely the planet Earth and the entire population. Discrimination must be combated: it is enough to respect everyone around us, not to ignore the rights and freedoms of others. By opening to the world from the good side, you can avoid war and conflict.

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BANKING SYSTEM TRANSFORMATION: SMART ATMS

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At the present stage of the progress of science and technology, in the context of the latest technologies introduction, each field of activity introduces new and unique products into its operation. The banking system is no exception. The high demand for various banking services has motivated the bank to invest in its service infrastructure.

One of the projects of the well-known company BC/2 is the creation of smart ATMs. The company's mission is to transform ATMs into automated service points that offer a variety of services to customers. However, the bank admits that it cannot implement this idea in a short period. This project is associated with constant analysis of customer needs, so it will take at least a year to create it.

I would like to draw your attention to the fact that a similar idea has already been implemented in Japan. Japanese company Hitachi-Omron Terminal Solutions has developed the country's first ATM, which should help in the fight against fraudsters. The device is equipped with cameras that analyze the appearance and behavior of users. For example, if the client is wearing glasses or a mask, then the ATM offers to remove the accessory before performing a banking operation.

The site "Virtusa" highlighted several advantages of introducing smart ATMs into people's lives:

Firstly, it is the possibility of remote service.

Secondly, smart ATMs with touch screens have more functionality. This allows customers to leave their signature, which is the core element of banking functions.

The benefits include the possibility of contactless payments and increased interaction with customers.

In addition, smart ATMs use innovative technologies, such as biometric authentication, that can provide customers with a higher level of service and reduce fraud. [1]

In conclusion, I would like to say that smart ATMs are a great idea for the further development of the banking system. By developing this project, we can improve the ATMs operation, simplify their use and protect users from potential fraud.

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RESOURCE ORIENTATION OF UKRAINE'S ECONOMY AS ONE OF THE NEGATIVE TRENDS OF SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

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The world economy of the XXI century faces several serious problems. The globalization of economic relations has certain pros and cons for the countries involved in this process. Ukraine has not yet achieved a clear leadership position in the international arena. To overcome the consequences of the planned-directive totalitarian system, to change the structure of the national economy in the direction of market regulation of its processes, to create conditions for the production of competitive products, a state development program is needed. According to the GDP rating compiled based on IMF data, Ukraine ranks 39th among 191 countries. The main reasons for the negative trends of socio-economic development are the monopolization of the economy, low levels of foreign investment, labour migration and more. But one of the main aspects of the regression of the national economy is its so-called raw material or resource orientation.

The resource type of economy is aimed at the development of primary processing of raw materials and mining. The share of exports of raw materials in the trade balance is about 50%, which can ensure economic growth, but economic growth and improving the quality of life is achieved only through the rational use of raw materials and stocks. The resource economic model is inherent in developing countries, have a low level of education and neglect the achievements of STP. In the context of globalization, demand for raw materials fluctuates, and prices depend on many factors, one of which is the reduction of natural resources. Consider the main disadvantages of the resource model of the economy. One of them is the Dutch disease - a phenomenon when the country's GDP growth mainly depends on the extractive industry, which negatively affects the development of other sectors of the economy. Another consequence of the large share of raw materials in exports is corruption, as the government of a corrupt country redistributes income among the privileged elite without developing the rest of the economy, leading to its backwardness. Thus, with this type of development, the state neglects its labour resources, the intellectual potential of the population in favour of rapid enrichment through the sale of goods that have undergone only primary processing.

As of the first half of 2021, the main export goods in Ukraine, which account for about 75%, are mineral products, agricultural products, food industry and metallurgy. Exports of goods and services increased by 25.5% compared to the same period last year. The increase in sales abroad occurred in the machine-building and mining industries, light and chemical industries and agricultural products. Given the above-mentioned shortcomings of the resource-oriented type, it is easy to understand that the state must change its course to the production and sale of goods created based on Ukrainian raw materials. To do this, you can use the experience of other countries

that have already passed this stage and are now in the lead, such as China, Taiwan, South Korea, Singapore and others. Branches of large international production companies have been established in these countries. The knowledge gained by citizens working in these industries allowed them to learn about the experience of foreign entrepreneurs in the areas of labour management, production of goods and resource management. States have created conditions for import substitution of goods in their territories.

Therefore, to strengthen its position in the world economic space, Ukraine must develop industries with high added value, reduce imports and increase exports of finished products and contribute to the digital transformation.

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HISTORY OF THE WAR OF THE CURRENTS

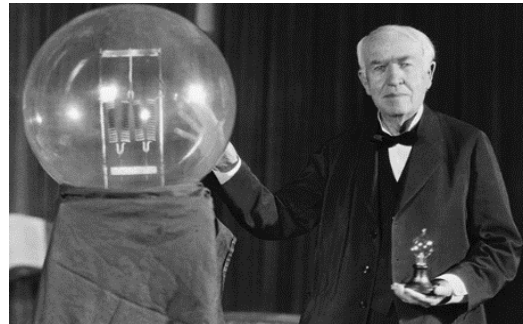
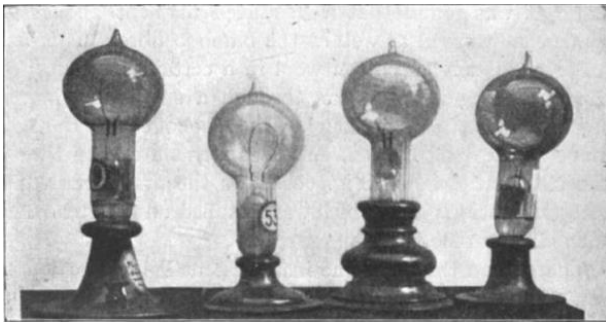
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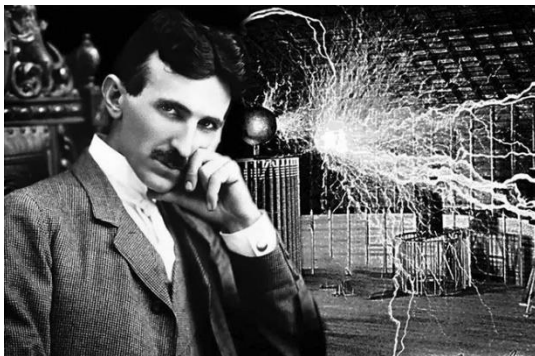
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This article aims to tell the story of the change from DC to AC. Direct current was discovered by Thomas Edison and designed for constant voltage and one direction – forward. Nikola Tesla proposed alternating current for changing direction and various voltages (Lantero, 2014).

This story begins with the invention of the Edison incandescent lamp.



He planned to light up the whole world with his cheap, but effective lamps. But Thomas didn't know, that DC is not designed for long transfers. At that time, European engineer Nikola Tesla came to work for him in the company.



He saw that most of the company's owner's devices run on DC. Tesla tried to intrigue Edison with another type of electric current, which he didn't want to hear about.

Tesla was offended, turned for help to George Westinghouse. Together Tesla and Westinghouse created their own company and began to compete with Thomas Edison (Nix).

From this moment the famous «WAR OF CURRENTS» began.

Thomas didn't give up and launched a large-scale black PR campaign against the Westinghouse company. Edison spread misinformation about the dangers of alternating current through advertising techniques in which he or his staff exposed people and animals to electric shock to demonstrate an AC death (Waxman, 2019).



Meanwhile, Nikola Tesla and George Westinghouse continued to advertise themselves. And received an order to light a fair in Chicago with two hundred thousand light bulbs.

It was a victory.



In the USA stopped developing direct current systems, fully convinced of the benefits of AC. With the disappearance of the last DC consumer in New York in November 2007, the «Current War» almost ended.

Why «almost»? Nowadays, the war continues, but instead of carrying on the battle, two currents run parallel to each other (Lantero, 2014).

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WHAT ARE THE CONSEQUENCES OF ONLINE EDUCATION?

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The coronavirus pandemic has made its adjustments in all areas of public life. Ukrainian education also had to adapt to the new conditions dictated by the COVID-19.

The fateful event for education and participants of the educational process was March 12, 2020. The Ministry of Education and Science of Ukraine has introduced a three-week quarantine for all educational institutions, which lasted until the end of the academic year... The quarantine posed new challenges for teachers, students, pupils and their parents and turned education 180 degrees. A new concept has emerged - "distance learning".

At the end of the three-week quarantine, the traditional form of education, which has existed since the first school, was replaced by distance learning. Instead of classrooms and auditoriums - a room at home, numerous books and notebooks have been reborn in a new way of learning information - a personal computer, a laptop or a phone. Instead of 17,000 schools and about 300 higher educational institutions, it was necessary to organize a centre for comfortable education in the home of each Ukrainian family. Obviously, difficulties could not be avoided.

The first obstacle to implementing the educational process at home was the lack of proper technical support. Students and pupils who were being in equal conditions before the introduction of quarantine measures had been forced to find a way out of a difficult situation on their own. According to the results of the first survey in Ukraine of the availability of public access to high-speed Internet, at the beginning of autumn 2020 year we had 17,000 settlements out of 28,000 available in Ukraine, which do not have any optical provider. More than 5 million Ukrainians do not have access to high-speed Internet, through which distance learning is carried out. Participants of the educational process, both students and professors, both pupils and teachers, deprived of the benefits of the Internet, were driven into unbearable conditions. The education ceased to be accessible to all who had desire but did not have the opportunity to study.

This problem has befallen not only Ukraine. According to the results of PISA 2018 in Mexico, 40% of students have neither gadgets nor the Internet at home. In Albania, Brazil, Greece, Kosovo, Montenegro, Morocco, Turkey and Vietnam there is only one computer for every 4 students. No one has accurate research data in Ukraine, but the situation is about the same. The Ukrainian government has not taken any action to provide technical equipment for pupils and students, while in Latvia the government has purchased more than 5,000 gadgets for children who do not have them.

With the advent of the pandemic and the introduction of quarantine, the education, so to speak, experienced a crisis. In the spring of 2020, most students in schools could not qualitatively learn information due to lack of understanding of the

material or technical limitations. Students were forced to acquire university sciences on their own, which was not always good. As a result, we have gaps in knowledge that will continue to deepen. Perhaps this will not manifest itself in obtaining a certificate of education or in protecting a diploma, but will make itself known at work, in adult life.

Eventually, the global education crisis was overcome: teachers, professors, students and pupils in two years adapted to the new conditions. However, it still makes itself known. There is a proportion of those who are denied the opportunity to study remotely, but let's talk about pupils and students who have access to education. What is wrong with their education?

Pupils are looking forward to (not all, but most) the red zone and the transition of their educational institution to distance learning, because among schoolchildren the principle is common: "online education - holiday". They relax at home, their work is aimed at assessments not knowledge, students cheat, copy out. Someone even lies that they do not have the normal Internet or technical equipment in order not to perform the test.

The academic culture of students is now characterized as deformed. At the heart of this deformation is the motivation of a significant part of students for assessments, scholarships, diplomas, rather than obtaining professional knowledge, which is a main factor in the presence of academic fraud. In the article about academic corruption in Ukraine, Ray M. Jones writes (2004): "Ukrainian students do not have a standard of academic behaviour to which they can apply. There is also no limit to unacceptable academic behaviour. It seems trivial to remind that higher education should be based on the truth. Do we want to have doctors who were involved in fraud during the anatomy exam; managers who cannot take responsibility; statesmen who have not really studied economics - even if their academic credentials indicate the opposite?" (p. 7). Distance learning deepens this phenomenon.

The consequences of distance learning will not catch up with us immediately, perhaps for another year or two, and there will be no one to teach. Pupils and students lose the ability to study constantly, it is interrupted, then may not recover at all. It is impossible to avoid this phenomenon, as well as to abolish distance learning.

There is a need to mitigate the effects of online education, to develop in pupils and students a conscious attitude to the acquisition of knowledge and their practical application in adult life.

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**INVESTMENTS IN INNOVATIONS FOR SUSTAINABLE
DEVELOPMENT OF THE ENTERPRISE**

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With the spread of the COVID-19 pandemic, the problem of ensuring sustainable development of the enterprise is becoming more acute, because by creating an effective socio-ecological and economic system, businesses are able to ensure high rates of economic growth. At the same time, investments and innovations play an important role in the development of the strategy of sustainable development of the enterprise, as they are the basis for technological, economic and managerial activities aimed at improving the efficiency of the enterprise. Therefore, one of the priority tasks facing the company is to develop and implement an effective investment and innovation strategy.

Sustainable development is one of the most important factors in ensuring the competitiveness of the enterprise in the XXI century. Analysis of literature sources suggests that there are many approaches to the interpretation of the concept of 'sustainable development of the enterprise'. However, in our opinion, the essence of this concept was most fully revealed by M. Thompson, who interprets 'sustainable development of the enterprise' as the creation of economic income through innovative solutions that contribute to social welfare and environmental protection (Kuzmina 2015, p. 16).

In general, analyzing the concept of 'sustainable development of the enterprise' it should be noted that it is generally accepted that it is based on the implementation of the Triple Bottom Line (TBL), it combines the following components: economic, social and environmental. Thus, the economic component includes the optimal use of limited natural resources; the social aspect is based on the fair distribution of goods, improvement of living conditions and ensuring social stability; the environmental aspect is the desire to ensure the integrity of biological and physical natural systems. From the standpoint of a system approach, the effective interaction of these components is the basis for building processes that lead to sustainable development of the enterprise (Pilipenko 2020, p 81).

However, in modern conditions it is impossible to achieve sustainable development without investing in innovation. So, enterprises face two problems: the generation of new ideas and the search for investment in their implementation. Innovation is an economic category that underlies innovation, which is designed to ensure the ability to build and actively use organizational, economic, technical and technological and other innovative opportunities. The introduction of innovations in the latest equipment and technology is a key factor in the effective development of the national economy, and increasing the activity of innovative activities of enterprises is one of the main prerequisites for its sustainable development. However, the implementation of innovative ideas requires a "nutritious" investment environment (Gurochkina 2015, p.51). Therefore, the company needs to develop an

investment and innovation strategy, which is based on finding the most effective ways and methods of investing investment resources in scientific and technical development. As a result of effective implementation of this strategy, the company is able to obtain additional profits and optimize the business process as a whole.

Elaboration of analytical material made it possible to identify a number of factors that constrain investment and innovation processes. They include: lack or insufficiency of financial support from the state; residual principle of financing scientific developments from the state budget; long payback period of innovations at high financial costs; high level of risk for investors; imperfect legal framework; lack of own resources; lack of motivation to implement and implement research know-how; weak links between science and industry (Nakonechna 2015, p. 49).

Taking into account all the above factors, we can conclude that the process of formation of investment and innovation is complex, because it involves developing a strategy that takes into account all the deterrents and incentives and does not contradict the goals and objectives of the enterprise.

Examining the issues of sustainable development of enterprises and their investment and innovation activities, we analyzed the UN study on the goals of sustainable development of enterprises in Ukraine for the period from 2016 to 2019. The implementation of sustainable development goals can be characterized by 17 goals. As of 2019, Ukraine has seen a positive trend, as progress has been made on 15 of the 17 targets, with 97 reports analyzed (Sustainable development goals. Ukraine. Voluntary National Review 2020, p. 3-4). The study of non-financial statements of Ukrainian companies showed that the companies did not review the strategic directions of sustainable development policies, with the exception of Nestle in Ukraine, PJSC "Carlsberg Ukraine" and Ukrgasbank.

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INFLUENCE OF PARENTS ON THE FURTHER LIFE OF THE CHILD

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Traditionally, the main institution of upbringing is the family. What a child acquires in a family during childhood is preserved for the rest of his life. The importance of the family as an institution of upbringing stems from the fact that the child spends a significant part of his or her life in the family, and the duration of his or her influence on the personality of the institutions of upbringing cannot be compared to the family. It lays the foundations of a child's identity and, by the time he starts school, he or she has more than half developed as an individual.

The family can act as both a positive and a negative factor in upbringing. The positive effect on the personality of the child is that no one, except the people closest to him in the family — mother, father, grandparents, grandparents, brother, sister — treats the child better, does not love him or does not care so much for him. However, no other social institution can potentially do as much harm as a family can do to the upbringing of children.

Negative emotions from contact with parents lead to negative perceptions of them in the child's mind. Carl Gustav Jung said: "When a young child exhibits symptoms of neurosis, it is not necessary to spend much time exploring his subconscious. There is a need to start research elsewhere, especially in the mother, because parents are usually either the direct source of neurosis in children or the most important contributor to this source."

It is in the family environment that the child first experiences life makes first observations and learns to behave in various situations. It is very important that what we are teaching the child to be supported by concrete examples so that he can see that adult theory does not contradict practice. (If a child sees that his mother and father, who tell him every day that lying is bad and not noticing it, deviates from this rule, the whole upbringing can go to waste.)

In cases of frequent negative emotions in the family, individual images of the parents are influenced by the negative aspect of the archetype of the Father or Mother. Relations with parents in such cases are complicated by the projection of negative feelings on them. There may be runaways, vagrancy, aggression. Socialization of such a child is extremely difficult. In other cases, the child may confine himself or herself to creating his or her own world. He then formally communicates with his loved ones, displaying conformance and miracles of manipulation.

Clinically, in a child, this can manifest itself as a reassessment of their personality, a disregard for parents who do not command respect, arrogance, unbridled fantasy with elements of fairy tales, myths, sometimes cosmic content. As an adult, such a person, all the negativity and suppressed aggression that he has accumulated in the family, unconsciously projects on the world around him, staining the universe in dark tones. The individual has a lack of confidence in himself, an

unrequited fear of strangers, administration and power structures, a lack of trust in those around him, and unconsciously takes a defensive position in society. Negative emotions cause stress in the nervous system and lead to psychosomatic diseases.

In conclusion, many factors other than parents' actions influence how children grow and develop. As children grow beyond the preschool years, they're exposed more and more to other adult socialization agents (teachers, coaches) and, of course, to individual friends and larger peer groups. But in any case, it is the parents who have the greatest influence on us and our future.

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IMPORTANCE OF LAW IN HUMAN LIFE

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From time immemorial, people have been subject to certain rules that allow them to coexist with each other in society. With the complication of relations between people, there was a need to create stricter rules, which over time have been called the law.

One of the oldest collections of laws that have survived to the present day is the laws of Hammurabi, created in Babylon. This collection contains the laws of both criminal and civil law.

So what is the law? Law is a system of rules created and enforced through social or governmental institutions to regulate behavior (Robertson, Crimes against humanity, 90). Laws serve to protect good from evil, to protect good people from bad, and disregard for the rule of law is sometimes fraught with the death of society.

According to the meaning and place in the system of legislation, laws can be divided as follows:

- Constitutional laws;
- Constitutions;
- Ordinary (current) laws;
- Providing (operational) laws.

The law should be: fair, affordable, unambiguous, consistent, feasible.

Why do you need to know and understand the laws? We need to know and understand the laws to maintain order in society and not to violate generally accepted norms. If there were no laws anywhere, hierarchy and lawlessness would prevail in the world, then everything would turn into chaos and disorder.

So what is the importance of laws in human life? First, the law sets standards for acceptable (and unacceptable) behavior. In essence, the law is about mitigating conflict. By bypassing laws, society will take into account the causes of the conflict. Some things, such as murder and theft, are obvious and have been included in the law since ancient times. However, over time and social change will change what is considered acceptable. The legal system is being adjusted to provide clarity and context for unacceptable behavior. They also give recommendations on impact. Second, the law is very important for maintaining peace. The law is necessary to preserve peace. This is because injustice can escalate the conflict. If destructive behavior is allowed to spread without remedies, people will feel pain and dissatisfaction with their government. If justice is applied unequally, it will also ignite the flames of conflict. For peace, society needs to strengthen the rule of law and ensure justice.

Third, laws provide access to justice. If you punch someone in the face illegally, the person being beaten can do something about it other than just brush it off. In an ideal world, justice is equal. It doesn't matter who hit whom. The powerful thing is that the law against strikes was violated. Everyone in society - not just the

privileged - should have equal access to justice through the law. I wrote about why we need a law and why it is so important only from the useful side, but we must not forget that laws are not always useful for society. The fact that the law can be used for harm is the last reason why the law is so important. The law is not always useful for society or only for certain groups. The government often uses laws to increase power and punish critics. If laws do not address the root cause of a problem or even make it worse, they can also be problematic. Punishments designed to motivate people to obey the law can lead people to debt and poverty. In these cases, the law violated human rights, not protected them.

Thus, the importance of the law is undeniable in human life, because it helps to control and regulate the most important issues of public life.

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THE EFFECTS OF FAST WEIGHT LOSS DIETS ON A TEENAGER'S BODY

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A diet is a set of rules for the consumption of food by a person or other living organism. A diet can be characterised by factors such as chemical composition, physical properties, food preparation, and the time and intervals between meals. Diets can vary considerably and may include or exclude certain foods. The nutritional benefits and choice of diet affect a person's health. Many teenagers suffer from body complexes. They use diets to lose weight quickly, but choosing the wrong diet can cause serious damage to their physical and psychological health.

The main objective is to determine the impact of diet on people's mental and physical health

With the help of volunteers, examine changes in blood pressure, body temperature, skin condition, blood sugar, body fat and muscle mass, weight and general well-being by testing different diets over the course of a month.

Three girls aged 16, roughly the same body type, will follow the diet plan for a month. And they will see a doctor every week for mental and physical health check.

Volunteer 1 will test a low-carb diet and eliminate sugar altogether.

Volunteer 2 will test interval fasting 8/12.

Volunteer 3 will test a Maggi diet. (Prohibited foods: Sugary fruit, starchy vegetables, pasta and bread, fatty meat, cereals)

Volunteer 3 only had to endure 10 days of the experiment. She found it emotionally difficult to endure such strict food restrictions. During the experiment, she suffered from dizziness and physical fatigue. Her skin condition and body temperature did not change over the 10 days, and her blood sugar dropped, but within normal limits. During the experiment, her weight decreased by 7 kg (from 60 to 53), fat mass decreased by 2.9 kg (from 15.7 to 12.8) and muscle mass decreased by 1 kg. Two weeks after the experiment, the lost kilos were back.

Volunteer 2 only had restrictions on the time and amount of food. She ate 1300 calories a day for eight hours. Emotionally, she was calm. Her skin rashes decreased markedly and all her vitals remained normal. She noticed that she felt better and more energetic and also felt satiated. During the experiment she lost 4 kg (from 59.2 to 55), fat mass decreased by 3.2 kg, muscle mass remained unchanged. After the experiment ended, the lost kilos did not return.

Volunteer 1 also survived the experiment to the end. For the first 7-10 days she was very hungry for sweets and felt sluggish, but then her body cleared up and got used to the new diet. She noticed that, thanks to the rejection of artificial sugar, all taste sensations became brighter and she slept better. All her vitals remained normal. Her weight dropped by 6.8kg (from 61.4kg to 54.6kg), she lost 3.8kg of body fat and her muscle mass stayed the same.

Any diet for the body should not lead to a deficiency of micronutrients and vitamins. Deficiencies in potassium, iron, calcium and other minerals have a negative effect on general health and well-being. Problems with nails, hair, weakness and pale skin may occur. Heart problems and increased sensitivity in the extremities and blood vessels may also occur. Lack of vitamins in the body causes problems in the nervous system, impairs vision and disturbs sleep. Digestive problems can also occur, often resulting in impaired enzyme function.

Before going on a diet, weigh up the pros and cons. Consult a specialist if it's possible. They will be able to advise you on the right diet to make you as comfortable and safe as possible.

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EMOTIONAL BURNOUT AND HOW TO DEFINE IT

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Over the past few years, there has been an active trend among influences to show off their productive day. They film how they get up at 5 in the morning, begin to perform a certain to-do list. And then they all tell what they did and where they were. Obviously, without rest, such a regime will have an insanely detrimental effect on a person. It's important to understand that people who are actively monitoring this are under additional pressure.

There are a lot of reasons for emotional burnout, but the main tragedy is that 80% of people do not know how to identify it. First of all, emotional burnout leads to the depletion of the body's emotional and physical resources. Such professions as programmers, businessmen, artists, athletes, doctors, policemen, teachers and others are more vulnerable.

There are several factors that contribute to emotional burnout. This is primarily uncertainty at work. They arise when a person is responsible for what will develop further in his field of activity. For example, the creators of advanced technologies such as artificial intelligence decide for themselves what trends to set in the future.

The second factor is nescience about when the work will end. For instance, a person makes significant efforts because they are waiting for the result of their work, their consequences of reducing efforts, but this does not come. The third factor is the ability to influence any events. This can be traced to doctors who cannot find the cause of a particular disease due to lack of researches.

Another reason is that a person gives more than he receives. For example, doctors who do valuable work for a small fee. The next factor is the rejection of defeat, when a person will always only wish for victory. This is especially well expressed among athletes.

Of course, everyone is prone to emotional burnout, not just individual professions. You can select certain characteristics of people. They are inveterate workaholics and people who do not know how to rest. Sometimes it may seem that this is due to childhood when the child was forced to study at a high or forbidden to rest. These people do not know how to spend their leisure time correctly.

Emotional burnout has 4 stages which are very different from each other. First one is expressed by a strong surge of energy and enthusiasm. Person gets great pleasure from work and becomes addicted to it. The second stage is expressed by physical changes.

For example, fatigue, insomnia, anxiety, skin diseases, stomach problems and more. A person wants to use psychotropic substances like drugs or alcohol, wants to smoke, eat sweet, salty or sour food. The third stage is exhaustion. People who are prone to depression at this stage, fall into it. In others, the manifestations of this stage are experienced in a strong physical exhaustion of the body. This stage is

characterized by the fact that exhaustion can no longer reversed. A person often becomes professionally unsuitable.

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THE MAIN FACTORS IN THE FORMATION OF PROFESSIONAL COMPETENCE OF THE SPECIALIST

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The formation of the future competence of the specialist is an extremely important task of modern society. It depends on a large number of performance indicators of the entire socio-economic sphere in conditions of limited resources. After all, only truly skilled workers can provide quality service to material production and social infrastructure, while meeting all the needs of society.

Professional competence is a dynamic set of knowledge, skills and personal qualities of a representative of the workforce, which are used in practice to solve certain tasks and achieve goals, depending on the field of human activity. General competence is formed by sets of competencies that are its components (Bibik, 2004, p.7).

Recent research has shown that competence is an integrated quality of the employee. Therefore, scientists have identified two groups of professional competencies: general-professional and professional-specialized. The first characterizes the awareness of the specialist in a larger field of work. That is, they are fundamental and necessary for the overall development of man. At the same time, professionally specialized competencies require a deeper understanding of specific aspects of a particular specialization (Ukrainian Academy of Banking of the NBU, 2009, p.75-78). If we take the example of an economist, his professional and specialized competencies include the ability to analyze the current situation of economic systems and predict their possible state under the influence of certain factors. But a person can be called an expert in the case only if he masters and uses both groups.

Obtaining this knowledge most often occurs during the training of future specialists at the university. Therefore, the basis that creates the basis of the employee's work is education. The main purpose of economic - the formation of an active subject of industrial relations. He must not only perform the standard duties assigned to him, but also be able to adapt to any changes in the socio-economic system. Moreover, the specialist in economics is obliged to directly participate in the improvement of this system. Therefore, his required skills are a full understanding of the functioning of all relationships and patterns laid down in economic theory.

But no less important is the personal characteristics of the person, in particular the social worker, because the defining feature of a skilled worker - is motivation, the desire to improve themselves and realize their potential. In addition, significant characteristics of a professional are the ability to interact with other people, show initiative in the work environment and show the qualities that are needed in appropriate situations (managerial, organizational, encouraging, etc.). Having analyzed the considered information, it is possible to define the factors forming professional competence of the expert (Kozlovska, 2012, p.17-18):

- basic knowledge and skills that are the basis of each skilled worker and the basis for its improvement (logical and critical thinking, the ability to quickly absorb information, public speaking skills, etc.);
- specialized professional competencies that characterize the ability of a specialist to perform key tasks of his specialty, using previously tested tools and methods or testing new ones, the development of which is the basis for further research;
- social and personal qualities of a person. They help to establish communication with the work team, and are also responsible for such important aspects of effective work as: creativity, intelligence, interest and responsibility.

Thus, now, in the conditions of rapid scientific and technological progress, a high level of professional qualification is a significant factor in the effective and efficient functioning of the entire socio-economic sphere. It is achieved through the complex interaction of educational institutions, the motivation of the person and the social environment that surrounds him. Although many models of forming a qualified specialist have already been identified, with the development of society, many of them need improvement. And a specialist himself cannot become a specialist once, because the acquisition of professional skills occurs throughout life.

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**THE PHENOMENON OF COSSACK STATE OF THE HETMANATE IN
THE CONTEXT OF RESEARCH BY UKRAINIAN AND FOREIGN
HISTORIANS**

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Actuality of theme. With the proclamation of Ukraine's independence, the topic became especially important, because it is believed that Ukraine-Hetmanate is one of the important stages in the history of Ukrainian statehood, because the issue of the phenomenon of Hetmanate Ukraine remains relevant.

Despite the rich scientific heritage, there are different views on this issue in the historical and legal literature (Blanutsa, 2014)

The Ukrainian Cossack state Hetmanate had all the characteristics of any state: political power, which was in the hands of the hetman and the officer; territory; a new political and administrative system - a regimental-hundred system, which extended to the entire territory of the lands liberated from Polish rule; the law was based on customary, Cossack, Magdeburg law, Lithuanian statutes; court and proceedings; as for the financial system, the hetman introduced his own coin, the tax system was regulated by the hetman's universals, the state treasury was replenished from the land fund, border trade duties, industrial revenues, trade and taxes; the social structure of the population, which consisted of 5 classes: Cossacks, nobility, clergy, burghers and peasants; own army, which numbered up to 300 thousand people and consisted of various segments of society.

The existence of the Hetmanate was of great importance, because it allowed protecting the Ukrainian nation from assimilation, social exploitation, national and religious oppression from Poland, provided conditions for the formation of the Ukrainian people, development of language and culture, inspired future generations to fight for a free Ukraine.

To become a component of pan-European processes of creation of new states, an active participant in international activities. During the years of the Hetmanate, the "statutory courts" were abolished and a full-fledged judicial system was formed: regimental, hundreds and rural, a little later the General Court was formed as the main appellate tribunal, together with the Magdeburg courts, which were inherited from Polish times. 1750.

Ukraine-Hetmanate of the second half of the XVII - 80's of the XVIII century. had its own independent legal system. Most branches of law of the Hetmanate were quite developed, especially civil, criminal, marriage and family. Among the many sources of law that operated, customary law was very important.

Thus, during the Hetmanate, unique, unknown to the world state-building governing bodies based on Cossack traditions were created, much was taken from the Zaporozhian Sich, and it had a significant impact on the development of political ideas of the Ukrainian Cossacks and the people. The democratic principles, principles

of power and authorities formed at that time had an important influence on the way the state was organized in modern Ukraine.

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COMMUNICATION SKILLS OF RISING GENERATION

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Our communication skills becoming more valued day by day. In the Internet Era, when people are deep in their phones most of the time, we are fortunate to face COVID-19. Quarantine put us in our houses all at once. It is just set of circumstances, which has brought us to this state of affairs. The possibility of getting real-life communication increased exponentially.

Now children between the ages of 6 and 18 experience difficulties in making new acquaintances, owing to insufficient amount of time spend on live school classes. For children's psyche it can become a breeding ground for progressing closure and shyness. In an older age these character traits can grow into serious mental illnesses, such as social anxiety and panic disorder.

In order to prevent above-mentioned problems, parents have to pay attention at their children's interaction with other people. The unwillingness of participating in any events or excessive worry before it must be a red flag. Also adults can notice avoidant behaviour relating to people included into their inner circle, like grandparents or aunts and uncles.

To help your kid, follow some necessary instructions. First step is to find time in your schedule to spend it on conversation, playing games or pursuing hobbies. Then you need to establish contact between your kids and their schoolmates by organising a joint party with various activities. Also you can get to know your neighbour's family better, so your kids can make communication with counterparts more often.

If emotional state of the kid raises suspicious, don't leave it too long and turn to specialist. Sessions with a psychologist will grow in your children open-minded and brave personality. Consequently, they will trust other people and show readiness to achieve certain goals to our world. Therefore, they can focus on really vital things, without distraction by worthless timidity and concern.

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COMPETITION AND MONOPOLY IN ECONOMY OF UKRAINE

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The topic of competition is relevant for the Ukrainian economy, because an important factor of a market economy is the high development of competition. Competition in the economy is characterized as a struggle between producers (sellers) for the most favorable conditions of production and sale of goods and services, for the appropriation of maximum profits. The functions of competition in a market economy are as follows:

- It is important to constantly develop production technology, because at the lowest production costs and the highest quality production, demand for goods will increase.
- Analysis of social needs to meet demand for products and make a profit from it.
- Profit of enterprises depending on their contribution to production.
- The inability of companies to significantly raise prices due to the presence of competitors who will be able to make a profit with much lower prices.

In essence, the dominance of one producer or seller in the market is called a monopoly. In order to constantly develop competition and prevent market monopolization Antimonopoly Committee of Ukraine has been established, which has the following responsibilities:

- Prevents the cessation of violations of legislation on the protection of economic competition.
- Regulation of the price of goods produced by natural monopolies.
- Control over the functioning of the competitive environment.

The Committee's focus in 2020 was on the pharmaceutical sector due to the outbreak of the COVID-19 pandemic, as many unscrupulous manufacturers made false advertising and inflated drug prices. In 2020, 1.624 violations of competition law were detected and fines amounted to UAH 2.86 billion. This is the largest amount of payments in the history of the Committee.

In Ukraine, monopolies are widespread in such industries as transport complex, mining and metallurgical complex, agro-industrial and machine-building complexes.

Therefore, a large number of producers in the market is an important factor for the effective development of the economy. Manufacturers are constantly improving the production process, as well as product quality so that it is in demand in the market. Ukraine does not yet have a high level of competition, but the Antimonopoly Committee of Ukraine monitors compliance with the law by enterprises and the prevention of monopolies on the market.

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MOTIVATION IN MANAGEMENT

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Process of encouraging people to enhance their wish and willingness to effectively carry out their duties and cooperate to achieve the common goals of the corporation calls "Motivation". In other words, it means to induce, instigate or prompt someone to take a specific course of action in order to obtain the desired result. It's a powerful tool in the hands of managers to induce subordinates to act in the desired way by satisfying their needs and desires. It focuses on how behaviors start, stimulate, initiate, continue, and guide.

A successful manager knows that directions, he appropriately uses motivation to motivate employees to work effectively to achieve the set goals.

Understanding the content of motivation is the main point of the professional skill of the head of the organization. Knowing why people do what they do is a prerequisite to helping them realize their motives and to prevent cases where lack of motivation can cause certain complications. Today the content of motivation is understood by scientists differently. For instance, according to I.S. Zavadsky, motivation is an aggregate system of processes responsible for motivation and activity. I.F. Khmel believes that motivation, as a mental phenomenon, is a set of motives.

The path to effective professional activity of a person lies through understanding his motivation. Only knowing what motivates a person, prompts him to activity, what motives lie at the basis of his actions, one can try to develop an effective system of forms and methods of managing him. At the current stage of the development of society, the problem of personal motivation has acquired great importance, since the solution of the tasks facing society is possible only if an appropriate motivational basis is created that can induce the personnel of enterprises to effective activity. We are talking about the use of such forms and methods of stimulating the individual, which contribute to the high performance of its work. All human activity is conditioned by real needs. People strive either to achieve something, or to avoid something.

Labor motivation is one of the leading personnel management tools that affect the economic development of an organization. The main motivational factors are, firstly, the results of labor in terms of its social significance and, secondly, material reward (what is expected and what is obtained). Optimal is the kind of labor motivation in which the employee realizes his importance in (team, society, etc.) and at the same time satisfies his material needs.

- The working conditions that satisfy most of the personnel to the maximum extent "ideal work", must meet the following requirements:
 - integrity, completeness, a certain result of the work;
 - the work is assessed by the performer as important and necessary, that is, one that needs to be done;

- performers can make independent decisions regarding the ways and means of completing the task (autonomy within certain boundaries);
- the intensity and conditions of feedback with the performer are established depending on the effectiveness of his work;
- the remuneration for the work performed must be fair from the point of view of the performer.

The system of labor motivation at the enterprise must be built in such a way that each employee can clearly understand its content. Of course, you need to adhere to simple rules of motivation: more and less; more often, but less, which will allow you to more effectively reward each positive result of the work.

Rewarding personnel should be organized according to indicators that are perceived by everyone as correct. These actions should create a sense of fairness among employees and establish work not only for the sake of satisfying their own needs, but also encourage them to "friendly relations" with the administration.

From the above, it becomes clear that motivation is a part of the labor process, which consists in increasing the economic results of an enterprise through material and spiritual stimulation of high production results of an employee.

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SOCIAL STRATIFICATION

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The collected data for statistics mainly represent the factual side of the processes that take place in people's lives. However, unfortunately, they do not address such important spiritual aspects as human values, personal or public interests, opinion, needs. In such cases, sociological research reveals identity internally. The questionnaires are mainly concerned with the public mood and social well-being. Most studies contain paragraphs on the scope of self-evaluation.

As example might be questions of self-identification or self-determination in areas such as health, education, social relevance and wealth. Such questions generally assume low, medium and high response options. Practice shows that most people do not hesitate to answer immediately "average" and only a small part "low" or "high".

More often than not, the trend I have described is clear when a person is asked for self-identification by a class of society. The main categories defining a respondent to a class are their material condition, educational level and lifestyle. He considers himself to be in the middle of the middle as such factors push him to answer.

First, in determining one's place in the social hierarchy, one compares one's position with others. This "status" reflects the mood to be like everyone else, to be no different from the majority, or even to be unwilling to reveal their real situation.

Second, the line between high and low status is blurred. It does not have the negative connotations that society has for the upper and lower strata.

Finally yet importantly, an individual's response is constructed based on his own social experience. Comparing himself with others, he tries to maintain his identity with members of his group in different categories.

Thus, questions that affect social stratification in sociological research often yield a predetermined result self-evaluation can be carried out regardless of the significance of the actual manifestation of the topic being studied.

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LIFE COMPONENTS

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The conditions in which the life of modern man takes place, often rightly called extreme and stimulate the development of stress. This is due to many factors and threats, including political, ethnic, informational, socio-economic, ecological, natural. In modern psychology, the problem of life situations and especially difficult and extreme life situations are developed by many authors that are based on such concepts as coping strategies, strategies for overcoming difficult life situations, post-traumatic stress disorder: these are NV Tarabrina, M. Sh. Magomed-Eminov, MM Pukhovskiy and others.

In the context of breaking old relationships, changing behavioral patterns and value systems the relevance of the study of personal qualities that help a person effectively increase cope with the growing tension and pace of modern life. Old rules and life values that previously prevailed in the public consciousness, in many respects do not match realities of today, but continue to put pressure on the individual.

The urgency of this problem is determined by the presence of contradictions between modern ones social conditions that make special demands on the formation of a system of values orientations of the individual, and insufficient study of viability and mechanisms of its development, and also weak development of concrete receptions of the corresponding purposeful influence.

As you know, in the life of every person there are always many problems. Every day to him it is necessary to solve something, to overcome difficulties, in a word, not to give up, and all the same to achieve of his. Some problems disappear, but new ones appear and if a person successfully overcomes them difficulties, then he can feel what success is. There may be situations to resolve which, extremely difficult and very difficult, no matter how much a person does not want it and no matter how it is to she did not seek it. It can be any misfortune: the death of a loved one, deprivation housing, property, roof over your head, betrayal of a loved one, death of children, in general, everything that can deprive us of hope for a bright future and the desire to live.

S. Muddy. believes that the key to viability is three basic settings:

1. Involvement - the confidence that in difficult situations, it is better to stay involved: to be aware of events, in contact with others. The opposite of involvement there is alienation.

2. Control - the belief that it is always possible and always more effective try to influence the outcome of events. If the situation is fundamentally impossible no influence, the person with a high level of control will take the situation as it is, it will change his attitude to it. The opposite of control is helplessness.

3. Risk-taking - the belief that stress and change - is a natural part of life, that any situation - is at least a valuable experience that will help develop yourself and deepen your understanding of life. The opposite of risk-taking is a sense of threat.

S. Muddy believes that viable people try to build in any conditions relationships based on mutual assistance and mutual support. He also claimed that for Transformation coping is necessary to ensure viability. In other words, you need to learn wisdom, a lesson from your failures, do not give up and continue to act, but act sensibly, wisely, understanding what is happening and what it will lead to.

The psychology of stress shows that there are two ways in which psychological factors affect stressful situations. The first way is to assess the situation. Man begins to wonder whether stress is a threat to him, whether he will be able to overcome it. The second way is to influence the human reaction. It affects behavior, the way of overcoming stressful situation.

Stress is caused by many factors. This may be a congenital weakness of the body, susceptibility to disease, views and beliefs of man, external factors, skills individual to deal with a difficult situation. Congenital vulnerabilities and external circumstances often uncontrolled, but the development of viability can mitigate their effects.

Sustainability affects the assessment of the situation. We no longer understand stress as something traumatic or dangerous, because beliefs make us think we can change the course of events, add self-confidence. Sustainability pushes us to action. Moreover, beliefs help us to overcome difficulties. Exactly vitality forces the head of the century to exercise every morning, eat right, after all it contributes to the recovery of the body and further well-being. So the person becomes smaller prone to psychosomatic or chronic illness, constant stressful situations have a minimal effect on the body.

No matter how reasonable arguments are given to a person, no matter how he understands it and finds it meaning, no matter how he changes the situation, does not increase the number of friends, he will never forget about his own pain. He will suffer in silence, because wherever a person is, no matter how hard he tries run away from problems, or, conversely, actively solve them, the reality will still remain an invariable fact.

Is it possible to learn to deal with such situations or is it an "inevitable punishment" that is can happen to everyone? How to learn to deal with it, what to take as a basis? IN the opposite of S. Muddy, we assume that when the question of difficult inevitability arises a situation that can no longer be corrected, changed, something needs to be accepted note the following settings:

Humility is the acceptance of a situation that can no longer be changed, no matter how hard you try. This does not mean giving up and retreating in the face of difficulties. Nor does it mean try to justify someone or something, look positively at what cannot be called positive. This means understanding that it is necessary and stop trying to fight situation.

Accepting yourself in spite of everything is the next step. In which complex insurmountable circumstances would not be a person, he is simply obliged to be able

to accept himself. Accept self-means to forgive and stop blaming; means to love yourself and respectfully treat yourself. This is tantamount to a promise to myself: "I still will not give up, whatever I have fate was not, no matter what happened and no matter how bad I was. I love myself no matter what". To do this, there must be good self-esteem.

Finding inspiration and inspiration itself is what makes you switch to your favorite business, on other equally important people, gives strength to live and create something new. Without inspiration not to cope with the situation. It is creativity, the realization that you are doing something unique, important and perhaps even great, even if no one will appreciate it.

These three settings define the concept of "survive". Summing up, we can say that all three settings are interconnected and go in a strictly defined order. Without them it is impossible to cope with any serious problem. Humility is not a sign of weakness, and it is not wisdom. It will not let you forget about the wound, it will turn it into a scar, a scar with which one can continue to live, not exist.

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OUR GROCERY BASKET PROMOTES CANCER AND DIABETS

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Today, the number of people with cancer and diabetes is increasing. For example, over the past 10 years, the incidence of cancer has increased by 33%; the number of people with diabetes has increased by 400%. There are now more than 420 million people with diabetes all over the world. The increase in morbidity is due to improper nutrition.

Top 7 foods that cause cancer and diabetes: alcohol and cigarettes, sugar and refined carbohydrates, processed meat (any type of meat that has been preserved by smoking, salting, curing, or canning, such as hot dogs, salami, sausage, ham, beef jerky), sugary carbonated drinks (Coca-Cola, Fanta, Sprite), palm oil, vegetables and fruits with nitrates, fried foods. At first glance, it seems that many people know that these products are not useful, but in fact, they are included in the food set of an average person.

Plastic not only pollutes the environment but also reacts with the products that are in it, thereby releasing toxins. The chemicals used in the production of plastic are toxic and detrimental to the human body. Chemicals in plastic-like lead, cadmium and mercury directly can come in contact with humans. Plastic is disposable straws, plastic cups for tea/coffee, dairy and other products in plastic containers, pickles in plastic buckets, etc.

Vegetables and fruits are treated with herbicides in large quantities. Advertising imposes on us a standard of products with an ideal appearance, no flaws because of this, farmers have to use a large number of pesticides and chemicals, which have the potential to harm the nervous system, the reproductive system, and the endocrine system.

Overall, when buying food, one should choose products with minimum health risk, pay attention to the safety of packaging and the quality of products, try to choose organic products of local production, lead a healthy lifestyle and refuse bad habits in order to avoid health problems.

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PSYCHOLOGICAL EXPERIMENTS

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Psychology is a humanitarian science about the mental activity of a person and groups of people. Its goal was to learn as much as possible about the nuances of human behavior, his emotional state and perception of the world around him. Scientists use various methods to obtain truthful data in this area of study, the most popular of which is the psychological experiment due to its practicality.

Below I would like to analyze three well-known experiments that were carried out in the 20th century.

The Stanford Prison Experiment was conducted in 1971 at the Stanford Department of Psychology. Psychologist Philip Zimbardo divided the participants into two groups: "prisoners" and "guards". The prisoners were arrested, searched and given overalls: especially ill-fitting dressing gowns without underwear and slippers. The guards received wooden batons and military-style uniforms, as well as mirrored sunglasses that could not be seen (Haney, Banks, & Zimbardo, 1973).

The relationship between guards and prisoners quickly took on a classic character, with the guards beginning to think of prisoners as inferior. The prisoners saw the guards as sadists. The experiment quickly got out of hand: despite the fact that the guards were forbidden to use physical force, most of them used sadistic methods and insults against the prisoners. On the second day of the experiment, a riot broke out, which was immediately brutally suppressed. Over time, the guards became fully accustomed to the role, constantly inciting and insulting others, while the prisoners became more obedient and submissive. The experiment was designed for two weeks, but was completed within 6 days due to the increase in violence (Haney, Banks, & Zimbardo, 1973).

This psychological experiment revealed the demonic inclinations of people and showed the receptivity and submissiveness of people when their actions are supported by ideology, society and the state.

In 1951, Solomon Asch decided to find out how the opinion of society influences individual judgments.

During the experiment, the participants were asked in turn to solve 3 problems: for the first two "decoy" participants gave correct answers, and for the third, they were deliberately incorrect. If the participant, contrary to the opinion of the majority, gave the correct answer, he felt uncertainty in his statement. As a result, 75% of the subjects submitted to the erroneous opinion of society, only 25% denied incorrect answers, which was suggested by the majority (Asch, 1951).

As a result of the experiment, it was concluded that a third of people, under the influence of society, are ready to abandon their correct opinion and adapt to the majority.

In 1974, a Loftus and Palmer Study was conducted to test the so-called disinformation effect. The goal was to test the reliability of memory and the possibility of manipulating facts.

During the experiment, 45 students were shown videos with a recording of a car accident, after which they were asked to fill out a questionnaire with questions about what they saw. 9 people asked how fast the cars were moving when they «smashed» into each other. The rest of the students were asked the same question, but instead of the word «smashed» they used «bumped», «hit» and «contacted». When answering the question using the word "crashed", students attributed a speed to the cars that was 16 km / h faster than when answering questions containing other words (Loftus, & Palmer, 1974).

As a result of the experiment, it was proved that the recall of memories becomes less accurate due to the additional information. Thus, even one adjective can change an event in a person's memory.

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ACCOUNTING RATE AS A TOOL OF ECONOMIC REGULATION IN UKRAINE

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In recent years, namely 2019-2020, the National Bank of Ukraine has begun to actively reduce the discount rate. So let's look at the impact of the refinancing rate on Ukraine's economy, namely its impact on inflation and entrepreneurship.

Reserve requirements are one of the NBU's tools for regulating inflation. When the discount rate increases, the growth of the inflation rate slows down, and when the discount rate decreases, it accelerates (Ukrainski mediini systemy, 2020). However, the NBU in its "Inflation Report" reports that in Ukraine the strongest change in the discount rate of the NBU affects the inflation rate in 9-18 months (Ukrainski mediini systemy, 2020). According to the NBU, on May 23, 2020, the NBU reduced the provisioning rate to 8% (National Bank of Ukraine, 2020), and on June 12, reduced it from 8% to 6% (National Bank of Ukraine, 2020), this figure is the lowest in the history of Ukrainian independence.

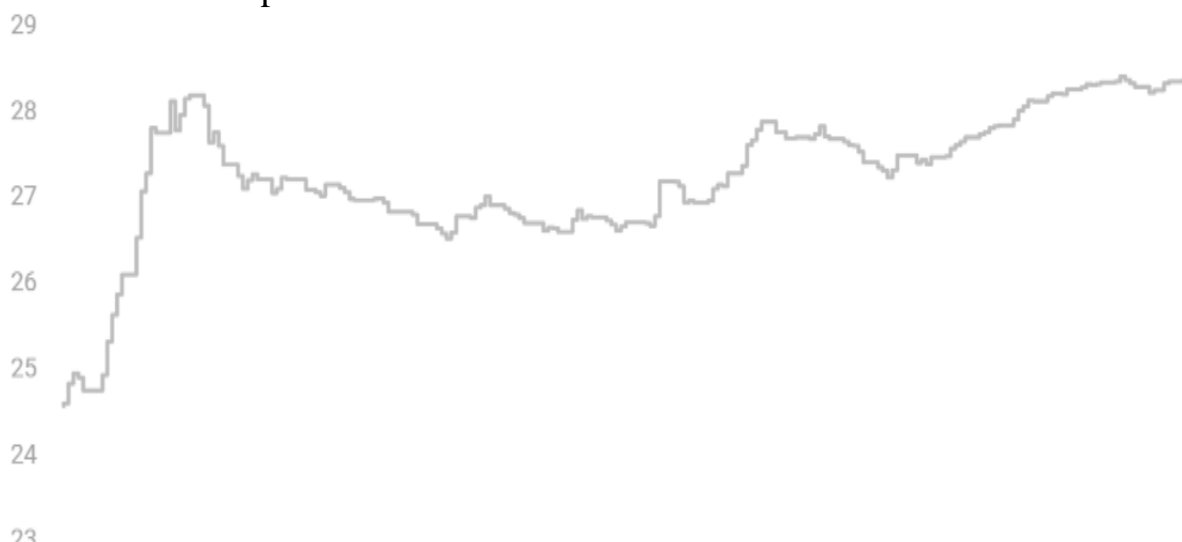


Fig.1. The exchange rate of the hryvnia against the dollar from March 1 to October 19, 2020 (24 Economics, 2020).

As we can see on the chart from the beginning of September, the hryvnia exchange rate against the dollar began to grow slowly but surely, the COVID-19 pandemic has definitely affected this. But in my opinion, the reduction of the discount rate to record levels also affected the hryvnia exchange rate, and according to the NBU report, the discount rate will affect the exchange rate in 2020 as well.

I would also like to consider the impact of the NBU discount rate on entrepreneurship in Ukraine. Due to the reduction of the NBU discount rate, Ukrainian banks will be able to provide loans at lower interest rates, which is the main idea of its reduction. As a result of the reduction of the loan interest rate, and the credit interest rate for an entrepreneur provided by Privatbank is from 5% to 9% per annum, entrepreneurs will be able to receive funds on more favorable terms for

the development of their business. However, during 2019, the total loan portfolio of banks decreased by as much as 13% (Furman, 2020). The fall in lending against the background of lower NBU discount rates indicates problems in the policy of regulating banking credit policy.

Thus, it can be argued that the National Bank of Ukraine has begun to actively use the discount rate as a tool to regulate the economy.

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WOMEN'S ROLE IN POLITICS

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According to the UN, women hold the positions of heads of state and government in only 21 countries. Of these, 10 are heads of state and 13 are heads of government (Unwoman, 2020). How women were cut off from making important political decisions, what prevents them from holding high positions today, and why the underrepresentation of women in power is a problem that needs to be addressed.

Women make up approximately 50% of the world's population, but are often excluded from political life and do not participate in decisions that directly affect their lives. Expanding political participation is a key mechanism for them to exercise their rights. Moreover, women are agents of change; they are capable of breaking stereotypes and influencing the empowerment of other women (Chubarova , Grigorieva , 2021).

Research shows that a longer participation of women in political life improves the quality of life of the whole society and themselves: more women enter the labor market, there are measures of state support for vulnerable groups of the population and other social functions of the state (for example, women's access to public goods, such as roads and medical services is simplified).

Until recently, women were underrepresented not only at the level of political decisions, but also in studies of political behavior. This is due to the fact that previously, mainly men were engaged in political sciences, who did research about men and for men.

But in "real" politics, women are underrepresented at the decision-making level because women have always been meant to be "different." However, even now women are often excluded from the process of making political and state decisions, since informal, "male" practices such as bathing, hunting and fishing play a significant role in the continuing patriarchal order.

Women can be agents of change. Although, on the scale of the development of civilization, the issue of the position of women in politics is a relatively new topic. Yes, today women have the right to vote in all countries of the world: New Zealand (1893) was the first state to grant women the right to vote, and Saudi Arabia was the last (2015). Today, the world community pays special attention to this aspect: one of the key points in compiling rankings of gender equality is the representation of women precisely at the level of political decision-making.

However, when experts talk about women in power, they mainly consider public politicians and the representation of women in governments and parliaments. In other words, only cases are meant when they are allowed to participate in election campaigns, to be elected and to be elected. But if you look at the sphere of public administration more broadly, you will notice that the majority in the bureaucratic apparatus are women who are engaged in routine, often invisible paperwork (Dods, 2012).

In Ukraine, as in other countries, women who pursue careers in public administration face invisible barriers, primarily the “glass ceiling” - restrictions not related to qualifications or professional qualities. They are stuck in low, non-management positions, deprived of the opportunity to climb the career ladder. In the scientific literature, there are other metaphors describing gender segregation in the political sphere: "glass walls", "glass cliff", "glass escalator".

After the massive entry of women into the labor market, this situation has changed only to a certain extent, since career aspirations have been added to the household duties, from which no one has relieved them. Thus, a double burden fell on their shoulders. Today experts speak of a triple load, meaning that in addition to home and work, a woman must remain a woman and look attractive. (Swank, 2016)

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PSYCHOLOGICAL MANIPULATION IN THE COMMUNICATION PROCESS

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The topic of psychological manipulation has recently been raised quite often in various social networks. The object of such manipulations can be either one particular person or an entire group of people. Although research on this topic has been going on for several decades, the issue still remains open. This is due to the mediocrity of the coverage of this topic (Lukasevich O.A, Titar Yu.V., 2017).

What is manipulation? Manipulation is a type of social influence or a social psychological phenomenon that is an activity aimed at changing the perception or behaviour of others through covert, deceptive or violent tactics in the interest of the manipulator. To put it more simply, manipulation is the covert psychological influence on a communication partner in order to obtain favorable behavior from him or her.

As it was already indicated earlier, manipulation is characterized by secrecy - this is one of its main characteristics. Manipulative action is interpreted as hidden programming of personal attitude to facts or events (Ermakov), implicit seduction (Dotsenko), hidden transaction (Berne), a form of spiritual influence, hidden planning (Bessonov), hidden coercion (Schiller). In all this, the object of manipulation retains full confidence that its decision is independent, as well as formed in the process of interaction and is not at all under the control of the manipulator. The second characteristic is the use of deception as a different kind of distortion of reality: deceptive indirect influence (Yokoyama), inducing behavior through deception (Rudinov). Skilful use of mastery of influence combined with the complexity of manipulative techniques leads to the realization of manipulative intentions (Levitskaya I.M., 2014).

There is a certain typology of manipulators. E. Shostrom's classification describes the following 8 types: dictator, weakling, calculator, clingy, bully, good guy, judge and defender. All of the above types use 4 manipulative systems:

- Active Manipulator. Exercises control over others using active methods, often demonstrating his power through status and pushing with his authority;
- Passive manipulator. Likes to show his weakness and helplessness in many matters, which "allows" others to think and act for him, from which the manipulator often benefits;
- Competitive manipulator. Life is a never-ending game, and everyone around is competitors and rivals. Has the traits of the previous 2 manipulators and applies them based on the situation;
- An indifferent manipulator. Pretends to be indifferent to communication and it has no meaning for him/her in general. Avoids people, or if he/she does contact them, treats them as puppets (Taratukhina Yu.V., 2014).

There are also two types of manipulation in communication:

1. Communication – the psychological impact is conducted directly during the conversation, by means of speech;
2. Behavioral – influence is exerted by doing something (e.g. picking things up demonstratively or slamming the door loudly when leaving) (Fomichev, I., 2018).

All of these manipulations are already pervasive in our lives and we learn them from childhood. At first it happens on an intuitive level, but as we get older it can become deliberate. Nowadays it is possible to see such "schools of manipulation" on the Internet, where you can see a lot of people willing to learn such psychological influence. Nevertheless, it is important not to forget that even with such skills, you are still somewhat vulnerable, and there can always be a person whose psychological capabilities will be much stronger than yours.

As a conclusion, we can say that manipulation, like any other psychological influence, has both positive and negative sides. Unfortunately, in today's world manipulation is increasingly becoming negative and a tool for achieving one's own selfish desires. It is also important to remember that even though we can not completely protect ourselves from manipulations, we are always able not to take our word for it, to define our own priorities, to analyze and reason our own judgments, as well as to find and define our purpose in this world, without anyone's influence.

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ROLE OF TRANSNATIONAL COMPANIES IN INTERNATIONAL ECONOMICS

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The role of transnational companies (hereinafter – TNC) is currently decreasing. The majority of foreign direct investments are done through TNC and such companies already accumulate at around 25% of global GDP. TNC dominate in various industries from electricity to IT.

Some countries are more saturated with TNC while others just start opening their borders to foreign companies. The extent to which this or that country is filled with TNC is determined by transnationalisation index.

According to everything above it is scientific worthy to deepen knowledge about how TNC are influenced by different global determinants.

The objective is to research the scope of activity of 10 the biggest TNC according to the list Fortune Global 500, by analyzing their revenue for 10 last years. Besides, it is important to find the problems which have impacted the revenue of 10 biggest companies. To find out how the transnationalisation index is connected with the level of development of states.

The methods to research a role of Transnational Companies in International economics were used: gathering information for observing the fluctuations of revenues of TNC, method of analysis and synthesis for defining the factors which cause fluctuations and linking them with the overall economic situation, the comparison method – while comparing the transnationalisation index of countries.

The research showed that the most vulnerable companies are those, involved in energetic fields, for instance – Royal Dutch Shell, Exxon Mobil and British Petroleum. The less vulnerable is retailing business giant – Walmart.

Singapore and Belgium are countries with the highest transnationalisation index, despite their small areas. Index of USA and Japan are surprisingly low but it can be explained – these two countries own parent-companies of TNC, not their foreign branches. The index of Ukraine is quite high – 42% (World Investment Report 2020 - International Production Beyond the Pandemic, 2020).

TNC are influenced by different factors such as oil prices, currency rates changes, the activities of international organization which impose limits and sanctions, political satiation (for example – Brexit), the kind of ownership domination in this or that country (for example – state ownership in China and private in USA).

The statement that the more developed country is the higher index it has is not completely right. Some G7 countries such as USA and Japan are really low, while index of UK, for example, is higher than average and equals 63%.

As a conclusion, recently transnational corporations have got a lot of attention. Today there is no significant process in the global economy that has occurred without the participation of corporations. TNCs turned into power, creating the present and

the future of the world. Therefore, they are actively involved in the global political process in different countries.

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E-SPORTS AND ITS LEGAL REGULATION IN UKRAINE

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E-sport is an individual or team sport with regulated rules based on the athlete's interaction with a fully or partially artificial environment and its elements through the use of innovative and / or digital technologies and technical means, in which the achievements, skills and training of athletes are identified and uniformly compared. training process and competitions in various disciplines (Rules of sports competitions in e-sports, 2021).

In some countries around the world, including China, Japan, the United States and France, e-sport has the official status of a sport. In these countries, it has become a uniquely powerful industry that requires special legal regulation. A positive example in this direction is shown by France, which has adopted a number of laws aimed at regulating the field of digital technologies. Such laws are known as the "Digital Republic". Similar experience has been borrowed from other countries of the European Union.

In Ukraine, e-sport was recognized as a sport and added to the Register of Recognized Sports only in September 2020. Since then, began to actively develop the regulatory framework designed to regulate this area. Thus, on January 26, 2021, the Ministry of Youth and Sports of Ukraine approved the "Rules of sports competitions in e-sports (electronic sports)." These rules determine the basic principles of organization and holding of sports competitions, the procedure for participation and holding of international events in this field on the territory of Ukraine.

According to the rules, the Federation of E-Sports of Ukraine (UESF) has a special status. Its purpose is to promote and develop e-sports. This public organization cooperates with the Ministry of Youth and Sports, protects the rights and interests of e-sportsmen, as well as holds gaming tournaments. On December 17, 2020, the first Cup of Ukraine in e-sports took place, within the framework of which a prize fund of UAH 250,000 was drawn.

It should be noted that there is no other legal regulation in this area. There is also no single concept of understanding the legal relationship associated with e-sports.

It was pointed out that a characteristic feature of modern sport is its continuous commercialization, respectively, the vast majority of public relations in the field of sports are private. Private relations in the field of sports are mainly property relations based on legal equality, free will, property independence of their participants, which arise in connection with the implementation of sports activities, and are governed by private law (Kharytonov, Kharytonova, Holubieva, 2018).

A similar position has been formed in other developed countries of the world, which treat e-sports as a new, but promising for further development of the economy.

In addition, e-sports are inextricably linked to intellectual property rights because a game is an object of intellectual property that belongs to the person or

company that created it. As a result, licensing problems arise during eSports tournaments. A similar situation arises with the online broadcast of such tournaments on YouTube. However, quite often, developers agree to use their game for free. This contributes to the popularization of the game among the population, its involvement in active (players) and passive (fans) participation. This leads to an increase in the number of games, tournaments, sponsors of such tournaments, increase the prize fund and further development of e-sports, its promotion in the second and third world.

As a conclusion, today e-sport is considered a young and promising industry, the regulation of which involves the development of not only some general rules, but also specialized legislation.

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**TARAS TRIASYLO AND RESISTANCE AGAINST COMMUNISTS
OCCUPATION IN SOUTHERN UKRAINE IN THE FIRST HALF OF XXTH.
CENTURY**

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Here, in Ukraine, everyone knows a story about Ukrainian partisans, who were fighting against dangerous powers to the Ukrainian people. The so-called "Ukrayins'ka Povstans'ka Armiya" has been existing from 1942 to 1956 and their main location of operations was Western Ukraine, but what about the other parts of Ukraine? How is it possible, that people stayed still, while enemies were taking control over their property, their will, their freedom?

That thought was on my mind for a long time and almost no one was able to help. That was the reason for the research to start. I was surprised that one of the teachers agreed to help me. Iryna Arnoldovna, the teacher in "Centre of Local History and Sport", found a short story about one Warband, called "Warband of Taras Triasylo". She said that she could provide me with an archive pass and she did it. We were looking through thousands of reports from "people's militia" and there were a lot of stories about "alcohol prohibition", small groups of common outlaws, etc. We found a big amount of information that satisfied my interest.

Now, when you know the background of my work, the main theme of my speech can be explained. The first confirmed report about the insurgents is dated the eighth of June. A big group of partisans raided a kolkhoz (collective farm), they burned it to the ground and killed 6 workers. Then they moved to the other side of Dnieper, to the wetlands, where was located a Headquarters (later HQ). Then, the group of eight men attacked fishermen and stole 5000 rubles (Limarchuk, 2010).

Two days later the gang sent a big amount of letters to locals, where they ordered people to hide the cattle and stay at home because of some battle on the swamps. Any further information about the end of the operation was not found by me, but we do know that on their way to HQ they paid a visit to the local farm, where three workers were executed by partisans (Zaporizkyi oblasnyi tsentr turizmu i kraieznavstva 2020).

Naturally, this band looks like a crowd of rough bandits, but you have heard the very beginning of the story. So a couple of days after the previous brutal act of justice, the group of four armed men had another operation. Somewhere among village Kachkarivka and village Gavrylivka partisans stopped the convoy with prisoners, disarmed guards, and gave them a letter, that was addressed to the head of the village. Partisans begged him not to punish soldiers. The sign on the letter looked like: "Commander of ancient Cossacks, Taras Triasylo". Then, insurgents attacked the local mail post. The main reason for this action was extremely eccentric. Briefly, they did it because they had had no paper for cigarettes. The bandits left a letter with the next content: "We are free Cossacks are sharpening our knives to cut communists". That is why I think that this band was not outlaws at all. Alternatively,

they were cruel and brutal, but they were fighting for the idea. (Zaporizkyi oblasnyi tsentr turyzmu i kraieznavstva 2020; Limarchuk, 2010)

From the fourteenth of June so-called bandits started to steal horses from farms. The most interesting story was described in one of the reports. A group of four partisans took three horses from the ranch. The militia was chasing them to the coast of Dnieper, where frightened bandits left one horse and tried to cross the river. Meanwhile, they lost another horse. Eventually, they managed to steal only one head. But then, one of the partisans shouted to militiamen: “Let the militia of Melitopol come to our swamps, the surprise for them is already prepared” (Zaporizkyi oblasnyi tsentr turyzmu i kraieznavstva, 2020).

Needless to say, that we are informed about the armory of the partisans. We know that there were about twenty-five soldiers, two machineguns (one of those was the “Lewis” machinegun), and two armored carts. So, they had a will to fight and they had guns that they can use to fight. Eventually, the band was a very serious problem to occupants and that is why they were trying to destroy partisans (Limarchuk, 2010).

We do know that the “people’s militia” sent fifteen horsemen and thirty-five infantrymen to those regions to destroy partisans. But there was not any information about the success of communists. I suppose that we will be able to search for such type of information later, after more time of researching.

In conclusion, I am convinced that “Warband of Taras Triasylo” was not just a group of cruel bandits that had only one idea: both to kill and to burgle. They had a great aim. They were fighting against those, who took their rights, their freedom. As for me, they are heroes, even in case if they tried to succeed by using the worst methods.

I hope that this article managed to interest or even excite you. I would be glad to continue that research. Maybe, we can find a lot of interesting facts there, in an archive of Zaporizhia.

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LIFE OF PEOPLE WITH GENDER DYSPHORIA IN UKRAINE

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Gender dysphoria is a feeling of dissatisfaction with one's primary and secondary sexual characteristics due to the discrepancy between gender identity and biological sex, which was attributed to a person at birth. The reasons for this discrepancy are not entirely clear. The biological causes of dysphoria have been studied the most. Studies have found differences in the brains of cisgender and transgender people. In trans people, the brain was in some respects similar to the brain of individuals of the sex they identify with (Antonio Guillamon, Carme Junque, Esther Gómez-Gil, 2016). Researchers also do not deny the influence of society, but it is worth remembering that each case is individual. It should be noted that with schizophrenia, schizotypal disorders and other mental illnesses, as well as may feel a sense of "false" dysphoria, but it does not last very long and is sudden or causeless.

Dysphoria is established only in the absence of the above disorders and child injuries in humans. Studies show that transgender transition (a way to relieve feeling of dysphoria by using hormone replacement therapy and certain surgeries to change the body in the right direction) is the most effective way to eliminate the symptoms of gender dysphoria (Luk Gijs, Anne Brewayers, 2012).

Due to changes in the International Classification of Diseases 11 revision (ICD-11), this condition is no longer a mental disorder. The entire block F64 "gender identity disorders" (which included childhood gender identity disorders, transsexualism and other gender identity disorders) has been replaced by a new diagnosis "gender mismatch", which includes subtypes of children and adults. In ICD-11, gender identity disorders and transsexualism are combined into a single diagnosis and transferred from the "adult personality and behavioral disorders" block to the "sexual health conditions" section.

Transsexuality or transsexualism is a serious form of gender dysphoria in which a person completely avoids accepting their genitals and body morphology. The individual wants to function and live as the owner of the sex he identifies with. We will consider people with this phenomenon who intend to take hormonal medications and perform various surgeries. Such people are called transsexuals.

What are the problems of people with gender dysphoria in Ukraine? The experiences and problems of the members of this social group are very different from the experiences and problems of other people living in Ukraine. What difficulties do trans people go through? According to the Public Organisation "Insight" (Public Organisation "Insight", 2010), one of the main problems is self-acceptance. The path of any transsexual person begins with an awareness of themselves and their problem. Usually this period falls on puberty. This is when they realize that their body is different from the body of peers of the sex they identify with. The body begins to change under the influence of hormones, the manifestation of secondary sexual

characteristics increases the feeling of dysphoria. Adolescence is usually the period when these people feel uncomfortable with their sexual characteristics, but who they really are they know from childhood. Hence the dissonance, because a person feels like a member of one sex, and his body develops in a different direction. Acceptance of one's gender identity is a long and difficult process due to the stigma of transsexuality in society and the lack of knowledge in our country about this phenomenon, so a person considers himself "bad", "sick", "wrong". This all makes it difficult to accept their gender identity.

Another problem is society and family. There is also a misunderstanding on the part of society and the family about feelings of dissatisfaction with the genitals and body structure.

Parents always follow the example of society, therefore they do not accept any deviations from the norms of behavior. Most often, the gender identity of transsexual young people is ignored by the family. Despite the invariability of the child's desires, parents try to make it "normal". Trans people usually do not feel accepted and supported by their families, and cases of loyalty are rare.

The situation for Ukrainian society is similar. Anyone who deviates from the standard criteria will be expelled. In addition, there is bullying and ridicule. As a result, we see that trans people have problems with socialization and trust. The level of introversion, as well as the risk of suicide - is high. The reason for all this is again the lack of knowledge about people in this subject. The problem does not lie in society itself, but in the system that grows it.

Medical care, transgender transition and gender reassignment is yet another aspect that requires consideration. Medical care in Ukraine for transsexuals is poor. Despite the fact that the system changed in 2021, it did not affect people and their views in any way. Most often, doctors follow their own beliefs and use old terms, concepts and data in this topic. Because of this, they often refuse trans people to transition and intimidate with all sorts of complications from surgeries and hormonal drugs. Most doctors are completely incompetent in this matter. Another problem is the lack of hormonal drugs specifically for hormone replacement therapy.

The transition process is very complex and long. It includes a commission (examination to diagnose dysphoria and prescribe treatment), HRT, gender reassignment and other operations, change of documents. In fact, your life is in control of other people. The future of transgender people depends entirely on the doctors' decision based on the results of the commission, which cannot be appealed. However, due to the transphobic views of certain people in the medical field, this decision is not always objective. It is also almost impossible to carry out a gender reassignment operation in Ukraine, so these people have to look for opportunities in other countries.

The next serious problem is discrimination. The needs and interests of transgender people in Ukraine are ignored and rights are violated without consequences. Problems with employment and documents, refusal of medical treatment, bullying from society, violence and even hate murder are human rights violations that can not be ignored. Transgender people are a very vulnerable and

small social group that not only suffers from gender dysphoria, but also from injustice. And as mentioned earlier - this is the cause of mental instability and increased risk of suicide. No one and nowhere deserves self-hatred, so how did these people, who just want to be themselves and have a body that fits their gender identity, deserve it?

How can these problems be solved? One possible solution to this problem in Ukraine is, first and foremost, to inform the population and medical personnel about how to treat trans patients and what care should be given to them. Educational lectures should be held in educational institutions to eradicate misunderstandings and bullying. It is necessary to remove the mark of "unhealthy" person from these people so that their lives were completely normal and there were no extra difficulties. It is also necessary to improve the equipment and buy hormonal drugs exactly for the transgender transition. Their absence can be compared to the same as if drugs against cancer or other diseases were banned or not bought in our country. Lately, the system has started to change and that is gratifying. Thanks to Ukraine's European vector of development, discrimination against transgender and transsexual people may disappear altogether in the future.

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PERCEPTION OF REALITY

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Our reality depends on our perception. The formed perception remains in the memory - the subconscious, which we almost do not control. The concept of the subconscious was defined by the French psychologist Pierre Jeanne. He characterized the term consciousness as the ability of the individual to think, and the subconscious as something that is not subject to consciousness and reflects the perception of the world, human behavior (Pierre, 2009).

Everyone consciously or subconsciously seeks to change them for the better, in the face of negative situations and aspects of life. But the subconscious is a strong device that controls us most of the time... 96% of life consists of unconscious actions (Lipton, 2018). For example, a person in whose subconscious mind it is written that alcohol is a holiday, is subconsciously inclined to choose to accept a surrogate, in a state of demotivation and apathy. This is caused by a recorded setting, a program of the subconscious.

Therefore, such an irresponsible choice is not surprising: to distract from dissatisfaction with life. In the case of dependence, programming will intensify and have negative consequences, because unconscious programs are difficult to rewrite.

If we do not want to say that appearance is unimportant, our subconscious interprets it in its own way, based on the experience of life. Throughout life, we subconsciously draw conclusions about what is safe for us and what is not. This is laid down in cave times (memory of the genus) (Lipton, 2018).

Our brain processes information and lays it out "on the shelves", which are securely stored and inherited. Thus, the appearance of a person with whom a positive experience is associated, seems to us more "safe", pleasant.

There are situations when our experience does not correspond to reality, our "shelf" is a false reflection of a person, and the brain stubbornly engraves information. This means that such a facial feature is "negative" and subsequent people with this feature will subconsciously be equated in one row, for the safety of the body. But the immensity of the subconscious is not a verdict.

Of course, there are ways to replace the program and options for training consciousness - it is to work with specialists in reprogramming, deprogramming and programming, as well as conscious influence on changing their reality. The tools of conscious influence on one's reality are described in John Kehoe's "Subconscious Can Do Anything", Vadim Zealand "Transurfing Reality», Joe Dispenza "The power of Consciousness, or how to change lives in 4 weeks", Gilbert Reno "Healing with memories" and others.

I like how accurately and in detail gives instructions on how to change the reality and work with the subconscious Vadim Zeland (20027). Vadim Zeland - physicist, IT technologist in the past, and now a writer, author of the world bestseller "Transurfing Reality" represents the idea of "space of options", where a person

chooses for himself the path of events among many others. It all depends on the choice of where to consciously direct their actions, thoughts to shape reality. For many successful people, the ideas of transurfing are guiding.

Our perception depends on the point to which we direct our attention, concentration in order to form the subconscious. The subconscious actively influences our decisions. Forms through our perception - programs that further make a significant contribution to human life.

Thus, a person who works on the formation of the right programs - manages his life and consciously manages it has the opportunity to independently filter reality in the best way.

"Reality exists independently of you. As long as you agree with that." Vadim Zeland (2007).

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**BREXIT AND ITS IMPLICATIONS FOR BRITAIN IN THE CONTEXT
OF DEVELOPMENT WITHIN THE EUROPE
AND NORTH AMERICA REGION**

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The consequences for the EU - a British exit would upset the balance within the EU, as Britain maintained a balance between French and German interests. Because of this, London will no longer be able to use its influence in the EU to restrain certain ambitions/actions of Paris or Berlin, which will cause Europe's states, especially the North and East, to lose political support. A change in the balance of power will also affect the EU's Common Foreign and Security Policy (CFSP). For example, without Britain, which is a staunch supporter of sanctions against Russia, Poland, and the Baltic States, it will be more difficult to convince the rest of the EU to continue such a policy against the aggressor side.

The consequences for Great Britain's nationals will be relieved of the annual financial burden borne by the subsidies of the poorer EU member states. Moreover, British policy will not be limited to European institutions. At the same time, trade barriers between Britain and other EU Member States will be restored following membership. With the EU's share of Britain's trade at 45%, a number of British producers will suffer huge losses. Britain's withdrawal from the EU signifies London's loss of decision-making power in Brussels. The EU, the Commonwealth, and the special relationship with the US are the three pillars of British foreign policy. Therefore, without EU membership there may be a question, will remain Great Britain «Great».

However, Brexit's main challenge concerns the territorial integrity of the kingdom. Since Eurooptimism is prevalent among the people of Scotland and Northern Ireland, a vote of Anglo-Saxons for secession may spur separatism in the Celtic areas of the kingdom.

The consequences for North America - Britain is the world's main ally, so Washington will have more difficulty influencing EU policy if London leaves the continental bloc. Without Britain, the idea of a transatlantic free-trade zone would be meaningless, the US would have even greater costs for European security, and the solidarity of both shores of the Atlantic against Russia might be in question.

The main stages in the establishment of Azerbaijani, Armenian and Georgian statehood are: After the collapse of the Soviet Union and the formation of the independent Transcaucasian republics - Armenia, Azerbaijan and Georgia - all of them passed because of the dire economic crisis, having felt the consequences of civil wars, political and ethnic conflicts, the end of usual economic ties. By the mid-1990s, the situation began to stabilize gradually. Parliamentary and presidential elections were held in all three States.

For some time, most commentaries on the political development of the Transcaucasian region emphasized the dominance of nationalist issues.

Therefore, the vision of the Transcaucasia consisted primarily of the conflicts in Nagorny Karabakh, South Ossetia and Abkhazia.

However, the nationalist movements that emerged in the three Transcaucasian republics in the late 1980s experienced a change in character after coming to power.

Since 1995, the political authorities in the three republics have identified many features of the second phase of the consolidation of the regimes. However, they have not been able to do so. One of the most important elements was the establishment of a State monopoly on means of coercion in the country.

The price in such a struggle is control of the State apparatus, which gives access to most, if not all, of the resources of the Transcaucasian republics. The State may enter into contracts with foreign companies for the exploitation of natural resources, grant licenses for foreign trade and act as a recipient of foreign financial assistance.

As the regime consolidates, political groups limit themselves to mobilizing a small group of supporters who already hold influential political and economic positions.

In their foreign policy orientation, the Transcaucasian States, which have lost Russian markets to the absence of transport routes due to zones of political-ethnic conflict, are increasingly leaning towards countries in the Near and Middle East that are geographically close to them. Trade between Azerbaijan and Turkey, Turkey and Georgia has grown exponentially, with Iran becoming one of Armenia's main foreign trade partners.

Another feature of the Caucasus is the high "conflict-intensity" of the region, embedded in its nature, which lasts at least several centuries. The ethnically, religiously and otherwise divided Caucasian peoples have never really lived in absolute peace and harmony.

The Transcaucasian region has an extremely important location: the territory of the States located between the Black Sea and the Caspian Sea is the shortest transport corridor, primarily a pipeline from Central Asia to Europe. That is why it is believed that the controlling territory of Armenia, Azerbaijan and Georgia will have access to the virtually unexploited natural wealth of the Caspian Sea basin and Central Asia.

**COMMUNICATION STUDIES: MASS COMMUNICATIONS AND
THEIR RESEARCH**

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Communication is social, political, and media-based, and occurs in different contexts. Communication has become especially important for the psychological state of a person under coronavirus infection.

"Communication" can mean communication, movement and transmission. Conversational meaning means the exchange of information or feelings in a sincere conversation between friends or co-workers.

"Communication" can mean communication, movement and transmission. Conversational meaning means the exchange of information or feelings in a sincere conversation between friends or co-workers.

This is a special conversation, which is characterized by trust and openness.

Researchers note that 70% of a person's time is spent on communication.

Despite the fact that there are many definitions of this concept, the main purpose of communicative activity is a certain exchange of information. Communication is communication.

It can be different in form: interpersonal, carried out by some individual means or mass.

Also verbal and nonverbal. According to E. Griffin, theories make life better. In particular, hundreds of different theories try to give a systematic explanation of communication phenomena.

For example, this author has five theories on communication, six refers to intra-personal communication (self-esteem, motivation, thinking), seven - to interpersonal communication (perception, relationship development, influence), and seven - to group and public communications (decision making, conflicts, organizational communication, public speaking).

E. Denis consider mass communication as a process that includes several stages:

- The message is formulated by professional communicators.
- Messages are sent quickly and continuously through the media.
- The message is distributed according to the size and composition of the mass audience, which pays attention to the media in different ways.
- Individual audiences interpret the meaning of the message according to their experience, which is more or less in line with the intentions of professional communicators.

- As a result of learning these values, audience members are affected.

Soviet and current Ukrainian traditions suggest using this concept in the singular, emphasizing the phenomenon or even the paradigm.

Mass communication is allegedly studied in this context by domestic science.

But the fact is that this process has never been studied here.

The totalitarian system does not need mass communication research, as it is not interested in any feedback from society.

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METHODS OF COMBATING PLAGIARISM IN UKRAINE AND IN THE WORLD

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Unfortunately, plagiarism is quite common in today's world, both in academia and in the media, politics and other fields. What is plagiarism? Plagiarism is the act of appropriating someone else's work or idea in order to obtain one's own tangible or intangible benefit.

Plagiarism can be considered:

- misquotation;
- rewrite;
- 100% copying of someone else's work;
- partial copying of someone else's work;
- rehash;
- intellectual fraud;
- fabrication of facts without confirmation;
- mention of the source without reference to it.

The development of plagiarism is influenced by the indifferent attitude of teachers to plagiarism in the works of students, a small fine for violation, unconscious use of other people's works, lack of rules for evaluating the original text, lack of motivation for students to create their own works.

It is worth noting that now in Ukraine much attention is paid to the problem of academic integrity of students, because it is one of the important problems of future development of the country.

The spread of various forms of academic fraud is not possible to call it a purely domestic problem, it is a global trend whose main forms are write-offs, plagiarism and illegitimate assessment. The development of information technology, simplification of access to information retrieval on the Internet have led to the active development of so-called Internet plagiarism. (Huzhva, 2012, p. 6)

In accordance with Article 69 "On Higher Education", higher education institutions take measures to prevent academic plagiarism.

Article 69. Intellectual property rights and their protection:

1. Higher education institutions have the right to dispose of intellectual property rights to intellectual property rights.
2. Objects of intellectual property rights are subject to assessment.
3. Higher education institutions shall carry out implementation measures, including technology transfer, intellectual property rights, and property rights to which they have acquired.

4. Institutions of higher education and scientific institutions take measures to prevent academic plagiarism - publication of scientific (creative) results obtained by others as the results of their own research (creativity) and/or reproduction of published texts by other authors without indication of authorship. (The Civil Code of Ukraine, 2014, Article 69)

Basic methods of combating plagiarism:

- introduction of innovative teaching methods (audio visualization of lectures, interactive interview with students, creative tasks, competitions, trainings, master classes, etc.);
- adoption of a policy of inadmissibility of plagiarism in student works (to strengthen control over the uniqueness of the text through anti-plagiarism programs);
- activation of independent research search of students, ability to use the knowledge;
- promoting creative activity of students and self-organization (method of projects and independent discussions);
- to build new relationships with the student audience, to break the psychological barrier of "teacher-student", to abandon the concept of subordination.

The innovation process not only changes teaching methods, but also revises the entire value system in the academic environment. A sense of responsibility and interest in knowledge began to emerge and the nature of equal interaction between teachers and students contributed to the creative and productive activities of young scientists and did not use plagiarism.

Regarding the situation with plagiarism in the world, according to research by Ts. Klaus on the basis of one hundred thousand scientific papers as of 2016, Russians misuse the most unscrupulous borrowing in scientific texts (47.9%) and students and teachers of Danish universities the least (4.1%). Ukraine closes the top five anti-leaders with a ratio of 34.4% (which also includes Moldova, Belarus, Bosnia and Herzegovina). Meanwhile in neighboring Poland this figure is almost twice lower and is 16.3%. In the countries of southern Europe especially in Spain, Italy and Portugal plagiarism is practically not fought, so this problem has become an uncontrolled process. (Devda, 2018)

In order to make sure that the text is unique, people use such programs: Advego Plagiatus, ETXT, Text.ru, Content watch, Antiplagiat, Be1, Plagiarisma, Copyscape, Analysis.

All things considered, you may not use other people's materials without permission and you may not sign other people's texts in your own name, even with the consent of the author. So, either write yourself, or honestly agree on the use of someone else's content, without appropriating it to yourself.

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IMPACT OF COVID-19 PANDEMIC ON THE AVIATION INDUSTRY OF UKRAINE

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During the war in Donbas, four airports were hardly damaged or destroyed (The state aviation administration of Ukraine, 2021). The Ukrainian aviation industry has rapidly recovered. It showed sustainable growth by more than ten percent per year during the last ten years, which was a good trend (Koba & Pylypenko, 2021, p. 24). This growth was encouraged by several factors. For instance, the association agreement between Ukraine and European Union opened many opportunities for tourists to travel around Europe (The Ministry of foreign affairs of Ukraine, 2021). The procedure of control was simplified, the visa system was canceled, therefore, journeys became cheaper which had a positive effect on the passenger traffic. To continue, this agreement led to the rise of activity in the business and educational sectors. Hence, international travel was becoming more and more popular. The aviation of Ukraine had a big potential for development and future growth. Everything was changed when on March 11, 2020, COVID-19 was declared a pandemic by the World Health Organization. During the next several weeks a big part of planes was pressurized to land for an unknown period by the world observation (Dube, 2021). Therefore, by the end of March, the number of commercial flights declined by 60,84% percent in the world. (Calculation based on Dube, 2021). World economics was damaged by the direct and indirect influence of disaster. Many regulations were set to protect humanity against the virus, to reduce a level of morbidity. However, the majority of antivirus solutions (especially observation) has strongly damaged all industries of Ukrainian economics. The aviation industry wasn't an exception. The number of commercial flights in 2020 decreased rapidly, the number of transported passengers was reduced too (Shkurat & Zavydovska, 2021). The problem could be estimated with help of the picture 1. As can be seen, the passenger's traffic was shorted and the five years minimum was reached. Hence, the losses in the industry were forecasted. The wastages of Ukrainian aviation companies were estimated in 2020. For instance, MAU and Sky Up lost 90 million dollars, which were the biggest aviation companies during this period (Koba, Pylypenko, 2021). It should be mentioned that measures were taken by companies. The structure of raises was changed by Sky Up, the ratio of charter flights to regular flights in 2020 was 75% to 25% when in 2019 the ratio was 50% to 50% (Koba & Pylypenko, 2021). The measures helped the company to reduce its losses, nonetheless, 30 million dollars was wasted. The bond certificates for 500 thousand euros were issued by Wizz air which was the other big company in 2020. The other companies tried to deal with the problem too. However, it is clear that the aviation industry should be engaged by governments because revenue is not predicted in the nearest future and industry is crucial for the world transportation system because planes are the fastest way to travel for a long distance. Compensation for evacuation flights for Ukrainian aviation

companies has been intended by the Ukrainian governments. Approximately, four million dollars should be given to the companies (Koba & Pylypenko, 2021). Nevertheless, this amount of money can not be equal to all wastes of the aviation industry. Therefore, additional financial help or some other benefits should be intended for passenger aviation. Cargo aviation wasn't influenced by the observation as much as passenger aviation and a small growth was demonstrated (Dube, 2021).

The impact of Covid-19 on the aviation industry of Ukraine was very harmful. A resilient growth was interrupted, some companies were pressurized to close. The other companies had to take measures to stay in the market. Large losses were gotten. The passenger aviation industry will not recover in the nearest future. Hence, the government should support this strategic sector to prevent the monopoly of one the most sustainable company and to keep Ukrainian airlines competitive in the global market.

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SELF-DISCIPLINE THROUGH DAILY SCHEDULE

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A lot of people struggle with procrastination. They often put off work they got to do or postpone things they wanted to study etc. And that's pretty common because human's willpower is a beast that only few can master.

Desirable willpower can only be achieved through self-discipline. And discipline is achieved only through practice (Borucka, 2018). You need to have an everyday routine to make it real. There are multitudinous ways to it but one of the most useful is creating a daily schedule.

Some people might find it harder than other people to make a schedule. If you're low in conscientiousness, making a schedule and sticking to a routine can be quite difficult for you.

But at least it will help you understand something about you. Maybe you're just worry too much about making a schedule because of the tasks you want to achieve, which may seem too hard or, at some point, even impossible to achieve, and it just stops you from doing it.

Activities you schedule should be related to goals you wish to achieve. And that's very complicated because that's a plan for your whole life, so it's very difficult. At first, have to figure out what you want. Then, you have to figure out how to decompose what you want into actionable steps. And then, you need to break those steps down into even smaller increments, which you are highly likely to undertake.

And if this step is still too incomprehensible, then just keep on making this step smaller and smaller, until you find one which you are able to do. Another great advice would be to put in schedule not only things you need to do, but also that you want to do.

After this you're allowing yourself time to do them. Thus, the schedule becomes a means of you getting what you want and not just a list full of things you detest and would like to put off.

You should approach your schedule as if this is something that will help you get what you want in the future. A schedule is also a pretty good way of controlling anxiety because one of its most common sources is just not knowing what to do, or, in case of knowing, just being too confused to understand where to start (Spall et al., 2018). So, a schedule of yours could be an incredible relief.

All in all, the schedule will help you generate a view of your life, which contains your goals you want to attain and steps, by which those might be attained. If you read biography of successful people, you'll notice that a lot of them do structure their time explicitly in this manner.

They've learned to do that over the years. If you're extroverted, you could schedule time socializing with people. If you're introverted, you could schedule time by yourself. It's hard to discipline yourself in relation to a goal. So, you start with

little things, and then you proceed to harder things. You'll get disciplined across time if you do that.

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PSYCHOLOGY AS ONE OF THE MOST NECESSARY SCIENCE

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Nowadays there is more and more information about person's mind. Speaking of reasons, a few can be named. For example, people are interested in improving their skills both interpersonal and those which help them to understand themselves. Besides, there is so much of technological development, so now we want and can know more about who we really are. It goes without saying that living in society where everyone is totally unique provides us with opening and elevating our mind. But understanding what the human brain is, isn't enough to understand one's feelings, emotions, thoughts and even it isn't enough to understand what is happening inside us. So that is why we need psychology.

Speaking of nowadays, we have to mention how people are trying to be more productive literally everywhere: business, sport, study, personal life, social media, but we all forget that all of these are sub-areas of psychology. This makes us summarize that psychology belongs to every part of our life, which means that we have to know more about this science, for example, to be able to balance or even to control.

The last few years we have been hearing about emotional intelligence which means ability to adapt, communicate, easily meet new people. But it is not the whole list. Emotional intelligence affects the motivation and proactiveness of behavior - the ability to calmly respond to changes, delegate, be a leader, properly relate to difficulties. It comes as no surprise that we talk about it so much because people have started to pay more attention to their mental health. It means that psychology and its development improves us and our life. So, if humanity desires to develop not just in technology, psychology is really helping hand.

From childhood, parents teach their children to learn from other people's mistakes. Because your own experience may be more painful and even take more time. Human is characterized by misunderstanding and denial. And only after trying everything on oneself, the exact realization of what is happening comes. And, unfortunately, this option works most often. So, that is why we need psychology again, to learn how to analyze. Analysis of mistakes makes it possible to develop and in the future not to commit the same wrong actions, but not everyone can do it alone, so for that there are psychoanalysts and psychoanalysis itself (sochinimka.ru., 2021).

Unfortunately, in modern realities we do not always have the possibility to conduct psychoanalysts with qualified specialist.

The alternative is self-analysis. It is an integral part of any psychotherapy. Proper self-examination allows us to understand ourselves, to identify the causes of many problems.

However, it happens that self-examination cannot be objective because of self-deception and self-criticism. The second option is much more dangerous because it turns us into ruthless critics who harm not only their mental health, but also their physical health (Ivanickaya, 2021).

Constant self-criticism, accusation, devaluation leads to physical illnesses: headaches, insomnia and many others, in any case this is how psychosomatics explains us. We often hear the expression that all nerve diseases are psychosomatic and explain this process (First State Medical University named after I.M. Sechenov, 2021).

The incidence of psychosomatic disorders is high, ranging from 15 to 50 per cent in the population to 30 to 57 per cent in general medical practice (works.doklad.ru., 2021).

So, in the modern rhythm of life, psychology helps us to listen to our peers, and I have to admit, she's not the only one, and she's not always right.

You should enjoy the little things of life and not extinguish the majestic images of your imaginary future.

Only such approaches can restore the modern person to psychological and physical health, and can restore internal harmony and harmony with the world.

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ESSENCE AND FEATURES OF THE NATIONAL INNOVATIVE DEVELOPMENT SYSTEM

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Innovation systems are a complex and multifaceted mechanism for introducing innovations, the effectiveness of which depends on several factors and conditions. If there is no certain readiness for the implementation and maintenance of the innovation system, it will be deliberately doomed to failure. Therefore, when introducing innovative systems, it is necessary to have a correctly formulated support mechanism. At the same time, it is important to take into account the peculiarities of attracting this or that capital and to determine which of the varieties of efficiency the developers of the system expect to receive: economic, social, local, national economic, primary, absolute or relative, or one of the specific forms of the multiplier effect.

Today society is at the stage of its growth when most of the problems are solved based on the development and use in the production of new technological and organizational components, new technology, or, in other words, innovations (Tarasenko, 2013, p. 325). Innovation activity as a complex dynamic system of action and interaction of various methods, factors and governing bodies, institutions, enterprises engaged in scientific research, the creation of new types of products, the improvement of equipment and means of labor, technological processes and forms of organization of production based on the latest achievements of science and technology, is an important component of accelerated development, increasing labor productivity, saving various types of resources, declining costs and reducing the cost of production, increasing its volume and rising production efficiency.

Under market conditions, innovations permeate the entire economy as a necessary condition for the development of production, expanding production capabilities, improving product quality, the emergence of new goods and services, and also as a means by which organizations adapt to changes in the external environment and change it themselves in their interests (Karpun 2010, p. 194).

The formation of the national innovation system (NIS) is closely related to the concept of the national economic policy system, which was founded by Friedrich List (1841). This German economist substantiated the need to ensure influence on certain sectors of the economy at an early stage of development to ensure in the long term an appropriate level of competitiveness of the national economy in the international arena (Mushenyk 2016, p. 65). The scientist promoted a wide range of strategies aimed at the development of industrialization and economic growth, in addition, he believed that industry should be formally linked to science and education. He also emphasized the importance of building a national infrastructure and promoting the accumulation of intellectual capital to stimulate economic development.

The current state and structure of the national NIS do not meet world standards, which leads to some negative trends. Thus, in contrast to developed countries, where

85–90% of GDP is provided by the production and export of high-tech products, Ukraine's share in the market of high-tech products is no more than 0.3%. The science intensity of industrial production in Ukraine does not exceed 0.5%, the share of high-tech products in the structure of GDP is catastrophically low (Yukhnovskiy 2011, p. 170). The share of innovatively active industrial enterprises over the past 10 years was no more than 17% of their total number. There is a tendency towards a deterioration in the material and technical base of scientific institutions, a decrease in the volume of centralized capital investments and financing of science, and the aging of scientific personnel. The infrastructure of innovation activity and the mechanism for the development of the national innovation system in Ukraine remain incomplete and insufficiently formed.

Accordingly, the structure of the NIS consists of subsystems:

1) state regulation, consisting of legislative, structural, and functional institutions that establish and ensure the observance of norms, rules, requirements in the innovation sphere and the interaction of all subsystems of the national innovation system;

2) education, consisting of higher education institutions, scientific-methodical and methodological institutions, research and production enterprises, state and local education authorities, as well as educational institutions that conduct training, retraining, and advanced training;

3) knowledge generation, consisting of scientific institutions and organizations regardless of ownership, which conduct research and development and create new scientific knowledge and technology, government research centers, academic and industrial institutes, research departments of higher education institutions, research and design departments of enterprises;

4) innovation infrastructure, consisting of production and technology, financial, information and analytical and expert and consulting components, as well as technopolises, technology, and science parks, innovation centers, and technology transfer centers, business incubators, and other types of innovative structures; information networks of scientific and technical information, expert consulting and engineering firms, institutional public and private investors;

5) production, consisting of organizations and enterprises that produce innovative products and provide services and (or) are consumers of technological innovations (Tarasenko, 2013, p. 327).

Based on the results of the analysis of world experience, the systematization of tools for economic regulation of the development of the NIS in the direction of influence on its subsystems and components, as well as the grouping of measures of the innovation policy of European countries in their direction, a theoretical and methodological approach to the transformation of the mechanism of development of the NIS has been developed, which provides for the concentration of state regulation efforts on ensuring the generation of knowledge and increasing the level of cooperation in the process of their transformation due to the strengthening of cooperation between research centers, universities, and industry.

Conclusions. A promising way to ensure the national innovation system of development is the government's assistance to the education and development of integrated innovation structures with a full innovation cycle, which will reduce the time from the generation of new knowledge to innovative development and its commercialization and implementation.

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MIDDLE AGE CRISIS CAUSE, METHODS OF RECOGNITION AND STRUGGLE

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The crisis of middle age is an emotional state that a person feels at the age of 30-50. It is worth noting that this is often associated with rethinking and reassessing life experiences. Scientists have long discovered and proven that to some extent the crisis of middle age also occurs due to the large force of self-suggestion. People know that there is such a period and that everyone goes through it, but it is not. And then we will analyze it. This condition is also associated with emotional turmoil, the desire for change and the struggle with thoughts of old age. It is known that aging causes anxiety, decline in happiness, depression and even apathy. And such a phase as the crisis in life helps to feel young again, because you do not want to put up with the fact that life is half gone. Also in this period of time there are changes not only on the moral level, but also on the physical. That is, strength decreases, health decreases and the desire to spend on unnecessary things. There is such an interesting fact as: until recently, it was believed that the crisis of middle age is present only in men, but it is a natural process that occurs regardless of gender. (Yanin A., 2020)

In the United States, a national survey was conducted on the onset of the middle ages crisis, and it was found that this period occurred in only 26% of respondents. At the same time, the interviewees stated that it came either before the age of 40 or after the age of 50. Therefore, the axiom that this period is related to age is not true. It is directly related to major changes in life, not age. For example, divorce, loss of job, loved one or relocation. Therefore, the main therapy to survive all this is a trip to the psychologist. But people are often confused and find a psychologist in their close friend, and this is not right, because morale can deteriorate.

To survive this period, you need to take into account many factors. First, change must be accepted, no matter how difficult it may be. Also, all external changes, quite familiar to nature, take it for granted. Secondly, take care of yourself, pay more attention to your nervous system, your appearance. Try meditating, building a healthy diet and getting enough sleep. Third, train your brain and get new emotions. It is also recommended to feel grateful, for this you need to conduct self-analysis and maintain your emotional state.

As a result, the following two scenarios can be distinguished: the first is that people tried to change or correct something, and something worked out or not, and as life goes on, the crisis takes off. The second is that people at a higher level of meaning are trying to understand themselves, trying to find ways and means to live life brighter and fuller. As a result, they find meaning and a way out of the crisis.

So, the main thing to remember is that the crisis of middle age is not fatal, it has been faced or will be faced by the majority. And from this state you can emerge

victorious with a bunch of pros for yourself. Because each age has its great advantages.

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CAUSES AND WAYS TO PREVENT THE SPREAD OF MASS RIOTS

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In accordance with Part 1 of Art. 39 of the Constitution of Ukraine, citizens have the right to assemble peacefully, without weapons and to hold meetings, rallies, marches and demonstrations, which are notified in advance by the executive or local governments (The Constitution of Ukraine), but unauthorized conduct of such riots without informing the authorities is illegal to the negative consequences.

The cause of mass offenses is the internal motivation of a person to take part in the disorder of public order and public safety of the state. It should be noted that at the level of domestic legislation there are no guidelines for determining the motive and purpose of riots, but analyzing and synthesizing legal doctrine and case law, we can conclude that the cause of riots are primarily the following motives: political, national, religious and social hatred.

Political motives. The political motives of a person who tries to undermine the peace of the population, public order and security are understood as hostility to the authorities in the country, which creates differences of opinion on the further development of society and the role of man in it.

The above reason has a dominant position during election campaigns, which leads to frequent outbreaks or attempts to organize mass riots in Ukraine. It was the political motives that caused the mass illegal actions on October 23, 2004 in Kyiv on the square near the premises of the Central Election Commission (CEC) and the Kyiv Regional State Administration. The purpose of these actions was to start a rally in the square near the CEC and create difficulties for the commission (Criminal case № 1-13 / 09, 2009).

Religious and national motives are manifested in the expression of subjective opinion about the unattractiveness, incompleteness and meaninglessness of religion, disagreement with the culture, traditions and way of life of citizens of a particular nationality.

An example of the problem of national enmity is the event that began on June 25, 1995 in the village of Kurortny (eastern part of Crimea). The preconditions for these events were a quarrel between racketeers and two Crimean Tatars who were killed. The event caused a mass riot, due to which the Crimean Tatars burned the house of the director of the state farm in the village Shchebetovka, and the chief of city department of militia of Feodosia was taken hostage. Later, in the city of Sudak and Planersky, the crowd ransacked restaurants, bars and shops (Criminal case № 1p-132/11/0121, 2010).

The motive of social hatred. The emergence of mass riots based on social hatred or hostility, scientists include in a separate category of motives. They mean a negative emotional assessment (alienation, suspicion, which turns into persistent hostility) to any social group on the basis of professional employment, financial status, etc (Taranenko, 2012).

Thus, mass riots occur due to dissatisfaction with the conditions of social life of the person, the activities of officials and officials; feelings of revenge, envy, anger; as well as on the basis of religious, political, national and other motives.

In accordance with Part 2 of Art. 39 of the Constitution of Ukraine, restrictions on the exercise of the right, namely to peaceful assembly, marches and demonstrations (referred to in part one of this article) may be imposed by a court in accordance with law and only in the interests of national security and public order. public health or protection of the rights and freedoms of others (The Constitution of Ukraine).

The last 20-30 years of the history of modern Ukraine push the authorities to analyze and improve domestic legislation, ways and means of minimizing offenses to destabilize public safety, special attention is paid to law and order during mass events.

According to the Law of Ukraine "On the National Police", the National Police - is the central executive body that serves society by ensuring the protection of human rights and freedoms, combating crime, maintaining public safety and order (Law of Ukraine "On the National Police"). That is, the National Police of Ukraine undertakes to help maintain order and ensure security and legality during public gatherings. Unfortunately, the law does not explicitly disclose the limits of proper conduct of National Police officers, their methods, means and forces in influencing mass events, but these possibilities are disclosed in departmental regulations that are weaker in legal force than the law and may be a reason to recognize them as contrary to applicable law.

In accordance with the above, it is proposed to adopt special legislation that will regulate the procedure for holding mass events, as well as legal, organizational, technical and other issues of public safety during their conduct by the National Police.

The introduction of a new special law, the amendment, repeal and amendment of existing legislation should take into account the main types of law and order and public safety by the National Police of Ukraine during mass events. A.V. Dolynny distinguishes three main types of such activities:

- 1) by stages of implementation: preparatory, current (executive) and final support;
- 2) the degree of danger of the mass event: the usual and high degree of risk;
- 3) depending on the number of participants: a small mass event - from 10 to 30 people; average number - from 30 to 100 people; numerous - more than 100 people (Dolynny, 2017, p. 88-89).

Given the stages, the degree of danger and the number of participants in the riot, it is necessary to calculate a sufficient number of law enforcement officers to ensure public order and safety, as well as provide the necessary means of coercion to stop, if necessary, the spread of danger by rioters.

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THE ROLE OF LINGUISTICS IN VIRTUAL COMMUNICATION

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Compared to other media, information on the World Wide Web is easier to access, as anyone connected to the Internet can do so. The information is regularly updated, there are no restrictions on the number, and many graphics and images are added, which greatly facilitates perception and assimilation. Site pages can contain interactive elements that allow you to connect users and site owners. The lack of spatial boundaries makes the information published on the Internet available regardless of where the user is located. The Internet is an infrastructure of the information society, not only a channel for disseminating information, but also a unique space for connecting information and communication.

Information can be distributed in the form of text, images, audio and video, all of which are available to most users. Interactivity means the ability of any user to actively interact with other objects of communication, from direct communication with them and direct influence on the content of Internet resources to the ability to feedback from information producers or the ability to choose the source of information. Consumption provides completely new opportunities, when users can independently determine the level of development of information on selected topics in a very wide range. Under the influence of the Internet, the socio-role content of the participants in the process of mass communication has undergone significant changes. In particular, the emergence and spread of the Internet is associated with the emergence of a new and most important type of social stratification-information.

Therefore, access to information resources opens up additional opportunities for more intensive social mobility, which has a positive impact on social development. More and more people, especially young people, are starting to use the Internet.

The Internet has an informational, cultural and psychological impact on its users. The social world of the Internet is as diverse and contradictory as society as a whole. A virtual community is a community formed in the electoral model of social relations, when people are united not by territorial relations, but by common interests, motives or other meaningful parameters. The global computer network Internet provides its users with many unique opportunities. It is especially worth noting that with the help of the Internet you can completely anonymously disseminate any information and ideas (politics, science, religion, etc.), and in turn receive almost any information.

A separate phenomenon is such an area of the Internet as Internet chat and communication on Internet forums. Communication on the Internet is characterized by personal etiquette and language. Communicating on the Internet, on the one hand, people have the opportunity to express their views widely and anonymously. On the other hand, a person leaves the real world and lives in his own virtual world. It is determined that the demand for communication in Internet chats, forums, etc. is

growing. It is mainly found in people who, under normal circumstances, lack communication.

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RESEARCH PERSPECTIVES AND CHALLENGES FOR THE SOCIAL SCIENCES PSYCHOLOGY

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I believe that without science in modern society its intellectual and production power, the security of the state are impossible. Science has become an important criterion of civilization and culture of peoples. Scientific and technological development is the main trend of the historical progress in the XXI century.

Today we can say that science in modern society plays an important role in many branches and spheres of human life. Indeed, the level of development of science can serve as one of the main indicators of the development of society, and it is undoubtedly an indicator of the economic, cultural, civilized, educated, modern development of the state.

Modern science is in many respects substantially, radically different from the science that existed a century or even half a century ago. Its entire appearance and the nature of its interrelations with society have changed.

The social science is a group of academic disciplines devoted to the study of society. This branch of science studies how people interact with each other, behave, develop as a culture and influence the world. The social sciences help explain how society works, studying everything from the factors of economic growth and the causes of unemployment to what makes people happy. This information is vital and can be used for many purposes. Among other things, it helps shape corporate strategies and public policies. The social sciences as a field of study are separate from the natural sciences, which cover such topics as physics, biology, and chemistry. The social sciences study the relationships between people and societies, the development and functioning of societies, rather than the physical world.

The social sciences include:

- anthropology
- economics
- political science
- sociology
- social psychology

Every day we wake up, start our day, do different things, communicate with many people. Human life in the modern world is life in the world of high technology, rapid development, an endless flow of information and change. And in order to meet all the requirements of the surrounding reality, a person should be internally stable, developed, able to overcome difficulties and have an inflexible inner core, that will always support and help to endure. The modern world is ready to "absorb" a person in a matter of seconds, to make him part of the gray mass, to devastate him. And if a person is not ready for this, then defeat is unavoidable, but there is a way not to merge with the gray masses.

This is why I want to write an article on psychology. After all, I believe that one of the most important knowledge for a person in our time is the knowledge of psychology. Therefore, it is a branch of the social sciences that I liked the most. Ever since high school I became interested in psychology, because now, as it turned out, many people are undergoing psychological courses, trainings in order to better understand people, be able to find a common language with them and communicate, be able to instantly adapt to any situation, always help yourself and others.

Psychology is one of the fastest growing fields of the social sciences. It is a science that studies structures and processes that are inaccessible to external observation in order to explain human behavior. And social psychology itself is the scientific study of how thoughts, feelings and behavior of people are influenced by the real, imagined or implied presence of others. According to this definition, scientificness refers to the empirical method of inquiry. The terms "thoughts," "feelings," and "behavior" include all psychological variables that can be measured in a person. The claim that others can be imagined or implied suggests that we are socially influenced even in the absence of others, such as when we watch television or follow internalized cultural norms (Academic journal. (2016), p.1).

From this article I can definitely say that psychology is an amazing science, because thanks to it people develop, become more erudite, interesting. And knowledge of human psychology, for example, is the ability to solve many problems with much greater speed and efficiency, increasing the ability to withstand failure and defeat. And most importantly, it is psychology that makes us stronger individuals. For myself, I realized that it is time to resume studying psychology, because it is really very interesting and useful.

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ECOLOGICAL CONSEQUENCES OF THE WAR FOR THE OCCUPIED TERRITORIES OF UKRAINE

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During the war in the East, the Ukrainian authorities focused on financing the army, its armaments, relocating residents from the occupied territories, exchanging prisoners of war, and providing medical care to victims of hostilities, but a number of other problems caused by the war were often overlooked. But it is very important to draw the attention of society and the state to the problems of the environment, which are gradually becoming threats to the social and economic nature and in the future may lead to catastrophic consequences.

One of the most common environmental problems in the occupied territories has been the use of nature for military purposes. Environmental protection, including nature reserves, is the most common damage. For example, the Cretaceous Flora branch was destroyed due to the mining of its territory, numerous trenches, equipment for small arms firearms and mortars. In addition, in 2015, materials were posted with information about the naval special forces "Typhoon" (Azov flotilla "DNR"), which conducted active training to simulate shelling, smoke screens and retreat directly on the territory of the Crooked Spit, in the reserve "Meotida", where large colonies of seabirds nest. Due to the difficult situation and life-threatening conditions, it is almost impossible to perform the functions of caring for protected areas. Thus, as a result of constant shelling, use of explosives, formation of trenches and other similar actions, the flora and fauna of the occupied territories are damaged, unique environmental objects are destroyed.

The next environmental problem is the flooding of mines, which is due to the fact that in the occupied territories are often damaged power grids, and the lack of light leads to the suspension of water pumping systems that accumulate in the cavities of mines. Back in 2015, environmentalist Kateryna Norenko stressed that it is estimated that every fifth mine in the ATO was flooded. The biggest threat, in her opinion, is the complete flooding of mines, as "minerals from rocks will fall from mine waters into the ground, and then - into the surface, which can form a toxic highly mineralized lake on the surface. The voids left after coal mining will be filled with water and as a result the mine will start to sink"

(Gamaliy, 2015).

A separate environmental problem of the occupied territories is the damage caused to agricultural enterprises and lands, which is mainly caused by mining. According to the British-American charity organization The Halo Trust, which is engaged in demining in Ukraine, about 40 people are blown up in Donbass every month. Thus, as of 2019, 7,000 km were defined as potentially dangerous on the Ukrainian side of the demarcation line. Along the demarcation line, in the uncontrolled territory - up to 10 thousand km. Only 25 hectares of agricultural land, 1,152 km of roads and 712 km of railways were demined in the controlled area

(Hryshko, 2017, p. 65). Eastern Ukraine is becoming one of the most mined regions in the world, and if this problem is not solved, it will stop its development for many years to come. In this situation, such mined areas can be considered completely withdrawn from circulation and in which it is necessary to limit the livelihoods of the population by imposing a moratorium on any use of a large part of the land, the territory of which is growing.

Based on the analysis, it should be noted that the use of natural objects, man-made destruction of mining facilities and infrastructure in the East causes negative environmental consequences that will further affect not only Ukraine but also neighboring countries. In addition, the situation does not stop, man-made processes are increasing and the area of "dead areas" is increasing, which can lead to consequences similar to the Chernobyl disaster, when people will be dangerous to stay in war-affected areas, and the state will have to stop any activity for more than a decade. Therefore, in the current situation and in view of the future consequences, the state should direct, as far as possible, its efforts to stop the negative impact of man-made factors in order to minimize their development and future results.

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THE REASON FOR DIVIDING PEOPLE INTO INTROVERTS AND EXTRAVERTS

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In today's world, almost everyone has come across terms such as "introvert" and "extrovert". And often we do not know which of these two types we belong to. Even in this case, this is not the main problem. After all, the main problem is the division of people into introverts and extroverts, or rather the reason for this division. To date, there are not many explanations for this. We only have the hypothesis of psychologist Hans Eisenko, which was later clarified by other scientists.

The main goal is to find the reason for the division of personality into different psycho types.

So, mentioning such popular terms as "introvert" and "extrovert", we need to consider their definition in more detail.

An introvert is a person whose psychological energy is directed inward. That is, a person who is comfortable in solitude, when there is only peace and quiet, or with people whom he considers close. If we talk about interaction with strangers introverts, public speeches and noisy places, all this causes stress in the introvert, which causes the loss of a significant amount of emotional energy (Yamb, 2021).

But an extrovert is a person whose psychological energy is directed outwards, namely to the outside world. Such a person feels great in a large crowd, for example, at parties, concerts, clubs. However, they are not very comfortable alone. After all, extroverts draw their emotional energy from the attention given to them by others (Yamb, 2021).

It is because of these different types of people that scientists have wondered, "What could be the reason for such a significant difference?"

Given this question, in the 1960s, psychologist Hans Eisenk put forward the popular hypothesis that extroverts have a chronically low level of arousal. In turn, arousal in the physiological sense means the degree of readiness of our body and mind to respond to stimulation. Therefore, according to Eisenko's assumption, extroverts have a slightly lower initial level of arousal. It follows that such people need a little more effort to reach a level that is normal for other people. This can explain the constant need of extroverts for new experiences, frequent communication with people and the desire to take risks. But introverts, due to a sufficient level of arousal, have completely different needs. For example, they are more inclined to peace and quiet, and also prefer leisure time alone, etc. Later, as is well known, Hans Eisenko's hypothesis was clarified by other scientists. Their results confirm that the formation of personality psycho type occurs under the influence of dopamine. That is, the genes that control the function of dopamine determine some traits of human character. The results also show the difference between extroverts and introverts in the learning process, because the former due to the increased sensitivity of dopamine function show a much greater dependence on rewards (Stafford, 2016).

So, after analyzing this topic, we can conclude that the preferences of each individual significantly depend on how our brain reacts to the world around us.

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CAN CHESS CHANGE OUR LIVES?

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Napoleon, Mendeleev, Albert Einstein, Arnold Schwarzenegger and Bill Gates. Do you know what all these people have in common? In fact, They all were good at chess. And I think that by the end of my speech I can assure you that chess skills are related to their exceptionality. Raise your hand if you can actually play chess and you know something more than just the name of the pieces and basic rules. Not so man hands .However, I bet I can get you interested in chess just in 5 minutes because today I will reveal some secrets about it and we will take a look at chess from another angle.

A few words about me, I am a candidate master in chess. I've been doing chess for almost 10 years and It is pretty much, considering the fact that I am only 17. It is like more than half of my life. I made friends with lots of chess players. Stop! Please stop thinking that all chess players are nerds. If you spotted a chess lover on the street. don't throw stones at him. Ok? We are as normal as you guys.

Before talking about chess let's clarify what is it. According to wikipedia, chess is a board game. However, for me, it is not definitely true. so, Let's compare chess to math. There are a lot of certain rules and properties in math which you can apply to solve almost any math problem. In chess, there are some abstract rules which help you but in most cases you have to use your creativity to solve problems because every chess game requires an individual approach . Where do these problems come from?! In math they come from books and all these tasks are intended to be solved. However, in chess you have your opponent in front of you who creates all these difficulties for you and sometimes they don't have any solution. That is why for me chess is a sport because of your rival who is challenging you, it is also science because playing chess includes some rules and specifications that you should know and understand, and of course it is art because you have to use your imagination and therefore, create a masterpiece from a match. According to my definition, chess improves competitiveness, critical thinking and creativity, which are needed for everyone to be successful in this world, or atleast to survive.

According to statistics, over 800 000 000 (800 million) (<https://www.ichess.net/blog/chess-grandmaster/>) people are playing chess regularly in tournaments. This number is comparable to regular users of Facebook. Roughly speaking, every 10 th person on the Earth is a chess player but you won't probably believe me, because you realise that you hardly have friends or relatives who play chess and it's reasonable. But The fact is a huge deal of chess player live in China and India. despite the fact they are densely populated countries, they are also considered to be chess capitals. Chess actually originated in India and Indians just still honor their traditions. And China. China literally produces young chess players. They even have chess as a school subject. Why haven't I included Russia? Of course Russia had been dominating in chess world for almost one century and chess was

literally worshiped in a Soviet Union. However this fabular love to chess has gone away with the previous generation and now it is not so popular there.

So let's get back to numbers. Can you imagine that out of almost 1 billion chess players, there are only 2 thousand who achieved Grand Master(<https://www.ichess.net/blog/chess-grandmaster/>) - the best title in chess. In percentage terms it is something like this and I'm even afraid to pronounce it and this number is comparable to the number of people who have Anthophobia - the fear of flowers). So You may ask me - Why do so many chess players achieve it? What's the problem?

First of all, like any other sport, chess takes a lot of time, You have to practice 3-5 hours every day. And then you really get chances to become a nerd, you know, with big round glasses, hump on a back and a greasy head). Not everyone is ready for it

Secondly, plenty of people just benefit from chess everything they need, and use it like a tool for their whole life because there are loads of life problems that can be compared to chess problems which can be solved using the same considerations.

For instance, you got this trivial problem: You have to get from point A to point B. But there is a puddle and you have 3 variants and you start to analyze, like in a chess game. If go by red path of course you come around a puddle, but you got into sludge. as for black one: it is the shortest way, you don't wanna be wet though. Therefore yellow path is an answer. Of course it is extremely straightforward and in real life your brain does it like for one second, but chess analyzing approach is also usable for more complicated problems, like from creating a business plan and running a county to untangling your headphones

You don't have to dedicate 32 hours in a day to chess and die with it to improve yourself.

However, all that I said was very abstract and now I try to give you certain advice on playing chess.

There plenty of people who think that you have to buy a chess board and piece to start doing chess. It is not definitely true). Technology of 21-st century provides loads of opportunities to play chess applying your computer or smartphone. However, there are more romance with a real wooden board and sounds of knocking pieces, it could be comparable with paper books and ebooks, all in all it's up to you what to choose.

And if you don't wanna bother yourself with buying chess board, chess pieces, chess books you better surf the Internet and find a platform where you can play and practice. You literally can google "play chess" and The first 3 sites will help you, in general they are all similar.

But You may ask me - How can I win all my games? Ok, let's go to practical tips.

1) Make sure that you know chess rules. You would probably be surprised that loads of players who've played hundreds of games don't know basic rules of castling, en passant and so on.

2) Solve chess puzzles! All chess platforms provide them. It improves your ability to calculate and think a few moves ahead.

3) Analyze your blunders, chess websites also provide the data where you can check the reasons why you have failed a game.

4) Think twice before making a move, don't be scared to spend a lot of time. It prevents you from silly mistakes.

5) and finally Have fun! even if you lose your game. By the way you get even more benefit from losing than from winning, bdo something like “Uhuu, I’m the best chess player in the world, give me my crown”, when you lose, actually you are not so enthusiastic but you feel that you have some space for improvement, that is what actually making you better.

I think it is enough for you to pour over into the chess world, but be careful, cause it can absorb you completely, personally I have 2 friends who started playing chess because of my advice and now they are completely addicted to it. I even feel some kind of guilty. I’m waiting

for the moment of their mum will call me and say something like “What did you do with your son, he was a normal boy, but now he is playing chess because you”. Terrible situation. However for me it is one of the addictions that is even useful. I wouldn't even call it addiction, cause I have never seen a chess player who committed a crime for a dose of chess.

And now, I want you again to think about these people. I don't want to say that it is only about chess, that their exceptionality is only about chess - of course not. But it helped them, it helped them to become who they are, and it can help you to achieve your goals and to be on the par with them. And I were you i wouldnt miss a chance to play chess. play chess and become new Bill Gates - everything in your hands . And while you’re thinking about playing chess or not, some listeners have already started to play. Don't let them overtake you in chess. Go for it!

PROBLEMS OF A YOUNG FAMILY

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The problems of a young family are a complex of psychological, sociological, economic and legal problems. Choosing a life path, acquiring a profession, improving qualifications, finding a favorite job, etc. - all these are the general direction of modern youth, which is a very current issue of the present.

A young family is a family in the first three years after marriage (in the case of childbirth - without limiting the duration of marriage), provided that neither spouse has reached the age of 30. A family is considered a young family from the moment of marriage or the beginning of cohabitation until the birth of the first child.

Young people, who start a family, think primarily about material and housing issues. Poor living conditions often exacerbate conflict situations that arise for other reasons. Selective sociological studies show that 44% of young married people are going to live with their parents (moreover, 37% of young people had unclear ideas about their parents' opinion about their marriage). Other young married people intend to live in a dormitory, in a private apartment, in a separate apartment, in a room in a shared apartment. In general, today's young people tend to be separated from their parents, although young people's dependence on their parents is still high. For example, about 80% of all those who marry, according to the same studies, expect to receive material assistance from their parents, which indicates the lack of economic and social independence of young people.

The next problem is the issue of employment. Young spouses belong to the social group - "youth", therefore the employment situation of young spouses is generally influenced by the way things are in the regional labor market among young people and what difficulties they encounter in finding a job.

An important place in the structure of difficulties in young families is full of psychological problems, and spouses cannot always realize and cannot cope alone. These include psychological compatibility, general emotional relationships, and the husband's dependence on a changed lifestyle. Husbands need to get used to the hobbies, the expressions of the other's personality.

The happiest month for a young family is the first month of their marriage, allowing the family to continue living in a festive mood. Over time, the first conflicts begin to emerge with a common solution to material, economic and psychological problems: the structure of roles in relationships, the division of household responsibilities.

In marriage, young families put mutual understanding and goodwill, emotional relationships, material well-being first, and children come first and fourth.

Early marriage creates a unique system of family values. For this, communal leisure activities are very important. Young families prefer to visit together, spend holidays, watch TV, read books and newspapers, and for many families, the last place is sports, tourism, which can be described in objective terms such as paid services.

A separate psychological problem is the difference in opinions between husband and wife about a woman's professional career. Usually, if a woman is actively involved in professional activities, she also has great rights in solving elementary family problems. The question of how much a woman should devote to family or work is often the subject of controversy between spouses. Only with the acquisition of experience in family life, spouses usually come to the understanding that a family is not an easy job and a great responsibility.

A significant problem of a young family is the discrepancy between the value hierarchies of the spouses; contradictions in this area do not always manifest themselves in everyday life. For young spouses, the ability to resolve conflicts is more relevant. Every day, spouses face problems that require immediate solutions: where to go, how to spend their free time, how and on what to spend money, whom to invite. The ability to find compromise solutions to such problems leads to family cohesion.

Thus, a young family faces a number of problems. The main ones are material, every day and everyday problems, psychological problems; the issue of hiring young spouses. In order for a young family to perform all its functions, a comprehensive solution to these problems is necessary, which should be at the center of the family's state policy in relation to the young family.

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**PROBLEMS OF ANIME VIEWING BY YOUNG PEOPLE IN
EUROPE AND THE WEST**

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Nowadays, watching Japanese anime series is becoming more and more standard practice. However, not all people in our society are ready to accept the new, completely unconventional hobbies of their youth. And that, in fact, has become quite a problem. There is also something to be said for the media, which are manipulating and throwing oil on the fire. For example, god forbid there is some unpleasant event associated with crime and an anime fan is involved. All journalists will immediately focus their attention on the fact that the person in question watches anime. And that's totally wrong and disgusting. Why are people being judged on their preferences and tastes? Of course there are moments when things get out of hand, but is it necessary to burn all bridges and forbid viewing of anime because of just a few moments? Why does everyone see only the bad in someone's fascination with Japanese culture? After all, if you delve into the subject, it's immediately clear that the anime has a lot of positive aspects that, apart from the fans themselves, everyone is silent about. Most likely the root of the problem is a difference in mindset. (Editor, 2018)

Definitely, the main task is for older people to start embracing interests and activities that are unusual for them. Make it so that society does not divide people into the weird and the ordinary. Everyone should receive the same support and approval for their hobbies and interests. To learn to find the positives in such a hobby. And, of course, learn how to make compromises on special occasions when a hobby goes beyond the limits of what is acceptable. (Editor, 2018)

Of course, the logical way to deal with this would be for society to accept and endorse this kind of interest. But it's not as simple as it sounds. Definitely we need to start by showing the positives of the hobby, telling that the stories presented in anime are usually quite sweet and kind stories about friendship and wishful thinking. It would also be nice if the older generation started to get into this unusual culture. It is understandable that people from the Soviet Union will find it difficult to accept something new, but you have to start somewhere. Perhaps we should also ask the media not to make such manipulative headlines that discredit anime fans. In any case, if there is a will, it is all doable and feasible.

In terms of results, there are positive trends that can be observed in our society. As more and more people watch anime, other people are becoming more lenient towards such interests. Nowadays, it is harder and harder to find someone who seriously criticizes you for such a hobby. This means that the introduction of this culture into our ordinary lives is going well. Even film distributors, who used to be afraid to bring us anime, are now increasingly buying licenses to show the titles on big screens.

To summarize, we can say that at the moment the problem certainly still remains, but its scale is incomparable to what it was a few years ago. There is not

much left for us to do to stop cultural discrimination. This means that we are moving in exactly the right direction, towards becoming a truly tolerant society.

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THE IMPORTANCE OF MARKETING FOR SOCIETY

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In today's rapidly changing world marketing is such a tool that allows many companies to increase their profits in different ways. Marketing is a process and thanks to this many organizations have a chance to advance themselves and their products by communicating with potential clients. This facilitates work and improves activity for the good of society. In addition, it helps many countries to easily manage its economic system.

To begin with, the main aim of marketing is to properly meet the needs and demands of people. Supply and demand are a fundamental concept of the economy, and this is realized through marketing activities. It helps to afford the specific product to the right consumer through various means such as advertising, promotion, popularization and sales promotion. In this way, marketing helps to get the quality of people's lives better. It enhances the norm of living of the community, creating, increasing and maintaining its liabilities and issues.

Distribution to society is one of the most significant things in all work. It is difficult to explain the role of distribution in the life of society, marketing and economy briefly. This is the organization of the movement of goods from the manufacturer to the buyer and the distribution of goods in a certain area. Moreover, it is necessary to give consumers not only what can satisfy them, but also what can take their lives to a new level. In fact, it has a positive effect on society.

It is common knowledge that people need to work, and marketing is an area in which people can find all kinds of job opportunities. It produces many exciting, amusing and challenging career possibilities such as personal selling, promotion, product handling, packaging and design, research and development, retailing of varied goods, managing of different departments, and so on.

To sum up, marketing is a useful thing to know for everyone even if you don't work in the economic sphere. Marketing helps people in society to develop properly. This must be understood because each of us is a consumer and in order to remain satisfied we must know how it works.

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HR POLICY AS A TOOL FOR STRATEGIC PERSONNEL MANAGEMENT OF AN ENTERPRISE

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At the present stage of development, personnel policy is very important in entrepreneurship. Attracting as many human resources as possible to the industry is one of the most important conditions for a successful HR policy.

The purpose of this work is to expose the need for rational and strategic personnel management of the enterprise, which is the main task of personnel policy.

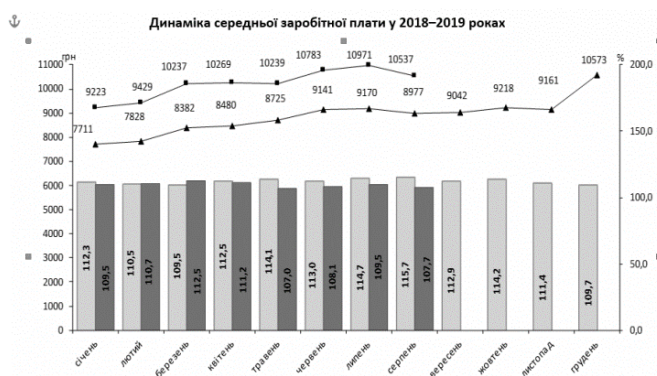
For the successful functioning of any enterprise, a maximum of qualified labor must be attracted.

Of course, now the conditions for conducting an effective personnel policy are quite difficult, but this is an integral aspect in the formation of the modern economy. According to the theory, to create an object of labor, you need the means of labor, but all this is useless without human labor.

The main problem of the labor shortage is insufficient remuneration. Corruption operations in our time can be traced in elementary actions at all stages of production. Human selfishness, without realizing it, can destroy the world. To a large extent, the limited financial resources are related to Soviet stereotypes, for example, that education should be free.

Following these outdated views, Ukraine still cannot cross this long-passed stage, and therefore the possible labor force is looking for high-quality profits in European countries.

Confirming her opinion, Doronina O. A. also considers financial limitations to be the main problem of successful implementation of personnel policy. In the diagram below, you can see how employees' wages changed in 2018-2019. as you can see, there are no changes, but in this case we can hardly say that stability is the key to success.



So, the implementation of a successful personnel policy at the present stage of entrepreneurship development is an extremely important task for the state.

However, this cannot be done if there are a number of the above problems. That is, the first task is to conduct an internal policy, and then with the personnel policy.

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COMPUTER ADDICTION AS A PROBLEM OF MODERN SOCIETY

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Computers have been a part of our lives for a long time. They changed the worldview and capabilities of humanity. Literally, 10 years ago, having a computer in the house was considered a luxury, but now it is a necessity, and for some even a means of subsistence.

Today we cannot say that the computer is harmful or beneficial. On the one hand, a personal computer (PC) has made life much easier. It opened up new opportunities: the creation of huge data banks, rapid information retrieval, making calculations, etc. In addition, this list can be continued. The human being has now become just a passive observer. The computer monitors the process, the person monitors the computer.

But on the other hand, the use of a computer leads to a decrease in human intellectual abilities, prolonged staying in front of a computer monitor spoils vision, posture, causes fatigue.

At the same time, such "things" as video games have entered our world since the 20th century. Of course, many people liked this novelty, because it was a good way to turn away from life's problems and briefly move away from reality, like another one joyful pastime. However, our world is evolving, so now it is not difficult to distinguish the games of the 20th and 21st centuries. Today, many teenagers do not just relax sitting at the keyboard or joystick, they exist there. That is, they prefer virtual life to real one.

This problem is not new, it is considered in detail by psychologists and sociologists from different countries. In addition, due to the large number of studies and publications, which sometimes contain quite contradictory opinions, it is difficult for a modern engineer-educator in the field of computer technology to understand the philosophical thoughts of scientists with psychological specialization. Therefore, it is important to present information in a more adapted form so that people of different worldviews, professions and generations can perceive it.

The purpose of many studies is to collect process and analyze information on selected issues, as well as its further systematization and generalization, which will highlight the main trends and visions of the impact of video games on modern youth.

Research methods are theoretical analysis of the research problem based on the study of scientific literature and Internet sources. Computer addiction is a person's pathological urge to work or spend time at the computer. At the level of alcohol and drug addiction, the computer is quite common among such an age group as adolescents. The emergence of this type of dependence is attributed to the end of the twentieth century.

Due to the simplicity of the first computer games (primitive graphical interface or its complete absence) in those days there was no dependence as such. Reducing the cost of computers has made it easier to access them. Due to the increasing capacity, it

has become possible to implement more complex graphical interfaces. Thus, there are whole classes of games: real-time strategy, puzzlers and party games, action-adventure, survival and horror, shooters (FPS — first-person perspective, TPS — third person-perspective, simulation games and simulations, such as sports. Furthermore, online computer games (so-called "MMORPGs") are based on the simultaneous play of many participants, which creates a dangerous immersion in "virtual reality", due to lots of scam cases, harmful actions from other players, offenses, bullying, etc.

Features of modern computer video games:

- promote the development of motility and coordination of visual and motor apparatus;
- staying in front of the monitor for too long is harmful to the eyes, which dry out and become irritated;
- allow you to expand your knowledge of geographical and cultural aspects;
- consistent execution of monotonous operations leads to a decrease in perception.

Advantages and disadvantages of computer video games: intellectual and cognitive games have a positive impact on human development, allowing you to learn something new in a visual form; online games and communication with other users are very important and useful for the normal development of adolescents; help to overcome fears (phobias) that are otherwise difficult to cure; the aggressive component of games can be easily transferred to reality; the psychological impact of games does not allow them to give up on their own.

The rapid development of computer technology has not only positive but also quite negative trends. It is necessary to make the most of the benefits of computerization, but we must not forget about the dangers and threats posed by the proliferation of electronic devices.

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FEATURES OF UKRAINIAN ECONOMIC CULTURE

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Ukraine is going through a transition period. There is a process of adaptation of old institutions and structures to new conditions, but at the same time new ideas and approaches are used, new institutions and mechanisms of market management are created.

The political, economic, social and cultural changes which have taken place during the last decades caused a transformation of Ukrainian economic culture.

Ukrainian economic culture has a transition period, its formation occurs during the process of modernization of modern society, destruction of totalitarianism in the management of the economy, introduction of a market model of the economy.

Ukrainian researchers Vasyl Vrublevskyy, Yevhen Holovakha, Zoya Halushka, Tetyana Yefymenko, Valeriy Pylypenko and Lyudmyla Semykina learned the phenomenon of economic culture as the most important economic category, analyzed the relationship between economics and culture in its modern manifestations. They explain the meaning of economic culture as social value, characterized by a set of acquired economic knowledge, the development of economic thinking, professional skills and abilities. (Akhnovska, 2017, p. 26)

Modern Ukrainian economic culture has some features that were formed under the impact of Soviet power. There are such features:

1. Fragmentation. It is manifested through a combination of elements of traditional Ukrainian, Soviet and modern features. Ukraine is on civilizational gap among the Western (European) and Eastern (Russian) and Southern (Muslim) words which have different economic system and economic models.

2. High degree of heterogeneity, ie the presence of different class, national and regional subcultures.

3. Conflict, ie the lack of consensus in society on economic values, a high degree of tension between social and class groups.

4. Ambivalence. It is the maintenance of various economic values at the same time.

Modern Ukrainian economic culture depends on national socio-economic models which are seen as unconscious cultural structures, as valuable collective people's beliefs which have been formed over many centuries. Every nation has its own specific economic and cultural genotype, which is passed down from generation to generation and has an impact on economic realities, on the relationship of the individual, society and the economic system. The peculiarity of Ukraine's valuable identification is its civilizational and cultural affiliation to both European and Eurasian societies. Ukrainian society is characterized by a conflict-free combination of oppressed European traits and Eurasian traits installed by the communist regime.

The nature of the economic culture of Ukrainian society was influenced by the values of the Orthodox religion which causes a negative attitude to the receipt and

saving income, the supremacy of spirituality and morality over material resources. (Matvyeyev, Lyasota) The unselfish nature of the Orthodox religion has caused the diminishing of the importance of wealth and personal success. Orthodoxy has led to the existence of poverty as a form of culture.

There are some ways of formation of economic culture of Ukrainian society:

1. In society as a whole - the formation of a tolerant economic ideology.
2. At the state level - the formation of a responsible education system that shapes the economic values of youth.
3. At the level of personality - economic competence, economic activity and the application of economic knowledge in everyday practice.

In conclusion, in Ukrainian economic culture we observe tendencies of individualization of values, weakening of transfer of responsibility for the economic life on the state, rationalization of behavior and increase of value of individual responsibility for itself, the family, the country. But at the same time modern economic culture of Ukrainian society suffers from social instability, economic crises, uncertainty and contradictions due to numerous changes in the economic course of the Ukrainian state. Economic reforms are associated with the emergence and development of new economic values and norms, it leads to self-regulation and renewal of economic culture. There is adaptation to the changing economic environment. So culture has relative independence, and as it develops, it creates the ground for changes in the economy.

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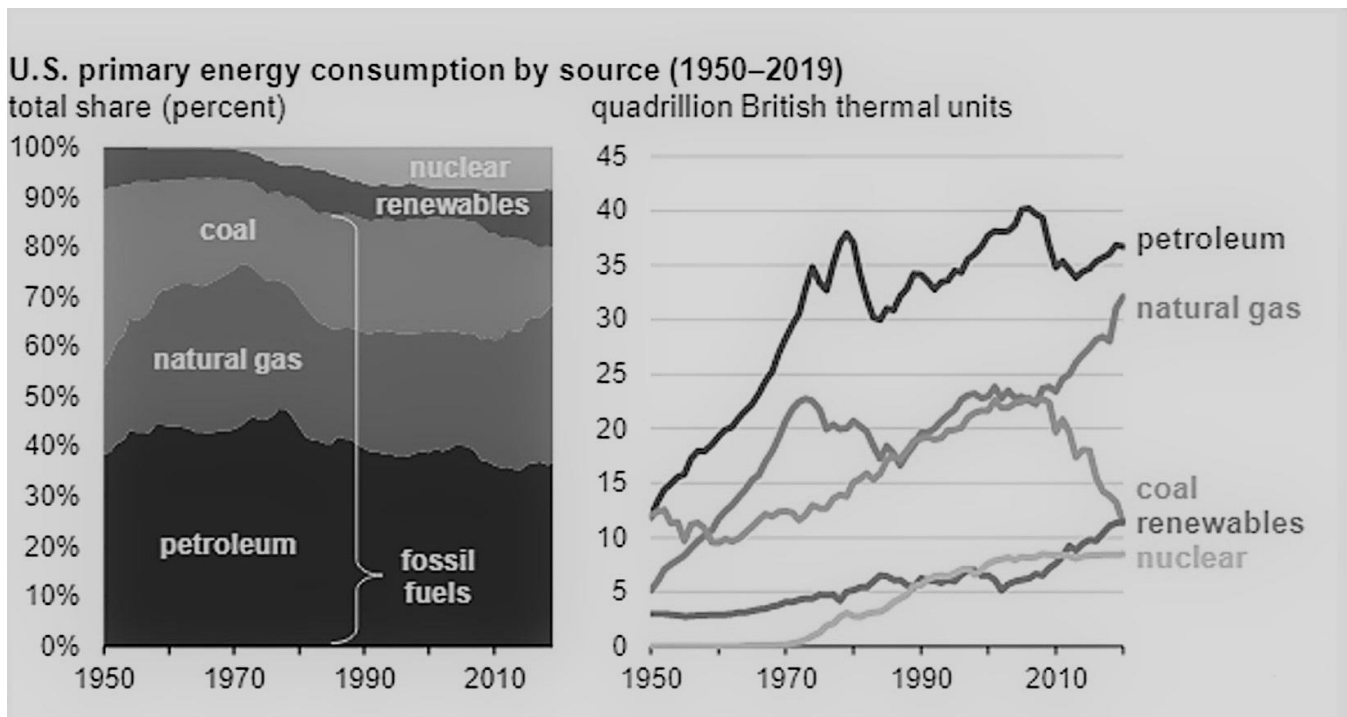
USING ALTERNATIVE SOURCES OF ENERGY AND WHY IT'S IMPORTANT IN 21ST CENTURY

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There is no secret, that in 2021 one of the most important problems of all humanity is depletion of earth's resources. Gas stations are constantly increasing their prices for petrol and gas, while oil and coal are losing their actuality because of large amount of emissions into the atmosphere. Petrol isn't much better resource as well, but this is one of the few remained solutions. The new era of energy consumption will come when all of companies start using eco-friendly sources of energy. When it is supposed to happen? Who knows. How many planet resources need to be used to make this finally happen? A lot. These are the conclusions I came to while I was



making this research.

Here is a chart of energy consumption in the U.S. during last 69 years. As we can see, using of coals is decreasing from 2007, while petroleum and natural gas are still on the track. By the way, nuclear sources of energy are not so popular due to painful experience with an atomic city Chernobyl and an accident with nuclear station "Fukusima" in Japan. That's why, for example, Germany decided to fully decline usage of nuclear stations until 2022 in favor of renewable energy.

The first problem of all fossil fuels is it's finiteness. The second problem, and perhaps the first in importance, is the impact on the planet's ecology. Emissions of CO₂ and other gases from the burning of minerals disrupt the climate balance. The consequences of climate change have become increasingly tangible in the last decade. Torrential rains and hurricanes, snow in the middle of spring, periods of prolonged

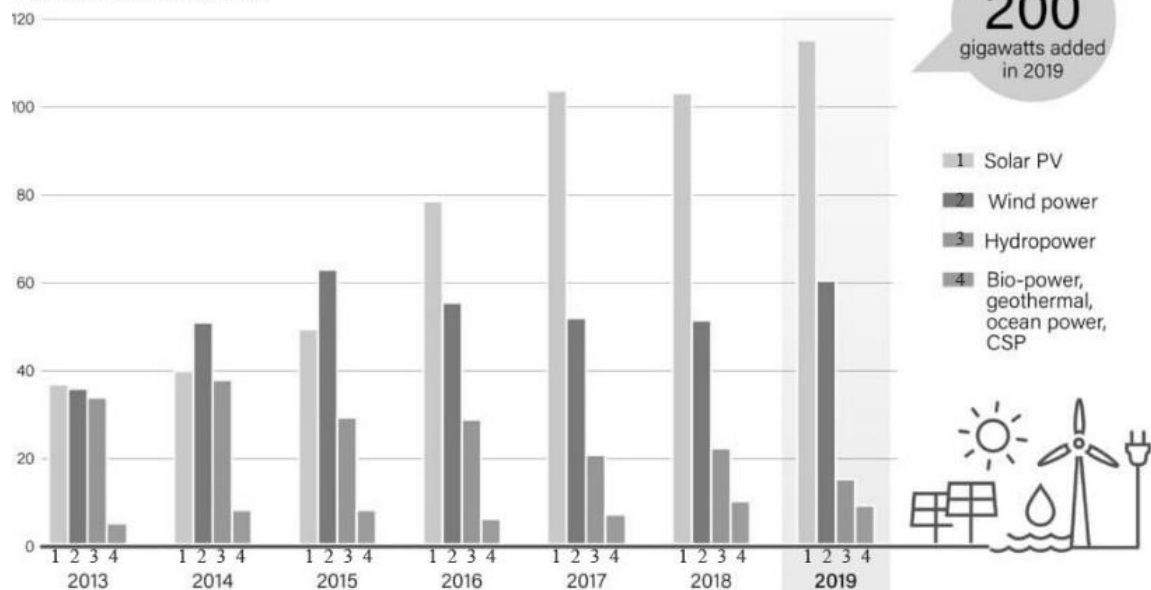
drought, floods, tornadoes and other natural phenomena are occurring with increasing frequency, and we cannot control them. The most environmentally friendly fuel is gas, but its high explosiveness makes it not safe enough for using in high amounts. Of course the exploitation of fossils has given a huge boost to the development of science as well as the entire world but this was a proportionally equal to „killing” our planet. That’s why we should increase the usage of alternative sources of energy such as wind and solar power, hydroelectric and geothermal stations, bioenergetics and others. But do they have any issues?

Unfortunately, yes. Lack of materials to build hydro and geothermal stations, non-effectivity of solar stations and windmills without the sun and wind. Also less effectivity in comparison with fossils and, of course, high price for already patented technologies

As it’s known, awareness of a problem is the first step toward its solution. So nowadays we have rather optimistic forecasts. Renewable energy sources make up 26% of the world’s electricity today and according to the International Energy Agency (IEA) its share is expected to reach 30% by 2024. “This is a pivotal time for renewable energy,” said the IEA’s executive director, Fatih Birol.

Annual Additions of Renewable Power Capacity, by Technology and Total, 2013-2019

Additions by technology (Gigawatts)



Note: Solar PV capacity data are provided in direct current (DC). Data are not comparable against technology contributions to electricity generation.

In 2020, the UK hit a new amazing renewable energy milestone. On Wednesday 10th June, the country celebrated two months of running purely on renewable energy for the first time ever. This is a great step in the right direction for renewables. In the future, it’s expected that the number of renewable energy sources will continue to increase as we see an increase in demand for power. This will drive down the price of renewables – great for the planet, and great for our wallets. However, we don’t need to wait until big companies will do something – everybody can help our planet and “go green”. Here are the most effective ways:

- Reduce waste of electricity. Simple thing - just remember to turn off the lights when going out, turn off the water while brushing your teeth, and unplug all devices when going somewhere for a long time.
- Use energy-efficient appliances in your home. Devices such as energy-saving bulbs and rechargeable batteries can save a lot of electricity.
- Drive electric. Every day there are more and more features for comfortable use of the electric car. Gas stations and petrol cars will soon be displaced by charge stations and electro cars with large battery capacity.
- Reduce methane leaks. Methane – a potent greenhouse gas responsible for about 25 percent of global warming. Minimization it's exploitation in favor of renewables will have a good influence on our atmosphere.
- Switch to renewable energy.

A lot of people had already installed solar panels to their houses. It's becoming more and more popular and effective with each year. Even such sources like wind and solar are far more effective at converting energy into electricity, keeping waste minimal, while saving money.

According to all these simple recommendations and the information I gave, I believe people can stop depleting earth's resources and help to save our planet. Of course, energy wasting isn't only the one problem we have in the world, but it's one of the few problems in which everyone can participate.

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OVERCONSUMPTION

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Not even a day goes by without media mentioning such catastrophes as climate change, coronavirus pandemic, ecological damage, world hunger etc. At the same time people seem to turn the blind eye on such drastic issue as consumerism, which, by dictionary, is a preoccupation of society with obtaining goods and, by cognizance, is a golden rush of the 21st century.

Digging into the root of this vexed question, it hasn't emerged prior to the Industrial Revolution.

During the Agricultural Era people's focus was on maximizing the productivity and keeping the expenditure to a minimum.

However, with the rise of appliances, expansion of the wealth and social inequality, unfolding of the trade, social system of values and desires has shifted greatly.

Not only have people acquired a relevant opportunity to fulfill their needs but also developed immense greed. Currently our greed fuels the inner urge to participate in a rat race, to show off in front of our neighbors, to devour goods with terminal velocity.

It goes without saying that in times of economic recession, such as Great Depression or crisis of 2008, the consumerism is being largely derided and reprimanded. However, it doesn't take long time before upcoming wave of consumerism to occur.

At that point we again demand the whole ocean whilst needing only a glass of water. Whereas what does such policy of money-spending influence, except for the number on our bank accounts?

Initially, ecology suffers vastly as most manufacturers all over the globe think of sufficing the materialism-push demands.

Take fashion industry, for instance. In order to produce garments available to masses, firms use a lot of polyester which directly impacts the global warming and sheds the microfibers which adds up to plastic waste.

In addition, the food, that is meant to be the simple source of energy, is also an object affected by overconsumption. According to the lamentable statistics, wealthy nations waste approximately 222 million tons of food annually. This equals to the yearly net food production in sub-Saharan areas of Africa.

Summing up, I would like to say that, hands down, the consequences of universal irresponsibility are flagrant and irrevocable.

Nevertheless, it doesn't mean that humanity should drop the conducts and let the situation slide. Undoubtedly, economic and social equality is a utopia we don't even want to reach.

Still, the UN, many politics and institutions, social influencers and activists are taking the bull by its horns in attempt to slow down this blemish, and so should each of us.

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PROBLEMS OF INTERNET ADVERTISING DEVELOPMENT IN UKRAINE

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Today, the world is computerizing society, affecting the economy as a whole and introducing e-business into everyday life. Technologies are developing at a hypertrophic rate, because of which the population is being informatized.

To sell or offer goods to consumers, the company promotes its product through offline systems or global networks, the share of which has been exaggerating the share of Internet advertising since 2016. Internet advertising is a type of presentation of information to the buyer through social networks, the Internet. Offline advertising is everything that is beyond online advertising: radio, TV, newspapers and magazines. Their difference is that the first type of promotion has other display methods, individual presentation format and targeting. The biggest advantage of Internet marketing is that at a fairly low price it allows you to reach more parts of consumers than usual, which has a positive effect on the profit of the entrepreneur (Genesis, 2020).

The global market for online advertising is growing by about 15% every year. Ukrainian companies also keep up with trends and quickly create their own web sites. Especially now it has covered a wide range of companies during the pandemic, when almost all of their target audience is at home and browsing social networks. Equally important is the fact that the number of Internet users is growing every day and this allows you to attract a variety of customers. A fairly popular type of Internet marketing is advertising on social networks, this method allows you to find your audience quickly, as they fill their own pages, providing all the necessary information. Social marketing provides an opportunity to work not only with orders, but also with messages, which is very convenient for both small businesses and developed companies.

The main advantages of Internet marketing are that there is a correct targeting of customers (selection of the main number of consumers who are the target audience, and the ability to broadcast advertising only for them), that allows you to quickly edit and analyze data, which in turn increases efficiency activities. With the advent of retargeting, companies can attract the attention of "cold" audiences (customers who do not know about your product or have long approached you), expanding their traffic (Genesis, 2020).

Quite often, entrepreneurs, entering the market of online advertising, make the same mistakes: they copy the advertising campaign of already successful companies in order to facilitate their path to development. In addition to this disadvantage, online advertising can be ineffective, as there are viruses or bots that make fake clicks. In addition, if you compare the space on the screen that will occupy the banner, the promotion on TV is more noticeable than on the Internet, where it covers

only 10% of the page. The most important problem is that many users do not take it for granted and will not even follow the link.

There are certain factors that slow down the development of online advertising in Ukraine. One of them is the economic crisis, which affects not only marketing but also all other areas of life. Consider the impact of the stock market crash in 2020: the global economy has lost more than \$12 trillion, trade has shrunk by almost 12% (BBC News Ukraine, 2020), people are losing their jobs, and they are unable to spend money on "extra" goods. As a result, there are few resources due to inaction and lack of economic activity on the part of the state. The second factor is the monopoly portals, which account for more than two-thirds of the cost of Internet advertising, as an example we can name foreign holdings Google and Yandex, which have a significant advantage over the Ukrainian market of advertising business models.

Therefore, summarizing the information above, we can say that the Internet will develop more and more every day and will be introduced into the daily economic life of humankind, and the Ukrainian market will begin to grow rapidly. Looking at a number of the presented problems of development of Internet advertising, professional intermediary agencies that will carry out all analysis of advertising platforms and target audience of a market segment of the enterprise will help to find their decision (Savitsky, 2020). Clearly knowing its customers and their needs, the owner of the company will be able not only to maximize their advertising profits, but also to provide quality service to their customers and edit the content of the resource.

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THE ROLE OF FERROUS METALLURG IN THE ECONOMY OF UKRAINE AND THE WORLD

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Ferrous metallurgy is the most important branch of heavy industry, one of the main parts of the entire national economy. There is almost no enterprise that does not use ferrous metallurgy products, as ferrous metals are the basic material for manufacturing tools, equipment and machinery, the quantity and quality of which largely depend on the level of development of the country's productive forces, pace and scale of technological progress.

Ukraine has a great potential for the development of this industry: huge, compact placed raw material base (iron, manganese ores, refractories, fluxed limestones, etc.); metal-intensive engineering and large resources of metals. The part of ferrous metallurgy in the economy of our country is very important. This can also be explained by the fact that Ukraine belongs to the countries of Europe and the world with a high level of development of ferrous metallurgy and shows its competitiveness in exports. Not so long time ago Ukraine was in the TOP-10 COUNTRIES OF THE WORLD FOR EXPORT OF FERROUS METALLURGY PRODUCTS (STEEL). However, in 2018, because of falling steelmaking due to hostilities in the Donbas, Ukraine lost its place in the top ten largest metal producers, which it held until 2016 inclusive, occupying 13th position and ahead of Italy, Iran and Taiwan.

Table.1 Top-10 countries of the world for export of ferrous metallurgy products

	Country	Production in 2008, million, tone	Production in 2018, million, tone
	<i>China</i>	489,2	928,3
	<i>India</i>	53,1	106,5
	<i>Japan</i>	120,2	104,3
	<i>USA</i>	98,2	86,7
	<i>South Korea</i>	51,6	72,5
	<i>Russia</i>	72,4	71,7
	<i>Germany</i>	45,8	42,4
	<i>Turkey</i>	25,8	37,3
	<i>Brazil</i>	33,8	34,7
	<i>Iran</i>	10,0	25,0
0			
3	<i>Ukraine</i>	42,8	21,1

During the crisis, ferrous metallurgy can prove to be a "train" that will not only renew, and perhaps even increase the level of production potential and thus be able to "raise from the knees" industry, but also, as a result, the economy of Ukraine.

The list of the world's 80 largest steel producers includes five Ukrainian companies:

- Arceior Metal Kryvyi Rih Mining and Metallurgical Plant represents Dnipropetrovsk region;
- "Mariupol Metallurgical Plant. Ilyich "(Mariupol, Donetsk region);
- Azovstal Metallurgical Plant (Mariupol, Donetsk Region);
- Zaporizhzhya Metallurgical Plant "Zaporizhstal" (Zaporizhzhya region);
- Alchevsk Metallurgical Plant (Luhansk region).

But it is considered that the largest enterprise of the metallurgical industry by all criteria - "Arceior Metal Kryvyi Rih"

In general, metallurgical products are one of the largest parts of Ukrainian exports, and the volume foreign exchange earnings from the sale of these products abroad directly affect the situation in the foreign exchange market and the exchange rate.

Therefore, I can draw a small conclusion that in the modern world Ukraine is one of the largest metal producers on the planet. It is expanding the supply of its products, especially rolled products and pipes to the international market, and therefore it is safe to say that ferrous metallurgy plays a very important role in the economy of Ukraine and the world.

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AGE PERIODIZATION OF MENTAL DEVELOPMENT

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General characteristics of the category "age". Types of age.

The concept of age is closely related to the psychological development of children. It is generally accepted to define age as a qualitatively unique period of physical, psychological and behavioral development, characterized by its inherent features. According to L.S. Vygotsky, age is a relatively closed cycle of child development, which has its own structure and dynamics. In psychology, age is divided into physical (chronological) and psychological. Physical age is the time of a child's life in days, months, years that have passed since his birth. Psychological age, according to Vygotsky, is a qualitatively unique period of mental development, it indicates that it has been reached by a certain age. Sometimes it happens that a child is five years old, and in terms of mental development he corresponds to a six or seven year old, and it happens and vice versa. Therefore, the calendar age and psychological age may not coincide. Age is not only the number of years lived, but also the inner content, spiritual development of a person, changes in his inner world that have occurred over the years. It is the inner world that people differ from each other, thanks to it, one can talk about the dissimilarity, uniqueness and originality of people.

Age parameters.

Among the parameters of age, two groups are distinguished: the foundations of development and the results of development. The foundations for development include: • the social situation of development; • circle of relationships; • leading type of activity; • sensitivity. Development results include: • personality neoplasms; • forms of communication; • emotional and volitional sphere; • a new type of activity. By compiling a description of a person taking into account these parameters, it is possible to obtain a complete description of her age.

Basic approaches to the construction of age-related periodization of mental development in foreign psychology.

There are different points of view on the process of child development as a whole. According to adherents of discrete development, it goes unevenly, sometimes it accelerates, sometimes it slows down and has the main, leading factor of development. That is why it is necessary to highlight the stages and stages of development, which will be qualitatively different from each other. It is believed that children consistently go through all stages of development, without skipping a single stage and without running ahead. Currently, preference is given to the discrete position of child development. There are two known approaches to the periodization of development: spontaneous and normative. Supporters of the spontaneous approach believe that the development process develops spontaneously, under the influence of many random factors and circumstances occurring in the lives of children. The ideal

development process is considered normative, taking into account all influencing factors with the correct organization of training and education. The French psychologist R. Zazzo built his periodization in such a way that the systems of education and training coincide with the stages of childhood: 0–3 years - early childhood; 3-5 years - preschool childhood; 6-12 years old - primary school education; 12-16 years old - education in secondary school; 17 years and older - higher and university education. American psychologist L. Kohlberg (1927-1987) focused on moral development and identified the following three stages: 1. Fear of punishment (up to 7 years): fear of the right to force, fear of being deceived and receiving less benefits. 2. Shame in front of people around (13 years old): in front of comrades, closest circle; shame of public condemnation, negative assessment of large social groups. 3. Conscience (after 16 years): the desire to conform to one's moral principles, one's own system of moral values. E. Erickson's periodization includes eight stages: 1) trust - distrust (1 year); 2) achieving balance: independence and indecision (2–4 years); 3) enterprise and guilt (4–6 years old); 4) skill and inferiority (6-11 years old); 5) identification of personality and confusion of roles (12–15 years old - girls and 13–16 years old - boys); 6) closeness and loneliness (youth); 7) general humanity and self-absorption (mature age); 8) integrity and hopelessness (old age). At each stage, its own psychosocial problem is solved and a new quality necessary for social life is formed. J. Piaget took intellectual development as the basis of his periodization and identified the following four stages: 1) sensorimotor stage (from birth to 18-24 months); 2) preoperative stage (from 1.5–2 to 7 years); 3) the stage of specific operations (from 7 to 12 years); 4) the stage of formal operations (from 12 to 17 years old). age stages: 1st stage - dominance of sensation; 2nd stage - dominance of memory; Stage 3 - the domination of the mind. The problem of identifying the main age-related periodization is still relevant, since none of the proposed periodization has received confirmation in the specific results of the study of human mental development.

Periods of child development.

Crisis and stable periods of development alternate, therefore the age periodization of L.S. Vygotsky has the following form: neonatal crisis (0-2 months); infancy (2 months-1 year); crisis 1 year; early childhood (1-3 years); crisis 3 years; preschool age (3-7 years old); crisis 7 years; school age (8-12 years old); crisis 13 years; puberty (14-17 years old); crisis of 17 years. This problem was also of interest to A.N. Leont'ev, who in his article "On the theory of the development of the child's psyche" introduced the concept of "leading type of activity." He pointed out that with age, the child's place in the system of social relations changes, which is accompanied by the child's activity, which is decisive in his development. The ideas of L.S. Vygotsky and A.N. Leontyev served as the basis for the creation of D.B. Elkonin, the age periodization of child development, which is now considered generally accepted in developmental psychology. Elkonin D.B. proceeded from the following position - age-related development is a general change in personality, the formation of a new plan of reflection, a change in activity and life position, the establishment of special relationships with others, the formation of new motives of behavior and value

attitudes. All mental activity of a person is considered as a process of continuous change of activity. C. Stockard believed that during the embryonic development of animals and humans there are periods of increased growth and increased sensitivity of individual organs and systems to external influences. And if for some reason there is a slowdown in development, then this leads to its slowdown in the future. B.G. Ananiev in laboratory conditions established favorable periods for the development of attention, thinking, various types of memory and motor functions in children and adults. They have an undulating character, that is, periods of active development are replaced by a slight decline. L.S. Vygotsky introduced the concept of "critical period" into psychology. By it, he understood global restructuring at the level of the individual and personality, taking place at a certain time. A critical period is calm in development (lysis) and a turning point (crisis). L.S. Vygotsky noted that these periods act as "turning points in child development, sometimes taking the form of a crisis, development sometimes takes on a stormy, impetuous, sometimes catastrophic character." But he also noted positive development trends, which constitute the main and basic meaning of any critical period. At the end of each transition period, new properties and qualities are formed that were not there in the previous period - they are called neoplasms. Throughout a person's life, more than one critical period is noted. L.S. Vygotsky singled out several such periods: the period of newborn, one year, three years, six to seven years, adolescence. Some researchers identify critical periods of adulthood. In physiology, critical periods are called age crises. Age crises are the reactions of the human body to the restructuring of physiological processes at different age periods. These are rapid shifts, each of which marks the beginning of a new phase in the life cycle. Transitions from one age period to another are associated with changes in the physical data and psychological characteristics of the child, with a holistic restructuring of his body and behavior. The behavior of children during such a transition usually does not change for the better, many become withdrawn, irritable, which causes anxiety for adults. Thus, the age crisis indicates that significant changes are taking place in the child's body and psychology, that difficulties have arisen on the path of physical and psychological development that the child cannot cope with himself. And overcoming the crisis is a confirmation that the child is already at a higher level and has passed into the next psychological age.

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THE LEGAL ISSUES OF SURROGACY IN UKRAINE

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With the development of scientific technology, it has become possible to use assisted reproductive technologies to solve the problem of infertility. One of them is surrogacy, when a woman gives nine months of her life to give the happiness of motherhood to another family. Recently, the topic of surrogacy has become the subject of constant debate. Through certain ethical, moral and religious beliefs, different opinions are expressed both in defense of this method and for its categorical prohibition.

Legal provision of surrogacy is one of the legally unregulated and most difficult issues in the legislation of Ukraine, in particular, in the field of family law. Its relevance is due to the lack of sufficient regulations governing the implementation of surrogacy in Ukraine and the need to solve problems that arise in practice.

It should be noted that the nature of the surrogacy agreement is identical to the service agreement. Under this agreement, one party, the contractor, undertakes on behalf of the other party to provide a service consumed in the course of such activities, and the customer undertakes to pay the contractor for this service, unless otherwise expressly provided by the contract. There may also be questions about the biological parents dying before the child is born to a surrogate mother. In this case, the child will be recognized as left without care and will be registered by the guardianship authorities.

Although, according to some scholars, it would be more favorable for the child in this case to recognize the child's dead potential parents, which would allow her to have inheritance rights and other privileges (Pirozhenko, 2018).

Thus, surrogacy in Ukraine is allowed at the legislative level, in contrast to foreign countries such as Italy, France, Germany, where it is strictly prohibited. The current legislation does not define the concept of surrogacy. Surrogacy should be understood as the process of carrying a child by a woman on the basis of a contract. The study shows that it is necessary to regulate the relationship between the biological parents and the surrogate mother by adopting the relevant legislation. In addition, to provide for cases of refusal of a surrogate mother to give the child to her potential parents, as well as the legal consequences of the birth of a surrogate mother of a child with birth defects and refusal of her biological parents.

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CROWD PSYCHOLOGY

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Crowd psychology studies collective thinking, the behavior of groups of people, and the differences between the behavior of a bunch of people.

In psychology, a crowd is understood as an unstructured temporary gathering of people that does not have a clear purpose, whose members have a similar emotional state and objects of attention. The main feature of the mob from the point of view of psychology is that any individual can dissolve in the crowd, no matter how educated and intelligent the individual may be, apart from the crowd.

The theory of mob psychology is based on the fact that membership in a crowd helps unblock unconscious thinking.

This is because intelligence and consciousness are being driven out by the crowd and replaced by thoughts imposed by the leader or idol of the mob. Simple emotions are common, and complex emotions are rare.

People become a mob in three stages: immersion, infection, and suggestion. From the first stage, people have the first signs of herd thinking. During the immersion, people influenced by others start to lose their immersion, sense of responsibility, and self-esteem. This is due that everyone has the feeling that nothing depends on him. Contagion refers to the tendency of people, because of other people's ideas and thoughts, to forget about their own.

They can spread between individuals very quickly and stay deeply conscious. Further goes suggestion. It can be attributed refers to the period when people start to succumb to other people's thoughts.

The ideas and emotions of the crowd are mainly drawn from the general unconscious consciousness, during this stage any ideas and thoughts can be imposed on the crowd.

Such behavior comes from the origins when people were united in herds in order to see, but in such a society there is a lack, thinking and emotions in such a herd become less pronounced and are limited to the thinking of the least capable and smartest members.

In a crowd, emotions become less and they become simpler, as result emotional expression is at a primitive level. The structure of this society is the structure of an aboriginal society in which one must rebel against the ideas, thoughts, and emotions of the leader to become an individual person.

The study of the psychoanalysis of crowds only began at the end of the nineteenth century.

Nevertheless, these days, it is already quite well studied. Mobs have always existed since people gathered together, a lot of time has passed since then, and crowd consciousness has changed a lot during this time.

Crowds have changed from primitive flocks that had one leader and several members in groups that include millions of people and are ruled by religion, army, government, and others.

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THE IMPACT OF COMPUTER TECHNOLOGY ON LEGAL PROFESSIONALS

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Many people are convinced that computers are not able to think and evaluate the situation, think creatively and empathize, and these are the key abilities of a lawyer, without which the professional activity of a lawyer is impossible. Situations and clients are special, individual, with an exceptional set of fact. But "robots and artificial intelligence" will be able to replace a lawyer at some point.

The pandemic made it clear that all the things we are used to can change. The impact of COVID-19 on all spheres of public life has significantly accelerated the use of technology in the professional activities of a lawyer: online court hearings, submission to the court of various documents in electronic form, online counseling of clients.

This is all an example of the fact that even the conservative sphere of law is changing. In many areas, and the legal field is no exception, there is a gradual transition from unique, individualized solutions for each client to the maximum possible standardization and automation of professional services. Lawyers are increasingly using automated action checklists, court precedent retrieval services, template makers, and document designers to reduce human error and save time on routine work by performing their own actions according to a certain, not even prescribed, algorithm.

Today, the world's first lawyer with artificial intelligence has been created. He can read and understand language, hypothesize when asking questions, research, and then generate answers along with references and quotes to support his conclusions. He learns by gaining experience from each interaction with a person. It is only necessary to ask a question in English, and Ross, having checked all the legislation, will give an answer with up-to-date references to laws and secondary sources. In addition, Ross monitors court decisions around the clock in cases similar to the required case, thus constantly monitoring current practice.

Ross saves a person's time by choosing from thousands of sources and links only the most relevant. He gives this answer in a relaxed "informal" form, in simple language. The company Baker & Hostetler has already announced that it will hire Ross to work in the bankruptcy department, and other companies are expected to be hired in the near future (Sinitsa, Plevachuk, 2019).

Now a large number of projects are under testing or development, but in five to ten years, technology in law will become the best assistants to lawyers.

Artificial intelligence can not only check contracts for grammatical errors, but also analyze them, squeezing the main points and assessing potential risks.

According to a study by McKinsey & Co, 23% of the work can be done by lawyers and 69% of the work can be done with the help of modern technology.

Increasingly, medium and small law firms are beginning to emerge with broad specialization and the use of different technologies. This trend is an example of the transformation to the recently traditional business models in the legal business (Smotrov, 2020).

As a conclusion, artificial intelligence cannot fully replace a lawyer. Technology can help modernize and update the way lawyers work with clients. It can make legal activities easier, faster and more productive. Artificial intelligence is just a tool that can save lawyers a lot of time and money by doing routine work and helping to analyze a lot of information. Technology does not herald the end of law and the legal profession. Technology only means a new beginning of the modern sphere of law. For a lawyer who will be able to adapt to the rapid development of technology, artificial intelligence will be one of the means of building effective work.

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**ADAPTATION OF FIRST-YEAR STUDENTS IN A HIGHER
EDUCATION INSTITUTION**

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Studying at the university is the period during which students overcome all obstacles and difficulties on the way to adulthood.

The purpose of the study is the theoretical analysis and generalization of information about socio-psychological adaptation, as one of the ways of socialization of the individual. Admission to the university for entrants is a step into the unknown. After crossing the threshold of the university, applicants immediately become active participants in the dynamic educational process of higher education, which requires students to be conscientious about new responsibilities, responsibilities, and independence in acquiring new knowledge, mastering general and professional competencies, developing skills of self-control and self-regulation. tools of time management, development of voluntary attention, stress resistance, and constructive communication and interaction. New conditions require the formation of such behavior that will allow functioning effectively to perform the tasks [1, p. 30].

The first course is a kind of starting position, the so-called point of resistance. The difficulty of adapting a student in the transition from general to vocational education is not in changing the social environment but in the manifestation of anxiety. It arises as a search for answers and arguments about the correctness of the decision on professional self-determination, which for most is the meaning of life. It should be noted that the most common problems of adaptation of the freshman include: false expectations, ignorance of the standards of student life, uncertainty about the future, inability to find reliable information promptly, lack of external motivation.

Evidence of low adaptation is reduced efficiency, procrastination, fatigue, the dominance of depressed mood, increased anxiety, inhibition, or, conversely, hyperactivity, accompanied by a violation of discipline, systematic failure to do homework.

Thus, the socio-psychological adaptation of a freshman is a key factor in his success in educational and professional activities.

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COMBATING CORRUPTION IN THE FIELD OF HEALTHCARE

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Corruption is inherent in all socio-economic systems of the whole world, and the study of the level of corruption in different countries does not lose its relevance. According to Transparency International statistics for 2020, Ukraine took 117th place out of 180 countries, receiving 33 points out of 100 possible, which is not a positive result (Corruption Perceptions Index, 2020).

One of the sectors, in which corruption schemes have become widespread, is the health sector. The leading problems causing corruption in this area of society are the lack of control and organization of medical procurement, insufficient regulation of medical records, non-transparency of recruitment procedures in health care institutions (Anti-corruption strategy, 2020-2024).

In 2016, a survey was conducted by a global company in the field of marketing research (TNS). The results showed that 84% of respondents in Ukraine most often provided illegal benefits in hospitals and other medical institutions (Transparency International, 2016). In the course of summarizing the results of the public discussion, the most common types of services were identified, for which illegal benefits were provided to medical workers. The unlawful benefit was provided for receipting of a certificate of temporary incapacity for work and various certificates, high-quality operation of the patient or the provision of medical services (consultations, examinations with a special individual approach), confirmation or concealment of certain medical facts, charitable contributions in money or any goods, purchase of medicines, medical instruments.

In modern conditions, corruption in the field of medicine can be divided into the following main levels: the first (from the patient to the doctor or other health worker); the second (in the middle of the hospital - from employees of medical institutions to management); third (at the state level on public procurement of medicines).

Corruption at the first level is the most obvious. At this level, such corrupt crimes as bribery of a doctor by a patient, offer, promise or illegal benefit to such a person, violation of statutory restrictions on receiving gifts, violation of requirements to prevent and resolve conflicts of interest are quite common (in the case when the doctor and the patient are relatives, friends or acquaintances).

As for the second level of corruption in the medical sector, its presence in the middle of the medical institution is caused by the poor material and technical situation of medical institutions, biased assessment of the professionalism of new doctors, personal moral and ethical principles of administrative staff. At this level, the following corruption crimes are common: theft, misappropriation, extortion of drugs, psychotropic substances or their analogues or their acquisition by fraud or abuse of office, misappropriation, extortion of documents, stamps, seals, possession by fraud

or abuse of office, bribery of an employee of an enterprise, institution or organization, misuse of budget funds, acceptance of an offer, promise or illegal benefit by an official, illegal enrichment, illegal use of information that became known to a person in connection with the performance of official duties, failure to take measures to combat corruption.

The third level of corruption in the medical field is related to companies that compete in drug tenders. The same companies participate in the tender, not allowing other companies in this process. To maintain anonymity, pharmaceutical companies create firms that belong to the same business groups. When selling drugs obtained as a result of cooperation with other companies, they are offered competitive bids with inflated prices in advance with one hundred percent prepayment from the Ministry of Health. At this stage, corruption crimes related to the implementation of budget expenditures or the provision of loans from the budget without established budget allocations, acceptance of an offer, promise, or receiving an improper benefit are common.

Thus, corruption crimes prevalent in medical institutions occupy a prominent place in the ranking of the most dangerous offenses, as they pose a threat not only life and health of Ukrainians but also to national security in general. An anti-corruption strategy should be developed. Therefore, in my opinion, the fight against corruption in health care will help:

1. To increase funding for health care, which will consist of providing competitive salaries to physicians, logistics of health care facilities;
2. To work with the consciousness of citizens in order to spread among them an educational idea about the negative impact of corruption on the social structure of society (training, lectures, conferences, etc.);
3. Establishing measures to ensure transparency in the selection of new employees, which will help increase the professionalism of employees of medical institutions;
4. Establishment of more severe penalties for committing a corruption crime by making the necessary changes to the current legislation of Ukraine (fines, extension of imprisonment).

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THE PROBLEM OF UNEMPLOYMENT IN UKRAINE: CAUSES AND SOLUTIONS

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The subject of this study is more than relevant in our time, since unemployment is one of the main factors of the labor market distortion in Ukraine. It would be worthwhile to begin by explaining the concept of unemployment, if simply, a process in which part of the working-age population has not been able to find themselves in society, that is, not employed. This socio-economic problem is an integral part of the market economy, which is dominated by the concepts of supply and demand. The main characteristic of unemployment is the predominance of labor supply over demand, in other words, the formation of excess labor (Doroszko, 2010)

If we look at the trends in unemployment in the last few years, we can see that it has increased considerably compared to the previous years. Today, the unemployment rate in Ukraine is 10.9 per cent, whereas in the recent year 2020 it was no more than 9.9 per cent. (Table 1)

Table 1. Unemployment rate in Ukraine in 2016-2021

	2016	2017	2018	2019	2020	2021
<i>Unemployment rate, %</i>	9,7	9,9	9,1	8,6	9,9	10,9

At first glance, the situation does not seem critical, but if the downward trend of the employed population continues, this relentless process will lead to important social and economic problems, such as increasing social tensions, the differentiation of the population, GDP decline, living standards decline, etc. (The Ministry of Finance, 2021).

In order to identify effective ways of combating the phenomenon of unemployment, it is necessary to identify the root causes of the phenomenon. Thus, from an economic point of view, unemployment is seen as a macroeconomic problem in which the following factors are directly involved: the instability of the economy, resulting in large-scale changes in the structure of labor demand; The decline in economic development, leading to job losses, and the collapse of enterprises. Ironically, the rise in average wages also contributed to the rise in unemployment, as private companies were unable to pay all staff according to the new standards and had to reduce the number of workers (Baker Tilly, 2021). The following factors play an equally important role in creating a mismatch between labor demand and supply:

- Rapid inflationary processes;

Seasonal fluctuations in production that provide employment only for a certain period;

Scientific and technological progress is a last and rather controversial factor, because it is certainly useful for the development of a country, but on the other hand, it can leave thousands of people without jobs (Semiyaktova, 2021).

Unemployment is a State-level problem, and therefore its solution must come primarily from the political side. Employment should be regulated through effective economic and social policies. Its main directions should be: first of all, stabilization of the Ukrainian economy and a course for its growth; promotion of full and effective employment; introduction of reforms on wages and pensions; One of the most effective ways of dealing with the problem of unemployment is to conduct a detailed study of the labor market in order to identify the needs of employers and subsequently train professionals in this area (Pidhirna, 2019). The improvement of the competitiveness of the labor force through the provision of quality education; the introduction of measures to increase productivity; the integration of foreign experience in this field should not be overlooked.

Thus, in analyzing the underlying causes of the unemployment process, it can be concluded that they require active public policies aimed at fundamentally changing employment policies. The increasing pace of the phenomenon must cease to be ignored and effective measures should instead be taken to improve the employment environment. Only a targeted and effective increase in the level of employment can bring Ukraine's economy out of an all-consuming crisis.

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HIGHER EDUCATION IN UKRAINE

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Ukraine has entered the 21st century with a number of unexpected problems that have arisen over the past 20 years. Of these, for more than 15 years we are constantly in a state of transformation of the education system in Ukraine. However, in the economic sphere over the past two decades Ukraine has lost not only certain types of domestic products in foreign and domestic markets, but also entire industries: instrumentation, computers, etc., in the field of education this has not happened. (Teletov, 2010, p. 1) Competition between educational institutions has always been which prompted a healthy competition between scientific schools, level of teaching, prestige to be called a student of a certain level, the status of the city of the institution, as well as the desire to master a particular specialty: acting, forestry, becoming a philosopher or astronomer.

A focus on quality results of the educational process requires firstly a clear definition of the principles of internal quality assurance, because the principles are those general requirements, quality depends on maintaining them. To enter qualitative indicators, we need to know what they are qualified for. However, as a rule, the principles are perceived as something abstract and theoretical. Removal of their purely theoretical role and underestimation in practice creates obstacles to quality assurance. "The architect, – wrote J. A. Comenius, – is planning to build a strong building not using a straw, a swamp or vine, but using the stones, bricks, sturdy wood and other materials. In addition, the gardener who "wants to field, vineyard, garden to bear fruit, sow a grass, not a nettle, a thistle, a noble seed and plant" (Komenskiy, 1955, p. 474).

Paid education is present in public universities and completely in private ones. In the state - it is additional revenues to the budget of the educational institution, a fairly high level of education, "budget students" and "paying students" mostly study in the same groups, which maintains a high general level of training, tuition allows surviving in difficult social-political conditions, during economic crises, and so on. To a particular university, the competitiveness of which depends on its history, location and image. At the state level, it was explained that private universities were created to increase competition in higher education and, as a result, to improve the level of training of domestic specialists.

In reality, it turned out not quite so, or rather, not so. In most private universities, the requirements for the level of knowledge of students are lower because the teacher sees a direct dependence in the payment of their work not on the quality of work, but on the number of students. Profits from this are received by individuals: university owners. They have no responsibility to the state. Such educational institutions introduced at that time the so-called "prestigious" specialties,

the opening of which did not require any additional premises, no equipment, no base for practice: economic, legal, sociology, politics, etc (Teletov, 2010, p. 1).

In addition to private ones, there are so-called departmental ones - in the field of agriculture, law enforcement agencies, etc. The most anomalous thing here is that until recently these educational institutions also increased enrollment not for "their" specialties, but for all the same prestigious ones. For a budget place - a very high competition, and paid - more expensive than in a private school.

Of course, a working person should have the right to receive higher education in a significant number of specialties, which should be determined at the state level. This is almost completely solved by the externship: the total number of textbooks, manuals, information on the Internet is completely sufficient for self-mastery of a particular discipline; successive passing of exams will allow those able to receive higher education in two years, and those who sit, for example, in ten; you need to pass the exam of the chosen by the teaching commission; it will cost much less than today's evening and distance learning (Teletov, 2010, p.2). Virtual communication exists even in the most remote settlements of the country, the people living in these towns and villages will not be offended by anything. And the brand of the university will be preserved. In more prestigious universities, the number of external students will be greater.

The key areas of research on the readiness of higher education subjects (students, teachers, higher educational institutions) to distance learning under quarantine and the impact of new conditions of education on the educational results of students are (Grynyuk, 2020, p. 7):

1. Readiness of universities for the transition to distance learning.
2. Readiness of students' families to the changed conditions of education in the distance mode.
3. Readiness of teachers to organize distance learning in the mode of self-isolation.
4. Quality of education in the transition to 100% distance learning.

The quality of organization of teaching process, peculiarities of which in higher establishment require the unity of pedagogical knowledge and action of the teacher. Following the words of a famous pedagogue A. Disterweg, a bad teacher presents the sooth in a prepared form, and a good teacher teaches looking for it solely. In one of his books, he writes: «Development and education can't be given or reported to any person from the outside. Everyone who wants to join it has to achieve it by their own activity, own forces, own stress. From the outside it can only get an impulse...» (Disterweg, 1956, p.374).

Ukraine is also experiencing the same difficulties and problems in education due to the coronavirus pandemic as other countries and, thus, requires all state structures to make responsible and correct decisions. The Ministry of Education and Science of Ukraine, its departments and offices are trying to minimize losses from coronavirus in the field of education. A number of steps have been taken to stabilize the situation, the most important of which is the transition to distance education in the

quarantine period for schoolchildren and students (Verkhovna Rada of Ukraine, 2020).

Speaking about the future of Ukraine, we subconsciously understand this concept as the young generation and its role in the future. From how the young generation will be national conscious, patriotic, ready to take responsibility for the development of spirituality and preservation of cultural achievements of the Ukrainian state, to actively and constructively join social processes, how proactive it will participate in socio-economic and political transformations, largely the fate of the country depends on its national interests.

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THE KEY TO OVERCOMING SOCIAL ANXIETY

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Fear is a very useful thing for survival, but not always useful for a modern person. Unlike animals, we have an imagination. Many consider this ability to be the main reason for the development of civilization and human dominance on the planet. We are able to imagine in detail not only the terrible events that may occur, but also our feelings at the same time. However, this same imagination can turn our fears into experiences and cause anxiety disorders. It is quite normal to worry. Anxiety is a strong emotion that arises when a person perceives danger. Unlike other strong experiences, anxiety is always associated with fear, conscious or unconscious. Our brains don't care if it's a real threat or an imaginary one. Fueled by fear, the alarm mechanism is the basis of the instinct of self-preservation and is responsible for our safety. Anxiety mobilizes the body: it injects adrenaline and noradrenaline into the blood, pumps blood to the muscles, fills the lungs with air, increases blood pressure. Makes you run first, and then think, while turning off everything unnecessary, including some parts of the human brain. To distinguish ordinary anxiety from frustration, it is necessary to distinguish between our experiences.

One of the first mentions of the disorder, which is associated with social anxiety contained in the process Bekhterev VM (1899), which describes the clinical picture of the disease, who suffered from a pronounced fear of primordialism in humans (to know which author used the term "erytophobia"). Subsequently, the psychopathological manifestations that reflect a terrifying representation on people, looking at whole lines of scientists (often depending on podinological clinical cases) within phobic or obsessions.

There are many keys to dealing with social anxiety disorders. The best way to deal with SAD on your own is control our thoughts. People with social anxiety tend to overestimate how badly others think of them. Keep in mind: your thoughts are only guessing about what others will think or what you will do. How you think is a habit and habits can be changed. Become more aware of your own thought that we have on average every single day. Which is why people need to start building a mindfulness habit like meditation where you try to clear your head and try to focus on one thing like your breathing when you build a mindfulness practice. Once when you started becoming more aware of your own thoughts you can start doing another mental exercise.

The greatest success in achieving this goal has been condition yourself to believe that others spend the majority of their time thinking about their own problems and themselves which is actually true. The more people start do this the more they will internalize the spotlights effects which is turn will allow you to start feeling less and less social anxiety as you start to realize people just are not paying that much attention to you.

We humans often overestimate how much others care about our negative and also positive actions. We think that the spotlight is on us, that everyone is looking at us and judging us when in reality the large majority of people simply don't care and this is a very important concept that everyone needs to internalize if you are struggling with social anxiety. The main reason we feel anxious around others is because we feel like they are looking at us and judging us. But in reality, the large majority of people simply don't care that much about you. Most people are stuck in their own heads and think about themselves, not you. The moment when people start to internalize this concept and genuinely start believing in it, their level of social anxiety will drop significantly.

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WHAT AFFECTS HUMAN HAPPINESS

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What makes a perfect life? According to statistics, more than eighty percent of youthful people wish to be rich, half of them wish to become famous. And we are constantly told to lean in to work, to thrust harder and achieve more. We are given the impression that these are the things that we necessarily need to do in order to have an outstanding life. But is this sufficient for a pleased life path?

Scientists started a study on this topic about seventy-five years ago. At the beginning of the project, more than seven hundred boys from different living conditions underwent medical examinations and interviews. After that, specialists came to their homes and talked with their parents. After these youthful men grew up and became adults with their own destiny. Some have achieved a lot in life, others haven't changed anything over the years, others have totally lost everything. Every two years they get questionnaires, they get blood for analysis, scanning their organs, specialists still continue to speak with their wives and children.

At the completion of the project, it became clear that a pleased and healthy life is prolonged by excellent relationships. There are three main lessons. The first lesson is that loneliness is killing us. People who live in society are much healthier than those who are deprived of it. The second lesson isn't quantity, but quality that matters. It does not matter whether you have two or twenty friends, it matters how close you're to them. And the final lesson is the better the relationship, the healthier our brains and bodies. According to statistics, those who'd an excellent relationship had very tiny memory problems in elderly age.

But certainly, this cannot be the only condition of good living.

Imagine a modern world without any currency. Is such a society possible? The answer is obvious, of course not. Money is a required part of the present life. We encounter them in all areas of life on a daily basis. Money has all sorts of meanings in the economy and social life. Money forms universal connections between people and the objective world, not possessing any qualitative definiteness, "things that are most distant each other discover a common basis in them and come into contact with each other," writes G. Simmel. How long ago these words were written, but now they are no less relevant.

So, what's the conclusion? Definitely, it is extremely important to maintain healthy relationships with surrounding people but money also strongly exerts people's lives.

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FEMINIST SOCIOLOGICAL THEORY

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Feminism is essentially a new direction in various humanities in the West, with several currents that largely reflect the historical formation of this school. Some foreign authors highlight the liberal, Marxist, radical, psychoanalytic, socialist and postmodernist trends of feminism, others consider the Marxist trend to be only a prerequisite for the socialist one and add an interpretive approach

Some representatives of feminism use the terms women's, feminist and gender studies as synonyms, often using the latter term only to "justify" before men who have power and control resources, including research. In turn, "women's research" is understood both as "carried out by women on women's issues in the interests of women" and as a study of the problems of oppression and subordination of women. The concept of gender also includes the study of "differences and similarities" in the social life of men and women". Researchers of women's problems prefer qualitative methods to quantitative methods, which, in their opinion, can more reliably reflect women's reality.

Feminism is not a defense of women's rights, including as thinking subjects, not an attempt to assert the features of the "female style" in communication, creativity, relations with the world, then the feminist theory is clearly "desubstantized", turning into a method ... Then it turns into a series of questions.

"Femininity" is also achieved in the problematic field of social and cultural approval, but it is assessed in a different way. Femininity implies sexual seduction, body adornments, etc., that is, essentially external characteristics that emphasize rather than create inherent attributes of gender, and femininity is more often presented as a biological quality that is emphasized and enhanced by means of culture

In the 21st century, the interests of women still occupy a firm position in the gender agenda, moreover, feminist projects are very important for changing the form of the gender regime. Feminism, in principle, can change not only the nature of gender regime, but also the "nature of late" capitalism: labor regimes, regulation of working hours, deepening democracy, strengthening the fight against violence in both the public and private spheres. Each of these factors affects both capitalism and gender regimes at the same time. If democratic processes in strengthening civil society really take place, then feminist projects will be able to really influence both the form of capitalism and the form of the gender regime.

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SOCIAL WORK IN UKRAINE: ORIGIN, PRESENT AND PROSPECTS

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Social work - professional or volunteer activity, aimed at guaranteed support and provision of social services of any kind to the person. The essence of social work is not only to meet the needs of certain individuals, but also to adapt them for further positive coexistence in society

Social work in Ukraine dates back to the emergence of mutual assistance in the East Slavic tribes. It should be noted that in all historical and folklore sources Ukrainians are mentioned as the most hospitable and charitable people. The ancient Slavs, whose existence we know from the VI century CE, lived in communities. The community was a local self-government that dealt with taxation, law enforcement and assistance to the needy. Social work manifested itself in various forms of support and mutual assistance. The following types of support were singled out: cultic (concerning religious cult and rituals), communal-clan (within the family) and economic. In turn, the communal-tribal form of assistance was divided into individual - assistance to the elderly, orphans, widows; and collective - help to the family, community.

In 988, after the baptism of the Kyiv Rus, comes one of the longest periods in history - the period of church charity. A Christian concept of help is being formed - the philosophy of love of neighbor: "Love your neighbor as yourself." The main objects of assistance were the sick, beggars, widows, orphans. At this time, laws are emerging that control the support of various categories of the population. The subjects of aid are the prince, the church, the parish, the monasteries. A distinctive feature of social assistance in the times of Kyiv Rus is the distribution of alms to all who ask. There were three main forms of princely charity: 1) distribution alms; 2) food at the prince's court; 3) delivery of products for destitute. (Zvereva, 2004, p. 17) In addition, Volodymyr Monomakh was the first to highlight the main aspects of social assistance in his "Teaching Children". However, the assistance listed above was not only positive, but even led to a major public disaster - the development of professional begging.

XV-XVII century - the period of Ukrainian Revival, but at this time the period of church charity continues. The church serves as a temple, hospital and school. Church fraternities turned out to be a specific kind of community: they helped the poor, widows, orphans, the sick, built churches, printing houses, hospitals, guarded monuments of history, culture, redeemed prisoners from the Tatar-Turkish captivity. (Zvereva, 2004, p. 18)

Social assistance was also provided in the Zaporizhia steppes. The Cossacks have always been hospitable to guests and love travelers. Lonely Cossacks always left food on the table so that anyone could consume it. None of the Cossacks could reproach the old man that he ate bread in vain. Cossacks spent their accumulated

wealth on the construction of churches, monasteries, and schools. In particular, Ivan Mazepa was a great patron.

Subsequently, much attention is paid to measures against poverty, and therefore at the turn of the XVII-XVIII centuries. the first projects of a civilized form of social guardianship appeared. During the reign of Peter I established public-administrative approaches to public and private burns. Under Catherine II, were created Orders of Public Guardianship.

In the first half of the XIX century. Ukraine's economy is characterized by the collapse of the feudal system. The social guardianship system was represented by public guardianship orders, later by the Ministry of Police and the Ministry of the Interior. Subsequently, new categories of objects of social care are identified: illegitimate infants, lepers, chronic sick, insane, unemployed, families of soldiers called up for active duty. (Zvereva, 2004, p. 20) Municipal governments and private charities played an important role in social assistance. For example, the Tereshchenko family spent almost 5 million karbovanets on charity.

After the First World War, the state became the main subject of aid, the People's Commissariats are involved in support. One of the most important areas of social assistance in the 1920s was the fight against child homelessness: the opening of orphanages, educational colonies. In the 1930s, the main task was to work with people with disabilities and help their families.

A new stage in the development of social assistance in Ukraine begins after the Second World War. Social security legislation is becoming an independent industry. The functions of the ministries of social assistance are significantly expanded.

In the 1980s, the living standards of the population significantly decreased, and there was a need to reform the social system. Only in the conditions of independent Ukraine are attempts to carry out such a reform, social work is formed, which now exists.

Nowadays, Decree of the President of Ukraine “On Poverty Reduction Strategy” №637 / 2001, dated August 15, 2001 and the Law of Ukraine “On Social services” №966-IV of June 19, 2003 aimed at systemic solution of social development problems. (Gorpynych, 2004, p. 69) World experience shows that no country has yet managed to overcome poverty. However, this does not mean that poverty cannot be reduced: by creating an effective level of work, developing an employment program and social protection. Volunteering is also gaining momentum due to the inability of the current system to provide relevant services. In connection with a number of school reforms in recent years, social pedagogy is developing.

Besides that, In Ukraine, there are the same trends in the development of social work as in the world: green social work, feminist social work and a customer-centric approach. (Semigina, 2020, p. 42) This can be explained by Ukraine's position on the path to European integration. Green social work is an approach that aims to ensure the availability of resources, environmental friendliness and sustainable development of society. Feminist social work aims to distribute the equal rights and opportunities of women and men, as well as to highlight and address the problems that women face every day. The client-centered approach is explained by the fact that

each person has resources that can be helped to develop so that the person can achieve their own goals.

Therefore, as we can see, social work is an important area at any time, which is developing dynamically, and Ukraine definitely needs, at least for the comfortable life of the population and its sufficient standard of living, at most, for successful European integration.

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THE IMPACT OF VIDEO GAMES ON CHILDREN

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Video games are an integral part of modern society. They have become a popular activity for people of all ages. This is a multibillion-dollar industry that is more profitable even than the film industry. Thanks to progress that is not standing still, video games have become very sophisticated and realistic, thus increasing the interest in the audience, especially among young people. Today, it is difficult to meet a child who has never dealt with computer games. But many teens develop addictions that worry their parents.

It is difficult to say unequivocally whether there are more benefits or harms from video games, as it can be influenced by many factors. Let's start with the pros. According to researchers, video games have a positive effect on fine motor skills and the ability to switch between tasks (Lukasz Borecki, Katarzyna Tolstych, Mieczyslaw Pokorski, 2013). They also increase the amount of gray matter in the brain, which is responsible for muscle control, memory, perception and spatial navigation. Children's interest in online games improves their social skills, as communicating with other players is an integral part of cooperative games. Children who play strategy and various puzzles are better suited to find solutions to problems. Also children who play games are more attentive to details.

But not everything is so good, the cons are also enough. Four out of five children play video games. That's 65 million children, and some of them can use a computer or a smartphone, but they can't even read or talk. The biggest problem is that many scientists believe that excessive play under the age of 22 can even physically change the brain (Amy Paturel, 2014). Because video games stimulate only the parts of the brain that control vision and fine motor skills, other parts of the brain responsible for behavior, emotions, and learning may be underdeveloped.

Due to the influx of dopamine, which gives a feeling of pleasure during the game - children become addicted to this neurotransmitter. Therefore, if children refuse to play, they will have behavioral problems, aggression, feelings of inferiority, and so on. In addition, it can be difficult for them to control the time they spend on games, which in turn can cause problems with healthy sleep, vision, nutrition, overweight, lack of interest in other hobbies, and so on.

There is another problem - all video games are evaluated by the Electronic Software Evaluation Board (ESRB) for their suitability for children and adolescents. And although age ratings are placed on a large part of the game's packaging, players often ignore these restrictions and parents do not pay attention. That is why the problem is so common that children play with a product that is not even intended for them. Most often, these are games with a high level of cruelty. Studies show that violence in video games can significantly increase anxiety, aggressive thoughts and negative emotions in children over a long period of time (Claire McCarthy, 2021). In

particular, there may be children who suffer from mental health problems, and games will be even more harmful.

Summing up, it is impossible to give an unambiguous answer to the question of how harmful video games affect children. On the one hand, some video games can help you learn, solve problems, and develop fine motor skills and coordination. On the other hand, spending too much time on video games can delay mental development and negatively affect the nervous system, provoking aggression, apathy and other health problems.

However, experts agree that the games are seriously addictive. The human brain is set up to strive for instant gratification, fast pace and unpredictability. Therefore, the most important thing is to know the measure and find a golden mean for each child, and for parents to pay attention to this problem and think - perhaps it is not the games themselves that deserve attention, but the reasons why children spend so much time in games.

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MARY'S ROOM

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Do you know about Mary's Room? But first, what is absolute knowledge for you? Do we really have enough physical properties of objects to fully explain being? Because physicalism has such an attitude, any being is nothing more than a continuation of physical properties. There is nothing in the world but physical things. It was thought so until Frank Jackson took into account the article "Epiphenomenal Qualia" (1982). Which is an argument about the fallacy of the idea of physicalism and its existence. The controversy that arose after its publication became the subject of a special issue - *There is Something About Mary* (2004), which sets out the views of various philosophers, including Daniel Dennett.

In the article rises to review, one of the interesting imaginary experiments Mary's Room. Frank Jackson theorizes that physicalism is false, and the fullness of knowledge lies in not only the material but also the inner feelings of people. This experiment is the argument. Which is as follows: Mary is a brilliant scientist who is, for whatever reason, forced to investigate the world from a black and white room via a black and white television monitor. She specialises in the neurophysiology of vision and acquires, let us suppose, all the physical information there is to obtain about what goes on when we see ripe tomatoes, or the sky, and use terms like 'red', 'blue', and so on. She discovers, for example, just which wave-length combinations from the sky stimulate the retina, and exactly how this produces via the central nervous system the contraction of the vocal chords and expulsion of air from the lungs that results in the uttering of the sentence 'The sky is blue'. (It can hardly be denied that it is in principle possible to obtain all this physical information from black and white television, otherwise the Open University would of necessity need to use colour television.) What will happen when Mary is released from her black and white room or is given a colour television monitor? Will she learn anything or not? (Jackson,, 1982)

What can we say about Mary? Does Qualia really play in exploring the world? There are two possible options for the limb. The first, if Maria learns something new from the experience of direct perception of color, confirms the fallacy of physicalism. Our scientist knows everything about the science of color perception, but can she have the experience of red if she has never seen it? The second, according to Daniel Dennett, is that Maria will not learn anything new if she leaves her black-and-white room. Arguing that if Mary really knew everything about color, her knowledge would also include a deep understanding of how people feel about the «quality» of color. Moreover, such knowledge would include the functional ability to distinguish red from other colors. That way, Maria would already know what to expect before she left the room. Dennett believes that functional knowledge is identical to experience, and there is no indescribable qualia (Nida-Rümelin, O'Conaill, 2019).

For my part, I support Qualia's position. Although the physical properties of the material help us to understand being, yet this knowledge is not complete. It is not enough to know the usual characteristics of the object; it must be seen and felt.

Summing up everything we have discussed, an ambiguous conclusion is drawn. At present, there is no single correct, precise definition. In fact, for the perception of the world around, will Mary need to know only the physical structure of color? This question still remains open. However, no less interesting.

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SOCIOLOGY OF YOUTH AND ITS OBJECT OF STUDY

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Young people, as a separate group from children and adults, have always attracted the special attention of researchers and politicians. It occupies an important place in society. But what are young people? By general definition, young people are a large socio-demographic group that is at the stage of formation of social and psychophysiological maturity. Young people include high school students, students, graduate students, employees, entrepreneurs and others. This group of the population is the most active. Young people are the main carrier of intellectual and creative potential of society. She is able to quickly and efficiently master new knowledge, professions, specialties, which is important in today's world, where the rapid development of technology. Until now, the issue of age periodization of young people remains controversial. There are many approaches to determining age limits: 11-25, 15-28, 16-24, 16-30, and so on. Recently, the lower age limit of youth is 14, and the upper - 35 years.

In the modern scientific literature there are several different definitions of youth. One of the first definitions of "youth" was given in 1968 by sociologist V.T Lisovsky: «Youth - a generation of people undergoing the stage of socialization, learn, and at a certain age have mastered, educational, professional, cultural and other social functions» (V. T. Lisovsky, 1996, p.41).

The following definition of youth was given by sociologist I.S Kon: «youth - a socio-demographic group, distinguished on the basis of a set of age characteristics, social status and due to one or another composition of socio-psychological properties. This definition later became the main in the sociology of youth. Youth as a certain phase, a stage of the life cycle is biologically universal, but its specific age limits, associated social status and socio-psychological features have a socio-historical nature and depend on the social system, culture and the laws of socialization inherent in this society» (Kon I.S., 1998).

Also, the definition of youth can be interpreted through many approaches. The stratification approach is considered traditional. It defines young people as a special socio-demographic group, limited by age, specific social roles, status and social positions.

In the psychophysiological approach, the concept of "youth" is interpreted as the period of human development between puberty and full maturity.

As its further development in social philosophy there is a socio-psychological approach in which young people are a certain age with their biological and psychological relations, and therefore it has all the features of the age class.

According to the conflictological approach, young people are a difficult, full of stress and extremely important period of life.

Young people as a special behavioral phase in life, when they no longer play "children's" roles and at the same time are not full bearers of adult roles are defined in the role approach.

Within the subcultural approach, young people are a group with their own specific way of life, style of behavior, cultural norms and values.

According to the socialization approach, youth is a period of social growth, primary socialization, the main goal of youth is self-determination, personalization.

According to the interactionist approach, youth is one of the three states of the soul inherent in every person. In contrast to the state of "father" (focus on normative behavior) and "adult" (focus on reasonable decisions), it is manifested in spontaneity, immediacy, non-standard behavior.

In the subjective approach, young people - future orientation, optimism, zest for life, desire for activity, feeling (energetic) young, regardless of real age.

Within the procedural approach, young people are those who are not perfect, not integrated, are in a state of formation, formation.

A comparison of many definitions of youth shows that each of them captures its real and significant features and characteristics, but none is exhaustive.

Let's move on to the branch of sociology that studies such a group of people as young people. Sociology of youth is a branch sociological theory devoted to the problems of youth as a specific socio-demographic group, its integration into society, the specifics of consciousness and behavior, social activity and participation of the younger generation in the formation of both social structures and informal associations.

The object of study of this field of sociological knowledge is the youth as a phenomenon of social life and a subject of social relations.

The subject is to study the place and role of youth as a specific socio-demographic group in the development of society, as well as their social needs, interests, needs, social expectations, lifestyles and behavior, forming life plans and determining optimal ways to implement them, studying reserves of social activity or the same reasons for passivity, moral and psychological readiness for adult life.

Youth sociology has a number of functions: the research function is associated with the study of social relations and social processes. This function should be decisive - the quality of sociological information primarily depends on it.

Ideological and value-orienting functions are interconnected. The ideological function of sociology is a special case of the relationship between science and ideology. Ideologies reflect the interests of various strata, social groups, communities. Their motivating aspect is also important. They influence the illusions and hopes of people, their attitudes and value orientations, the forms, methods and nature of their activities. Within the framework of sociology, ideological pluralism is important so that sociologists strengthen the scientific nature of their research, striving to give the most objective picture of social processes in society.

The practical, social engineering function is associated with the development and implementation in social practice - based on empirical research - of social

technologies, implementation of a system of standard methods and techniques that could be implemented on a mass, serial scale.

The predictive function of sociology is designed to form a perspective orientation in people.

Thus, youth is a socio-demographic community that differs from other age groups in that its characteristics and traits are in a state of formation. She is in the process of transition from childhood to adulthood, just beginning to form their values.

Youth, as a social community, is the object of study of one of the branches of sociology - the sociology of youth. Sociology of youth deals with determining the role and place of youth in the social life of society, analysis of processes occurring in the youth environment, identifying and forecasting the main directions of development of youth problems.

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ISSUES OF THE DEATH PENALTY ALL AROUND THE WORLD

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The death penalty, also known as capital punishment, is unique and violent practice of killing a person as a punishment for a crime. By the way, this kind of penalty is sanctioned and legitimized by authorities or other representatives of government offices and courts. In order to make you more well-informed, I need to clarify some important terms of this process. First, a death sentence means a court's decision ordering that an guilty person is to be punished in such an inhuman manner and the act of carrying out the sentence is known as an execution. It's generally believed that a sentenced to death prisoner who awaits execution is condemned which is held on the death row. (Wikipedia, 2021)

It's no a secret, the death penalty was invented far away from Christ, plus I can even explain that because at all times powerful men wanted to show their might through terrorizing pure ordinary people and couldn't stop at anything on their way. As a rule, death sentences were carried out by such means as crucifixion, drowning, beating to death, burning alive, and impalement.

Much time passed, lots of generations changed, however, capital punishment is still in use but in other forms. For example in the US in the second half of the 20th century the Supreme Court left open the possibility of imposing the death penalty for offenses other than murder, such as rape or even armed robbery for a while. All things considered, capital punishment was generally used for assault, especially against dark defendants with white victims, so nobody is able to call such spreading exploitation of the death penalty weird in country, where there is a center of permanent different racial confrontations. I want to point out that the ratio of white to black death row prisoners is almost the same in the USA now. Incidentally, a sentence to death is considered to be one of famous punishments and is frequently used for crimes against the government, such as treason or espionage in pitiless politic world. (The Death Penalty Information Center, 2020)



Five unique ways of execution were used in 2020. The most well-known methods were hanging and shooting, which were used in 15 distinct countries. A deadly infusion was the most generally used way of execution in the US, yet a few states approved different methods, including electric shock, gas chamber, hanging and shooting. Beheading with a sword remained the predominant form of

execution in Saudi Arabia.(Aljazeera, 2020)

By and large, both the death condemning rate and the death row populace stay tiny for ladies in contrast with that for men. According to statistic data on the web-site of Death penalty information center, during a long period from 1976 till today there are 17 women in the USA who faced execution in the form of a lethal injection. In addition, I can say several facts based on submitted on the web-site figures. For instance, Texas citizen Frances Newton committed the most mass murder of her husband and two kids among other executed women. Frances went through almost 17 years waiting for capital punishment before finally being executed by the deadly injection on September 14, 2005. Also in January 2021 Lisa Montgomery became first put to death female at the federal level in 67 years from such a previous accident. To cut a long story short, the convict cruelly strangled a pregnant and stole her unborn child. (The Death Penalty Information Center, 2021)

A curious fact is that Amnesty International recorded that 16 ladies were among the 483 individuals known to have been executed in 2020 (3%), in the accompanying nations: Egypt (4), Iran (9), Oman (1), Saudi Arabia (2).

So how we can see, the tendency of using the death penalty for public purposes is widespread in Asia and even concerns a “weak portion” of the population, for example, Amnesty International records executions in some countries of Middle East, North and Sub-Saharan Africa year by year. China stayed the world's driving executioner in 2020 – however the genuine degree of the use of capital punishment in China was unknown as this information was named a state mysterious; the worldwide figure of something like 483 excluded the thousands of executions accepted to have been completed in China. By the way, some of the offences punished by death had a mild character and were related to drugs. What`s more, during the last year three individuals were executed for violations that happened when they were under 18 years old in Iran. Reports showed that others in this class stayed waiting for capital punishment in Maldives. It is interesting to note that the application of the death penalty to children is supported on a religion level in some Muslims countries.(Amnesty International, 2021, April 21)

Fortunately, we can see a certain trend toward the abolition of this form of punishment according to last year official United Nations data. More than 160 states and 193 United Nations member-states either reversed the death penalty or didn`t adopt it at all. In the world an aggregate amount of 108 countries totally canceled capital punishment for all violations, 28 nations successfully abolished capital punishment by not executing anybody in the course of recent years and 55 nations actually retained the death penalty for conventional wrongdoings. On 16 December 2020, the United Nations General Assembly adopted the eighth resolution for a ban on the use of such a sentence with 123 votes in favor.

In November 2017 The United Nations Secretary for Human Rights, Andrew Gilmoor stated that there are many secrets in carrying out executions. He also noted that while many countries around the world were abandoning such practice those who still used it feel they had something to hide. The Secretary-General of the UN

António Guterres has claimed that the death penalty was a barbaric practice which had no place in the 21st century.

Summing up, I disagree with nations that still practice this form of a punishment because it is morally wrong and doesn't judge up-to-date realities. However, some human acts deserve more severe sentences and, unfortunately, the world has not come up with an alternative to the death penalty yet. Additionally, October 10 marks the World Day Against the Death Penalty.

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TULIP FEVER OR THE FIRST FINANCIAL BUBBLE?

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The real tulip family is Central Asia, which includes China, Mongolia and the Ottoman Empire. It all started with the ambassador, who was at a reception to the Sultan of the Ottoman Empire, saw the tulips and decided that he also needed them. Therefore, his servants conducted many surveys and brought a special kind of tulip, which was prepared for the cold climate of Holland. In general, tulips of two colors were common there, but it was in Holland that some began to acquire colorful mosaics, become larger, but lost their smell, and became like works of art. It is already known that it was a flower virus of tulip mosaic, but then it was like a miracle, because many surveys were conducted and no one was able to do it. That was the first step towards a sharp rise in prices.

The second step towards the rapid growth of demand was that the catalog "Florilegium" released in 1612 100 varieties of a new flower (the disease was painted differently each time). The phenomenon of painting portraits of tulips is also widespread, as it was very fashionable then, and the most interesting, that it is becoming not only popular but also profitable. Because after the onset of tulip fever, the price of paintings rises with the price of tulips, which were very expensive at the time.

Prices were constantly rising, and in 1625 year one tulip bulb "Semper Augustus" ("August forever") cost about 1,000 guilders (1), which at that time was equal to:

- 10 kg of silver;
- 856 g of gold;
- 33 pigs;
- 10 cows;
- 10 tons of oil;
- 3-year salary of an artisan;
- 7-year savings of an ordinary person (Garber, 1989, p. 357).

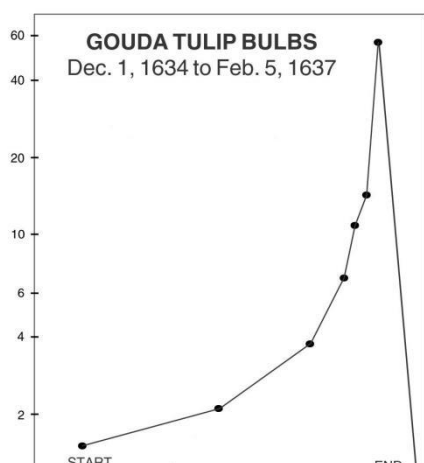
Tulip fever will partially take over the country, but in 1625 the first tulip action took place, where only 33% of professionals who deal with tulips, and 67% of collectors. But during this period, most of people who bought it was the nobles and wealthy people.

But for tulips to have an impact on the entire state, it had to penetrate all segments of the population. And in my opinion, it succeeded only in the summer of 1634, when new species began to appear on the market, and the old ones began to become cheaper, which made it easy for the lower classes to enter the business (Dash, 2010, p. 105). Therefore, in the summer of 1636, the first "college" was established, which was like an exchange for the poor. They held meetings 3 times a week, and constantly resold their "options" and "futures" for tulips (Dash, 2010, p. 108). I

believe that the main problem of that market was a very strong desire to get rich and blind faith in any participant in this event.

It seems to me that we can identify the following main causes of the formation and development of tulip fever:

- The tulips in the mosaics seemed to be a combination of magic and human labor;
- The gold trade was less profitable than the tulips;
- Options and futures begin to function, allowing speculators and ordinary people to sell them continuously with only paper in hand;
- The mentality of the Dutch, which allowed you to be sure that no one "deceive" you
- Cholera, one of the main reasons, because the number of people decreased, the demand for human labor increased, which leads to an increase in wages, people have free money to invest in a business, and because of that tulips were the most popular at the time, and they had a chance to double or triple their wealth, so people chose it.
- Military actions of Germany



Tulip fever, 1634 - 1637 y.y. (4)

And because of all this in 1634 the price rose by 4600 florins for onions, already in 1635 5500 florins, and by the beginning of 1637 their price increased 20-25 times (Dash, 2010, p. 149).

The peak of the fever occurred on the first Sunday of February 1637. At that time, prices were impossible, for three onions you could buy a very wealthy house, and for one - a profitable brewery (1). But there was an explosion of bubbles. The reason for this collapse is considered to be that there was no one to sell. But I prefer the version that the economists of that time began to have doubts about the reliability of this system, which was then passed on to the people.

Therefore, one day wealthy people sharply reduced demand, which led to an increase in offer and a collapse in the future. After the collapse, the state paid 5 florins for every 100 tulips to people who had contracts (Dash, 2010, p. 186).

It is believed that this had a very strong impact on the Dutch economy, as the whole country was directed to the production of tulips, and then a wave of suicides. But I do not agree with this opinion, that it is a myth, it seems to me that it's all true, but not in such a large amount, because if the Dutch economy really collapsed, we would have some more information about it from history.

Conclusion

People do not know the future, but they can analyze information and make predictions for the future. It is very strange when people buy goods at such a high price that had no properties other than aesthetic. They had to understand that it was very risky, either when they made a bunch of papers to produce tulips in the future, which even in theory Holland could not do, or when they sold tulips to the poor

without asking how they would give the money. Therefore, we get the same conclusion as in the neoclassical theory that humans are not so logical beings, so financial bubbles will always be present in history.

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**SCIENTIFIC APPROACHES TO THE STUDY OF MODERN
THEORIES OF COMMUNICATION**

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In the late XX - early XXI century the importance of information and communication processes is constantly growing. These changes affect most areas of human activity, especially the sphere of its cultural activities. This gives grounds to talk about the actualization of a comprehensive study of communication as a phenomenon of cultural space.

Comprehensively considering the different definitions of "communication", we concluded that all definitions of communication are not mutually exclusive, the meanings of the term are not mutually exclusive, each considers a certain aspect of this phenomenon, clarifying and supplementing, giving a deeper understanding of this concept.

In modern science there are several specific scientific approaches to the study of communication. First, these are different approaches of technocratic and interactional nature. Second, within the framework of interactionism, scholars are divided in addressing the question of how to explain communication - by references to individual conscious activity or as a derivative of the social structure. Debates on communication in such terms occupy one of the central places in modern sociology, psychology and culturology. Within these sciences, the main theoretical and methodological approaches to the study of communication were developed and various attempts were made to reconcile the objective structure and subjective will. While [globalization] might be about economics it's also about great big global communications and communities, great big global organizations (Berry, Craig and Gabay, Clive, 2009, p. 12).

Technocratic approaches to the study of communication were due to the specifics of specific historical conditions and the subject of research. Thus arose the concepts of technological determinism, the most famous of which is the theory of the information society, which considers modern technical means of information as the most important stimulus and source of social development. A clear sign of such a transformation is the increasing importance of higher education. Knowledge becomes a key source of innovation and the basis of social organization and technology (Cooley, 1953, p. 56). In essence, this is a new type of civilization, characterized by accelerated automation and computerization of production and management processes, new technical systems for receiving, processing, transmitting and storing information, intellectualization of production, informatization of all spheres of public life, improving quality of life, changing social structure society, etc. Due to the growing role of knowledge, information and means of communication, such a society is called information.

The system approach considers communication as a system in which there are: source, transmitter, channel, receiver, destination, noise. Communication means that

the information source selects the desired message, the transmitter encodes the message into signals, and the receiver decrypts the signals into messages. The success of the information transfer depends on the ability to accurately receive the message at the destination.

Based on this theory, theories of communication in organizations, popular in the late 1960s - early 1970s, were formulated, according to which communication was presented as an activity aimed at producing, transmitting and storing information within various organizational structures.

With an alternative vision of the essence of communication, the activity of the recipient as an equal subject of communicative activity comes to the fore. As a result, in 1953 T. Newcomb formulated an interactionist approach to communication. The subjects of communication here are equal and are connected both by mutual expectations and attitudes, and by a common interest in the subject of communication. Communication is seen as the realization of this interest through transmitted messages. The effects of communication are the convergence or divergence of views of the communicator and the recipient on a common subject, which in turn means the expansion or narrowing of their opportunities for mutual understanding and cooperation. This view of communication focuses on achieving agreement between the subjects of communication, the establishment of balance in the system of mutual attitudes (Hovland, 1953, p. 21).

The theory of intercultural content of communication, developed by the American anthropologist E. Hall, makes it possible to understand the cultural significance of communicative actions and their corresponding implementation, the effectiveness of which is based on recognizing the belonging of communicators to a particular cultural environment. This analysis of communication uses the concept of "social distance", which characterizes the degree of closeness or alienation of social groups and individuals. It is not identical to the spatial, geographical distance, although it can be expressed in specific forms of settlement of ethnic groups. The analysis of social distance was first carried out by G. Simmel, R. Park, E. Burgess, L. von Wiese.

The emergence and development of new technologies of communication, technical means of communication led to the formation of a new cultural space - mass society. This society is characterized by the presence of specific means of communication - the media. The rapid development of mass media in the XX - XXI centuries. led to a change in worldview, transformation, "dehumanization" of culture and art, the formation of a new virtual world of communication (McQuail D, 1994, p. 247).

In these conditions, new theories and concepts are emerging that study the place and role of mass communication in society.

Theories of the magic ball and subcutaneous injection, or "drug for subcutaneous injection", developed by H. Lasswell. Selective audience theory. The theory called the "spiral of silence" developed by E. Noell-Neumann is reminiscent of the "voting paradox". Diffusion theory. The theory of cultivation arose on the basis of research work of J. Gerbner (Newcomb, 1953, p. 395).

Thus, analyzing these theories and approaches, we can conclude that the study of communication at this stage is a consideration of concepts that describe, explain, evaluate and summarize communication processes. At the same time, domestic science has not yet developed a holistic comprehensive understanding of the communication process, a single scientific system. To build it, it is necessary to generalize the knowledge about communication, which has culturology, sociology, psychology, natural and technical sciences, which create an empirical and theoretical basis for communication theory.

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BAROQUE IN UKRAINE

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Baroque is one of the leading styles of art in Europe, which emerged in the late 16th century in Italy - and enjoyed popularity until the end of the 18th century. This style was so widespread that it was found in almost all spheres of life, from musical and literary works to architecture. It gained great love among the high nobility and the church because of his haughtiness, so its was associated with wealth. Namely, the word "baroque" can be translated as a whimsical or irregularly shaped pearl.(Tomaszuk, 2015)

This style came to Ukraine at the beginning of the 17th century, but due to the division into the Right Bank and the Left Bank, it spread unevenly and was most pronounced in the western lands in church architecture.(Tomaszuk, 2015)

The Cossack era gave the opportunity to develop baroque temples, many of which were built. Most of it was built during the reign of Hetman Ivan Mazepa, who was a great supporter of Ukrainian culture. Wealthy Cossacks joined the construction of temples and civilian houses in the Baroque style, which was very common and considered an honor.(Svyatokum, 2015)

The first baroque buildings were wooden temples, which were completed, decorated and supplemented according to the period.(Svyatokum, 2015)

Initially, Ukrainian masters copied Italian works, and later learned to create their own projects with their elegant forms, which are not inferior to Roman masterpieces. Due to this, there are many Cossack Baroque buildings in Ukraine that have no analogues in any other country. The brightest baroque is represented in church architecture.(Tomaszuk, 2015)

The first baroque churches include the Cathedral of St. Nicholas the Wonderworker, which has stood in Nizhyn since 1658 and still impresses visitors with its grandeur.(Svyatokum, 2015)

St. George's Cathedral is located in Lviv. The architect was B. Meretin and began work on the temple in 1744. It has a distinctive style of exterior architecture and interior. On the outside it is decorated with sculpture, and inside it combines Rococo and Baroque, which is represented in painting and ornament.(Tomaszuk, 2015)

Gustyn Monastery near the town of Pryluky, which in the Chernihiv region stands out for its superstructures and duration of construction. Trinity Cathedral was founded in 1600, but was built on the basis of the Ukrainian Baroque from 1672 to 1676.(Svyatokum, 2015)

There is also St. George's Church of the Vydubychi Monastery in Kyiv, which was built at the turn of the 17th-18th centuries. Funds for the construction were allocated by Colonel M. Myklashevsky, who donated the church, which is considered a textbook example of Ukrainian Baroque. The peculiarity of this temple is that it is

the same on all sides, so there is a feeling that the building rotates around its axis.(Beley, 2017)

Many Baroque monuments have been erected in Kyiv, and one of the most beautiful is St. Andrew's Church in Podil. Built in 1747-1757, the main architect was B. Rastrelli of St. Petersburg of Italian descent. But despite this, the church has signs of Cossack Baroque. (Beley, 2017)

Although St. Sophia Cathedral was built in the 11th century, the church was badly damaged by prolonged raids by strangers on Kyiv. But at the end of the 17th and the beginning of the 18th centuries, Hetman Ivan Mazepa undertook the reconstruction, so the church acquired Baroque features and at the same time a bell tower was erected nearby.(Beley, 2017)

In 1766 the Church of the Intercession was built, the architect of which was I. Hryhorovych-Barsky. The church was made in the style of the Cossack Baroque and has a spatial composition, through which the traditions of building wooden churches are presented. That is, the church has a cross plan, is three-part and with three baths.(Beley, 2017)

An example of an administrative building is the House of the Regiment Chancellery in Chernihiv or another name - Mazepa's house, which was built in the late 17th century. Initially, it served as the regimental office of the Chernihiv Cossack Regiment, and after some time - the archive.(Beley, 2017)

Baroque in Ukraine spread differently in time and influence, in the heterogeneity of techniques and elements used for construction, which is associated with the vision of the architect of a region. For example, in Galicia and Volhynia in the Baroque there are features characteristic of the Renaissance, they can be traced by the presence of a large number of elements of fine plastic in the decoration. And on the Left Bank and the Dnieper region, monumental architecture is used, a solid grandeur that has become characteristic of the Baroque.(Tomaszuk, 2015)

The traditional culture of Ukraine had a huge influence on the development of Baroque architecture. Because of this, the Cossack Baroque is an exquisite combination of ethnic and European features. What is a characteristic feature of the Ukrainian Baroque - to create as a basis for their cultural values.(Tomaszuk, 2015)

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**THE CONNECTION BETWEEN ECONOMICS AND PSYCHOLOGY.
MARKETING**

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Economics as a science explore not only the household, ways of conducting it and the patterns of its processes, but also the relationships between people that arise in the process of production and circulation of goods (Krush, 2008, p. 23). Thus, a person becomes a direct subject of economic relations, the one of the main factors influencing the state of the economy, a source of economic growth or decline. As a result, there is a need to study the causal relationship between human actions and changes in the economic sphere. Such a study allows us to obtain information, using which we can in some way influence the state of the economy.

The science that studies mental and psychological processes in human behavior is psychology (National University of Pharmacy, 2021). Using knowledge of psychology, we can predict the reaction of the general population to certain events, analyze and predict the effect of the implementation of certain reforms, laws, restrictions. Accordingly, it is possible to gain knowledge on how to improve the economic situation, not only in the country, but also within its regions, and vice versa, in several countries at once.

The key in psychology is that it determines the patterns of human behavior in different conditions. Having knowledge about a person's actions in specific standard conditions, we are able to model non-standard ones. This becomes possible if we rely on the fact that each unusual situation is a set of standard situations, combined in some way. In general, this is what forecasting is all about. A striking example of the reflection of ordinary psychology in economics is the law of demand. In fact, the claim that demand grows at a lower price is true precisely because of the human psychology. The tendency to profit, a certain "greed" of the consumer is the driving force of the law of demand.

Another important feature of psychology for economic forecasts is its ability to take into account historical facts. It is clear, for example, that the level of demand for luxury goods in the post-crisis period will be different from that observed in the period of a long-term economic growth. However, only a person with relevant knowledge in the field of psychology and certain statistics can make conclusions about how the given consumption will change for the current and previous periods of research.

Marketing emerged on the border of psychology and economics. Marketing is a dynamic system of market orientation (Krush, 2008, p. 168). Marketing services usually divide the consumer market into segments according to age, gender, etc. Together with knowledge in the field of psychology, this allows you to most effectively meet consumer needs and use exactly those means of advertising that will work best for a particular audience.

An interesting example of a means of promoting certain economic processes is the dissemination of certain non-advertising information on the Internet or on television, which can cause sharp rise in the consumption schedules of certain types of products. As follows, if you provide information that flour will become more expensive in the near future, it is obvious that consumers will buy much more of this product than usual. Such information effects on demand can be both positive for sellers and negative (providing the media with facts that cause negative dynamics of demand changes can, for example, be dealt with by competitors).

Thus, we see a close connection between economics and psychology. Psychological techniques allow companies to influence the consumer market, regulate the economic situation and predict further changes in the economic sphere.

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THE LINGUISTIC ASPECTS OF ALTERED STATES OF CONSCIOUSNESS

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In psychology, altered states of consciousness are treated as non-trivial non-pathological psychosomatic states, which arise in mentally healthy people under the influence of external and internal factors (Prysiashnyuk, 2011, p. 110). The appearance of altered states of consciousness is possible in any circumstances with the help of various means, methods and techniques, which prevent the normal flow of sensory, the general output of motor impulses, "emotional mood" or the usual course and organization of cognitive processes.

We can notice that many writers use this psychological state in their works. The altered states of consciousness are part of the artistic system of images because they help to understand the character in the better way: his thoughts, fantasies, fears. The hero getting into an unusual environment for himself immediately changes his attitude to reality. If it is weak spirit, emotionally unstable, then cannot immediately adjust to new and uncomfortable conditions for him.

People with altered states of consciousness cannot feel the time in a correct way. They often lose a control over their own emotional sphere. We can notice other symptoms: distortion of the perception of the image of the own body; a feeling of revival; loss of sense of reality; increased sensitivity to navigation.

When we talk about people with the altered states of consciousness, we are talking about their unusual manner of speech. Patients did not use widespread, complex and difficult-to-construct sentences when preparing reports. The text material is presented by exceptionally simple, unexpanded texts. Patients at the preparation of speech use such parts of the language as a verb, noun, pronoun, adverb, conjunction, and language units with a narrow sphere of reference, in other words, specific, non-meaningful language units (Suhik, 2006, p. 82-84).

It means that from the linguistic point of view, it is possible to say that the level of language competence in the people who are in the altered states of consciousness is very low. First, this is pointed out by the egocentric language, which is aimed at itself, not at the interlocutor. It is also necessary to note that at a reduced level of consciousness in a person marked the transition from the predominate of semantics associations to associations mainly phonetic. There is a repetition of word forms, grammar categories.

I propose to analyze some episodes of literature work where we can find factors of altered states of consciousness. For example, I want to describe an episode from Ukrainian poem "Narodnyi Malahiy (Folk Malahiy)"

Don't you understand? They submitted the drafts for preliminary consideration... We need to hurry up. I'm afraid some people's committees won't understand the projects and will demand an explanation... A shirt and pants.

In this episode, we can observe a sign of an altered state of consciousness as a loss of control over his own emotional sphere. It is accompanied by the use of lexeme with semantics value of movement and activity. The unusual energy of the hero is embodied with the help of language units as preliminary, hurry, which in this case means as soon as possible. It also found such a technique as accumulation of sounds /p/, /r/, /t/ for the purpose of emotional deepening. According to Zhuravlov, these sounds are characterized by the following signs: large, unpleasant, strong, cold, dark, fast, firm and, in my opinion, perceived negative bills of lading. The hero uses simple sentences, one of which consists of only two nouns.

Another example of the altered states of consciousness we can find in a W. Golding's novel named "Lord of the Flies":

Ralph said nothing more, but waited while the procession came nearer. The chant was audible but at that distance still wordless. The gutted carcass of a pig swung from the stake, swinging heavily as the twins toiled over the uneven ground. The pig's head hung down with gaping neck and seemed to search for something on the ground. At last the words of the chant floated up to them, across the bowl of blackened wood and ashes "Kill the pig. Cut her throat. Spill her blood."

Monotonic rhythm, which reflects emotional state of characters, is created on the basis of audit images, which arise as a result of use of words chant (monotonic singing), audible (something you can hear) and is also transmitted by means of a process motion image: swung, swinging. The maximum rate acceleration at the phonetic level is achieved by the use of words that contain short voices /I/, /Λ/ (Kill the pig. Cut her through. Fill her blood). At the level of syntax, this is facilitated by short sentences. Thus, it is the killing of the rhythm (its acceleration and deceleration) that is a means of the implementation of the changed states of consciousness.

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WHY IS PRICE STABILITY OF GREAT IMPORTANCE FOR THE UKRAINIAN ECONOMY?

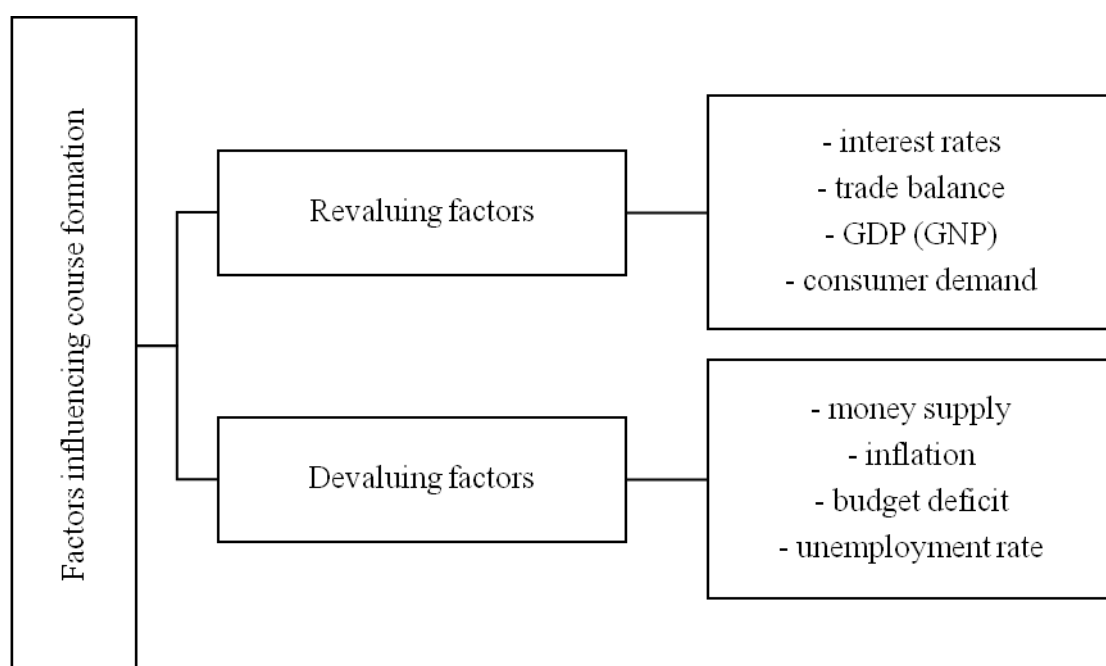
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Price stability is the preservation of the purchasing power of the national currency by maintaining in the medium term (from 3 to 5 years) low, stable inflation rates, measured by the consumer price index. Price stability does not imply constant prices; it means a moderate increase (National Bank of Ukraine, 2021).

For the last decade, Ukraine has been suffering from problems related to price stability. First of all, it is devaluation - the official depreciation of the national currency, or the opposite phenomenon - revaluation, appreciation of the national currency, as well as volatile and unpredictable inflation. The exchange rate is an important tool of public policy. Effective adjustment of the exchange rate is one of the main components of the mechanism of positive dynamics of macroeconomic indicators, which creates favorable conditions for increasing production and net exports, which is a decisive factor in economic development. Through the exchange rate of the national currency, the central bank influences the state of the country's balance of payments, and also uses it as an instrument of monetary policy. Consider the main factors that affect the formation of the course:



Picture 1. Factors influencing course formation

Consequences of devaluation for the country's economy:

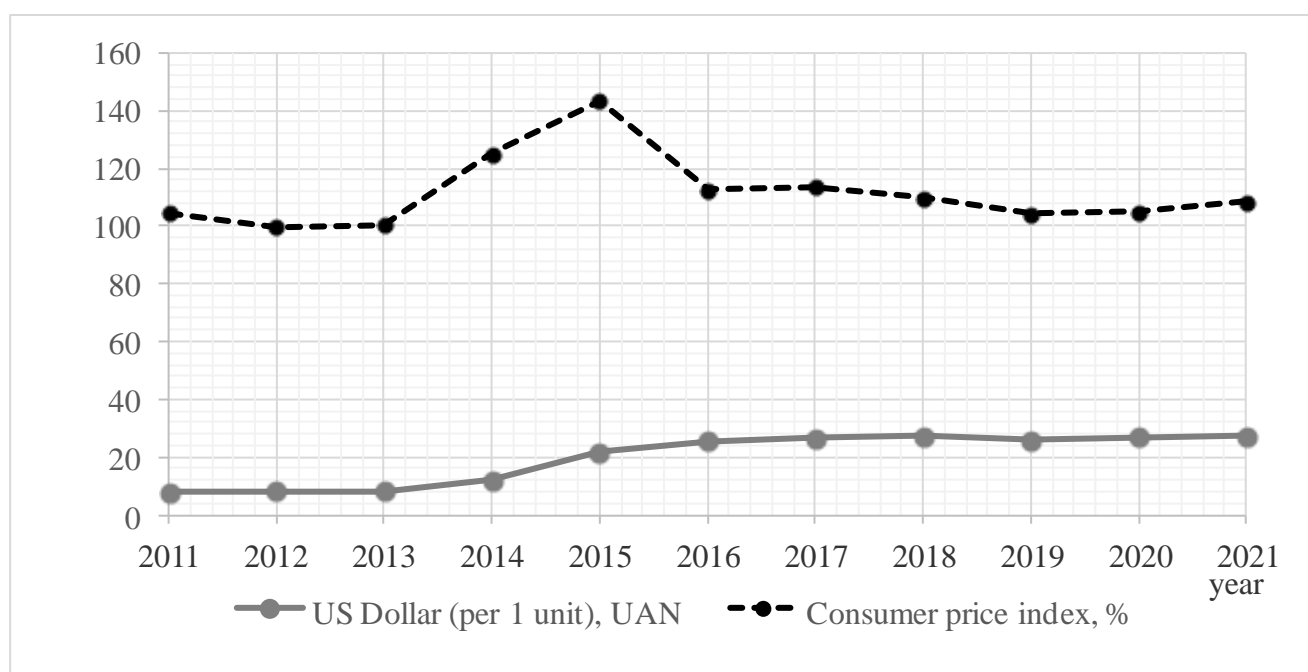
- increase in prices for imported products, which can stimulate inflation;
- devaluation is beneficial for exporters, because they receive a devaluation premium in the exchange of revenue, and maintaining a stable profitability will reduce prices for products in foreign markets;

- devaluation is unfavorable for importers because they are forced to spend more national currency in order to pay for import contracts in foreign currency;
- devaluation has a negative impact on attracting foreign capital to the country, as investors suffer losses when withdrawing profits; for foreign creditors - loss of funds when repaying foreign loans;
- increasing domestic prices, tariffs and competitiveness of domestic goods and services.

Since devaluation and revaluation are opposite phenomena, the consequences of these phenomena will also be directly opposite in their economic meaning.

Picture 2. Dynamics of change in the exchange rate and consumer price index for 2011-2021 (Ministry of Finance, 2021; National Bank of Ukraine, 2021)

How are the exchange rate, inflation and the country's economy related?



Inflation is determined by the value of the consumer basket. Much of this basket is imported goods. If the hryvnia exchange rate begins to fall, the value of imported goods increases, and accordingly the value of the consumer basket increases. If the hryvnia strengthens, imported goods become cheaper, cheaper goods will be almost invisible to the consumer. Analyzing the illustrated chart, you can see a direct relationship between exchange rates and inflation. If the country is devaluing the national currency, then at this point there is an increase in inflation (Khivrenko, 2020).

Thus, price stability is an important component of the economic condition of the country, as it affects both the life of society and the macroeconomic indicators of the country. Price stability leads to an increase in income and savings of businesses, individuals and the state, to lower production costs, reduce the cost of loans and their servicing, reduce or maintain fixed interest rates due to the fact that there is certainty about the future price level. The absence of significant fluctuations in inflation creates a favorable environment for attracting long-term foreign investment. Price

stability, namely stable inflation and a moderate exchange rate of the national currency, has a positive effect on economic growth.

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**ENSURING THE RIGHTS OF PERSONS SENTENCED TO
DEPRIVATION OF LIBERTY IN UKRAINE**

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The main duty of the state in accordance with Art. 3 of the Constitution of Ukraine is the approval and provision of human rights and freedoms. Since, according to the Basic Law of Ukraine, human rights and freedoms and their guarantees determine the direction of the state's activities, one of the directions of the formation of the state's legal policy should be the direct creation of effective mechanisms to ensure the rights of those sentenced to imprisonment (The Constitution of Ukraine, 1996), because today, according to official statistics, in correctional colonies Ukraine contains about 54 thousand convicts. In addition, according to Article 8 of the Criminal Executive Code of Ukraine, convicts have the right: to a humane attitude towards them and to respect for their human dignity; convicts should not be subject to cruel, inhuman or degrading treatment (The Criminal Executive Code of Ukraine: Law of Ukraine, 2004).

However, despite the certainty in the legislation of the main mechanisms for protecting the rights of convicts, today there is a problem of violation of their rights during the work of bodies and institutions for the execution of sentences. In particular, among the most common problems: lack of adequate quality and quantity of food for convicts, lack of qualified medical care, lack of adequate living conditions in prisons, as well as the existence of unjustified and illegal regime restrictions. The fact of confirmation of the violation of the rights and freedoms of convicts has numerous complaints from such persons. In particular, there is a decision of the European Court of Human Rights on the statements of those convicted against Ukraine.

So, as of today, 81 decisions of the European Court of Human Rights are under the control of the Committee of Ministers of the Council of Europe within the framework of the group of cases, which concerns the problem of improper conditions of detention, and this is about 1/7 of the total number of all cases under the control of the Council of Europe Committee of Ministers in relation to Ukraine. About 120 more applications of the same category are pending consideration by the European Court. This situation shows that the problem of inappropriate detention of persons in penitentiary institutions is extremely urgent and requires the adoption of urgent and comprehensive measures to solve it (Vysotska, 2021).

One can give an example of the the European Court of Human Rights case "Ivaschenko v. Ukraine", where the applicant, in particular, complains under Art. 3 of the European Convention on Human Rights (hereinafter - the ECHR) on the failure to provide him with adequate medical care and treatment during his detention and keeping him in a metal cage during court hearings. He also complained under Art. 5 of the ECHR on the unlawfulness, duration, and unreasonableness of his detention during the pre-trial investigation, as well as the absence at his disposal of an effective

procedure for challenging the lawfulness of his detention (*Ivaschenko v. Ukraine*, 2020).

The above facts are a real reason for the adoption of appropriate measures by state authorities, which will be aimed at guaranteeing and observing all mechanisms for ensuring the rights of convicts, as well as direct implementation of the decisions of the European Court of Human Rights in relation to persons whose rights and freedoms have been violated in places of deprivation of liberty.

Currently, the legislator is introducing significant liberalizing provisions that should help improve the conditions for convicted persons in places of deprivation of liberty. Consequently, in the first place, the right to paid work was secured, organized in accordance with the requirements of labor legislation, including with respect to the duration, conditions and remuneration of work and the right to adequate material and household support. A resonant innovation was also the granting of the right to those sentenced to imprisonment for a certain period of time to use mobile communications and the Internet. The procedure for providing legal assistance to certain categories of convicts has been expanded and improved.

In addition, the right of convicts to receive medical assistance and treatment was established. In particular, to the grounds on which those sentenced to imprisonment are provided with short-term trips outside the correctional and educational colonies, one more has been added - receiving medical assistance if such assistance cannot be provided on the territory of the corresponding place of deprivation of liberty (Lysoded, 2016, p. 319).

However, non-observance and violation of the requirements of the law, as well as direct abuse of office during the activities of law enforcement agencies, significantly slows down the process of reforming the bodies and institutions that form the system of bodies of the State Penitentiary Service and which are entrusted with the obligation to execute criminal penalties.

Therefore, the application and implementation of international mechanisms to ensure the rights of those sentenced to imprisonment is relevant. Today, in most countries of the world, the execution of criminal penalties orients the activities of the penitentiary bodies precisely towards the re-socialization of convicts. A striking result of this international practice is the refusal of convicts in the future from the practice of committing criminal offenses and the renewal of their social status.

It should be noted that Ukraine has taken an important step towards the introduction of international experience in the implementation of criminal punishments, which developed the draft Law of Ukraine "On the Penitentiary System of Ukraine". The purpose of the bill is to ensure the protection of society from crime by creating conditions for the correction and re-socialization of convicts. This bill provides for the main directions of the penitentiary system aimed at consciously restoring a convicted person to the social status of a full member of society, returning him to an independent generally accepted social and normative life in society, preventing him from committing new criminal offenses (*On the Penitentiary System of Ukraine*, 2021).

Therefore, summing up, it is important to note that human rights and freedoms are inviolable, which in particular, is guaranteed by the norms of the Constitution of Ukraine, as well as other legislative acts. But, despite this, the problem of ensuring the rights of those sentenced to imprisonment is quite acute in Ukraine. This is evidenced by the facts of violation of the norms established by law on convicted officials during the exercise of their official powers in bodies and institutions carrying out the execution of sentences. Therefore, there is an urgent need to reform the system of the State Penitentiary Service, the introduction of international mechanisms to protect the rights of convicts, as well as the use of the practice of the European Court of Human Rights. Now our country is on the path of introducing international mechanisms and practices to ensure the rights and freedoms of convicts, which means that there are significant prospects for the resocialization of convicts and reducing the level of crime in Ukraine.

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**IS IT POSSIBLE NOT TO DEPEND ON THE OPINIONS OF OTHERS
AND BE YOURSELF?**

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We are often faced with the fact that someone or you yourself can be affected by someone else's opinion, or on the contrary, it can help you with some kind of choice. Also when in a new company you start to adjust to others. Then you think whether everyone liked you or someone will start discussing you behind your back (Netuzhilova, 2020).

The instinct of self-preservation is what allows us to analyze our environment. Whether they are dangerous for you or you will be fine with them. Will they accept you into their surroundings or will they not even want to start a conversation. But only constructive criticism matters.

In fact, society educates us, so being yourself means being everyone. You need to realize that people are egoists and think only of themselves. This is most often the correct position.

A person's character is formed during the first three years of life.

This is influenced by certain behavior and actions of his parents and other relatives.

When a child goes to kindergarten, school, university or joins any collective, his character is formed by the opinion, behavior of others and certain moral foundations of society (Jarrett, 2016). Thus, an individual personality is formed that is not like anyone else, so to speak, a "prefabricated hodgepodge".

From this it follows that a person cannot remain as he is for a long time and he cannot be himself, since his character changes throughout his life. To be yourself is, to some extent, to be insensitive. A person tends to change his mind. Therefore, he pays attention to the opinions of different people, thereby making certain conclusions.

It follows from this that people always pay attention to someone else's opinion and, to one degree or another, depends on it.

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ECONOMICS ON DEMAND

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A new business model – the on-demand economy – is gaining popularity around the world.

The on-demand economy is a model that does not involve selling goods and services, but rather getting access to them exactly when they are needed.

The model is quite simple. It is based on a mobile application that can be called a kind of "dispatcher" between service providers and their consumers. Its profit consists in the commission that the electronic marketplace charges for connecting the seller and the buyer. It is convenient for both - if you are a masseur, for example, you can register in the application as a service provider, indicate your skills and prices, and, after passing the verification system, receive a certificate, i.e. authorization from the application, and find your customers there. In addition, if you are a client and you want to get a massage, the masseur you have chosen will come directly to your home and you will be assured that he or she has been verified. (Noskova, 2015)

Thus, in the on-demand economy, orders are received online and fulfilled offline. For example, you can use the Uber app to quickly order a taxi, and Task Rabbit helps you find people who will do small tasks for you, like buying groceries or looking after your pet while you are away.

The benefits of on-demand economy are:

- High speed of obtaining the necessary service or product.
- Reducing the cost of a service or product for the end user by reducing the number of intermediaries.
- Making it easier for providers of goods and services to reach users.
- No need to rent an office, hire staff, pay for marketing and advertising.

In 2015, international on-demand startups received \$2 billion in funding. (Stremetskaya, 2016)

Realignment of existing markets to the realities of the "on-demand" economy.

A large number of local and regional players serves existing markets. Too many, as practice shows - modern software and new ideas can greatly simplify these structures. A service operating on the "On-Demand" principle is capable not only of outplaying the market's niche leaders, but also of reformatting entire business sectors. It is not for nothing that many are talking about the demise of the taxi market, as we know it.

According to SherpaVentures, on-demand businesses are gaining mass markets cheaply through the elimination of anonymity. For example, the free app UberRides provides driver ratings, a form of self-regulation of the service.

Plenty of brands depend on GPS technology, which displays all available drivers at once on the map. In addition, all financial transactions are done within the app, so no money changes hands. Such a smooth and clean process has attracted

millions of users worldwide, and inspired many new startups. (LPgenerator Digital, 2016).

Creating on-demand startups

Therefore, you have an idea of an on-demand startup that would be useful for almost everyone and could become popular in any country of the world. However, most likely, the idea was born because of observing the imperfection of this or that sphere (food delivery, car rental, residential cleaning, hospitality, tutoring, etc.) in a particular city or country, which means that its relevance for everyone and everything will still have to be tested in practice. It is better to start with the following:

Choice of region and audience. The smaller the region, the better. Ideally, it should be a single city with which you are familiar: this is how the on-demand startups Uber, Airbnb and Instacart started. Be prepared for the fact that even here, after learning the market, communicating with users and launching the app, you will still have to change many things in the original idea that seemed perfect at the beginning.

Research your competitors and audience. Identify who your main competitors are. They do not necessarily have to be IT start-ups: for example, if you want to deliver products like Instacart, your competitor could be a local supermarket that provides a similar service. Find out what users think about your business area, what they do not like about existing companies, what services are missing. For this purpose, you can use both interviews and discussions on local forums and thematic groups on social networks.

MVP development. MVP is a minimally viable product that contains only the most important features and is designed to get feedback and adjust the initial hypothesis behind the service. The most successful on-demand startups solve not only users' problems, but also those of product or service providers.

We can conclude that the on-demand economy is one of the progressive business options. Today, it is one of the best prospects for starting a business, as it will be relevant for a long time to come. (Stremetskaya, 2016)

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LAW AS AN IMPORTANT TOOL OF OUR LIVES

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When the topic sounds right, there are always different questions. Why do you need to know people's rights? What is legal activity? Why know it? Human rights are certain social demands, measures of socially justified freedom of the individual, which develop along with the development of society and human socialization. There is a direct connection between the phenomenon of human rights and the idea of natural law, which is based on the objective existence of the original, socially justified and socially necessary conditions (rights and freedoms) of human life. The idea of natural law formed by ancient thinkers, called natural those rights that arise from human nature: the right to life, property, personal integrity, freedom of movement, and others. They considered these rights innate natural rights, eternal and inalienable from the human person. Human rights are a kind of direct social rights, if we keep in mind the existence of direct social rights of social communities (breeds, nations, various associations, etc.). Despite the possibility of ascertaining and fixing the nature of man as such, an objectively existing phenomenon, the mechanism of their implementation, the mechanism of reaching the behavioral level is quite complex. The scope of human rights, their implementation depends on the state of society, the level of its development and the nature of the organization, on the extent to which human rights are mastered by the public consciousness. The effectiveness of the implementation of human rights depends on their normative design, inclusion in one form or another (as norms of customs, moral norms, norms of law, etc.) in the system of normative regulation of society. Thus, human rights are natural, socially justified claims of the individual, which have an innate, inalienable nature and are inherent in man by virtue of his very nature. The law acts as a regulator of public relations, it protects the rights of citizens and the state. For this reason, it is impossible to imagine the existence and functioning of a country without a system of law, because otherwise public relations will not be properly regulated. The law performs its functions from two sides: from the citizens and from the state. The state is influenced by law in relations with the population, and the state itself exercises influence through the legal system (within the legal requirements). And it is the law that determines the limits of state intervention in the lives of citizens. Nowadays, knowledge of laws and legal norms is required. Many different problems can arise in life, knowledge of this science can save even your life. This should not be neglected, because a surprise awaits us at an unknown time. With a responsible attitude to this, we can save not only our lives. I believe that everyone needs to know the legal norms and responsibilities.

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**PLATO'S IDEAL STATE AS A FUNDAMENTAL IDEA OF
TECHNOCRACY**

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The problem of building an efficient, competitive and just state has worried mankind throughout its phylogeny and today remains particularly relevant.

The incompetence of the authorities in Ukraine is not new. Politicians prove their inefficiency and primitiveness from election to election. In fact, Ukrainians do not have the opportunity to choose worthy political elites who are able to cope with the difficult economic and social situation.

The aim of my work is to analyze Plato's "ideal republic" as a basic idea of a technocratic republic that can help solve pressing problems.

Looking for a basis for substantiating the ability of technocracy not only as a theory but also a practical model of state power, we should pay special attention to the philosophical developments of human civilization, largely the work of the ancient Greek thinker Plato, whom he called "The Republic".

First of all, it is necessary to provide one's own definition of a technocratic republic as a material form of technocracy. A technocratic republic is a form of public administration based on the principle of formation and implementation of state policy by scientific and technical specialists on the basis of scientific management methods with wide involvement of specialized associations of citizens in management decisions to preserve such principles of humanism as freedom and equality.

In his work, Plato describes the model of the ideal state. The ancient thinker argued that the ideal is a state where everyone fulfils his role and does not interfere in the lives of others. Such a state is just. According to Plato, justice means that every citizen does what suits his soul, his nature the most: likewise to every other we have given only one cause to which he has a natural flair; free from other occupations, a person will be engaged in this job throughout life and, when he does not waste time, will succeed "(Plato, p. 59)

Thus, Plato classified society into three classes: the class of artisans, farmers and traders engaged in the manufacture of goods, the class of warriors, whose main function - to protect the state, and the class of philosophers who must govern the state. "Until philosophers have tsarist power in the states or the so-called present kings and rulers begin to make respectful and proper love in philosophy and until it merges into one - state power and philosophy, and those many naturists who rush to power either. or to philosophy, the road will not be blocked, until then, my dear Glavkon, the state will have no peace from evil (Plato, p. 167-168). At the head of the state, argued Plato, it is necessary to put philosophers involved in the eternal good and able to embody the celestial world of ideas in earthly life. (1) It should be understood that the modern concept of philosopher and philosopher in ancient Greece are not identical. According to Plato, in the modern world, philosophers are people

who have a certain amount of knowledge, are competent in a particular field. The class division of society is a prerequisite for the strength of the state as a common settlement of citizens. Unauthorized transition from a lower state to a higher one is unacceptable and is the greatest crime, because everyone must do the work to which he is destined by nature. Thus, Plato considered the ideal state, where the ruling class is dominated by wisdom, in the second - strength and courage, and in the third - moderation. By this logic, there should be harmony between these three virtues, when none of the representatives of the above classes pretends to be someone else's place and is engaged only in their own work, which they perform in the best way (Chorna, 2015).

This view of Plato is important not only for the theory of elites, but also for the theory of technocracy. Studying the philosophical views of Plato, it should be understood that his state is a technocratic republic, not the autocratic power of philosophers, as it may seem at first glance.

Plato considers democracy almost the worst form of government, with which I actually want to agree. Thus, it is quite natural that tyranny arises from any other system, but only from democracy, that is, from the boundless will to the greatest and wildest captivity, both for the individual and for the state. (Plato, p. 264) The fact is that the principle of general elections underlies the modernity of representative democracy.

“So, in my opinion, democracy comes when the poor win and kill some rich people, expel others, and others, equal in rights, are allowed to lead the state and hold high positions, which in a democratic system is mostly decided by lot.” (Plato, p. 255) It is obvious that the majority cannot see the common good, and therefore chooses elites who are not able to solve social problems.

Thus, we can conclude that especially important for the further study of technocracy is the work of Plato's "The Republic", which presents fundamental ideas about the formation of a just state, based on the principle of power of philosophers, which today can be defined as people who can see common good and accordingly have the necessary competencies, natural and acquired skills, and at the heart of this power is wisdom - the scientific method of management decisions, power is formed not by the principle of majority, which is close to the lot, but by professional selection and wide competition.

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THE IMPACT OF ACADEMIC MOBILITY ON HIGHER EDUCATION

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Until recently, studying abroad was something unattainable. Usually children of influential people had such an opportunity, or the only chance to get an education in another country was international student exchanges. Unfortunately, the proportion of young people who could be educated in this way was not significant.

Now the situation has changed quite significantly. There are more opportunities for ordinary young people. Foreign countries, especially the near ones, have become more accessible, including in terms of academic mobility.

To better understand this term, we will be helped by the definition given by G.I. Kalinicheva: academic mobility is an opportunity for participants in the educational process to study, teach, train or conduct research in another higher education institution (scientific institution) in Ukraine or abroad. The subjects of academic mobility, according to the program documents of the Bologna process, are students, teachers, researchers and management staff. (State Scientific Institution "Encyclopedic Publishing House" with the participation of the Institute of Software Systems of the National Academy of Sciences of Ukraine ,2015-2020)

In today's conditions, education and knowledge are becoming a cross-border and transnational phenomenon. Due to the convergence of approaches of different countries to the organization of education is the formation of a single world educational space. Recognition of educational documents from other countries is also important. The development of a common educational space promotes the mobility of faculty and students.

The international labor market is becoming quite attractive for the youth of our country, and therefore it encourages potential students to seek acceptable educational services abroad. Currently, international educational migration for education at various levels is quite common between countries. In the context of economic globalization, the flow of educational migrants can significantly change the trends of its international development. The internationalization of university education encourages the exchange of information, technology and highly qualified specialists in the field of science, intensifies promising research.

According to the Institute of Demography and Social Research named after Ptuhly M.V. NAS of Ukraine The number of Ukrainian students abroad is growing rapidly - from 5.2 thousand in 1999/2000. up to 77.6 thousand in the 2017/2018 academic year. Among the most popular countries for study, Ukrainian students choose Poland, the Czech Republic, Great Britain, Germany, and the United States. (© Institute of Demography and Social Research named after Ptuhly M.V. NAS of Ukraine, 2018, p. 14)

At the same time, academic mobility is inherent in foreign students. In particular, according to the report on migration of the International Organization for Migration of the UN Agency for 2020. 76548 foreign students from 155 countries

studied in Ukraine in According to the Ukrainian State Center for International Education, most foreign students in Ukraine were citizens of India, Morocco, and Azerbaijan.(© Ukrainian State Center for International Education 2017)

Revealing the topic of the impact of academic mobility on higher education and its importance, we should mention the presence of internal mobility of students. In the last 3 years there is a tendency to increase its level by simplifying the mechanism of transfer of students from one university to another. A bachelor who has been educated in one educational institution may continue his studies at the second level of another university. It is quite common practice for most successful bachelors who have studied in lower-ranked or private universities to try to enroll in a master's degree at a more prestigious public university. The exchange of teachers between different higher education institutions also contributes to the increase of internal staff mobility.

In addition to the above information, it can be noted that in today's world, the issue of quality of education is quite relevant. With some effort, you can get a decent higher education, regardless of the country of residence, which meets international standards and is recognized in the international community. It is gratifying that in Ukrainian education there are areas where it has proven itself on the stronger side, in particular, it is technical sciences. Ukrainian universities produce high-level specialists of international quality and with an understanding of the world around them.

Many people return to Ukraine after studying abroad, as well as many foreign students to their homeland to implement the acquired knowledge, to open their own business, to become a highly qualified specialist or a leading scientist. Academic mobility increases a person's chances for professional self-realization, as well as improves the quality of labor resources of the national economy. Across borders, it is through academic mobility that higher education representatives from different countries disseminate and gain knowledge, share experiences and implement joint projects.

However, in the context of the Bologna process, for Ukraine the achievement of effective international academic mobility is real only if an effective system of national academic mobility, organizational mechanism of its legislative framework, identification of funding sources and willingness to partner actors in the academic exchange process.

Thus, the development of academic mobility is very important for our country, which will accelerate the country's integration into the European educational space, innovative development of university science and its integration with production, improvement of educational technologies, world quality education in Ukraine.

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INFLATION AND ANTI-INFLATION POLICY OF UKRAINE

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Inflation is the process of national currency depreciation, which expresses itself in the form of additional issuance of banknotes and increase in prices and services in the market. The phenomenon is best illustrated and briefly described on a cup of coffee. Analyzing indicators, the size of coffee in 1970 and 2020 is identical, but the price of this product turned from 0.25 cents to 1.79 dollars, so this indicates that compared to 1970 in 2020, the inflation rate increased 7.16 times (Ico booster team, 2020, para. 1).

There are many reasons for rising prices. First, because of the large number of loans issued by banks, which cause the expansion of the money supply. For loans banks usually use fixed or as it is called surplus funds. A good example is the financial and economic crisis in the United States in 2008, when the Federal Reserve provoked the devaluation of money for GDP growth and made a mistake because it caused the mortgage crisis (Audit-it, 2019, para. 8).

The second reason is a decrease in goods supply. The reduction in production of certain goods leads to higher cost, because prices of decreased goods and services production in the market do not change. Therefore, the unit price is higher (Audit-it, 2019, para. 9).

Another important impact on inflation is caused by the control of government spending. That means currency issues are provoked by the failure of the government to pay off the government spending (Audit-it, 2019, para. 10).

The fourth reason is the decline of the national currency compared to the international. It is especially recognizable when the country imports foreign produce (Audit-it, 2019, para. 14).

The attitude of economists to inflation has always been ambiguous. The study of this process found that it has both negative consequences and a positive impact on the country's economy. The positive effects include the following phenomena (Audit-it, 2019, para. 26):

1. Inflation stimulates trade. In other words, people expect that the unit price of a product will rise, so now is the best opportunity to buy a huge number of goods at an affordable price.

2. This phenomenon can serve as a self-regulatory selection in the process of small business management. Under the influence of unsatisfactory economic conditions, entrepreneurs-owners of small and unstable firms may go bankrupt and cease to exist.

3. In an economy where there is underemployment, moderate inflation slightly reduces income, that forcing people to work harder and more efficiently to increase profits.

4. Redistribution of income between creditors and borrowers, where borrowers spend more money. In other words, when a borrower receives a long-term loan at a

fixed interest rate, he is obliged to repay only part of the money, because the real purchasing power of money will decrease due to inflation.

However, the negative consequences outweigh the positive ones. The proof is the following statements (Audit-it, 2019, para. 27):

1. All cash reserves (deposits, loans, account balances, etc.) are depreciated due to unforeseen inflation.

2. Securities depreciate; the country's stock market deteriorates.

3. There is a sharp exacerbation of the problem of printing additional money.

4. There is a rapid, uncontrolled redistribution of income. Consequently, creditors, sellers, exporters, employees of budgetary enterprises go bankrupt during inflation. They will not receive income because money is already devalued.

5. Decrease in economic well-being of the population, which keeps money savings in banks if the bank interest rate is below inflation rate.

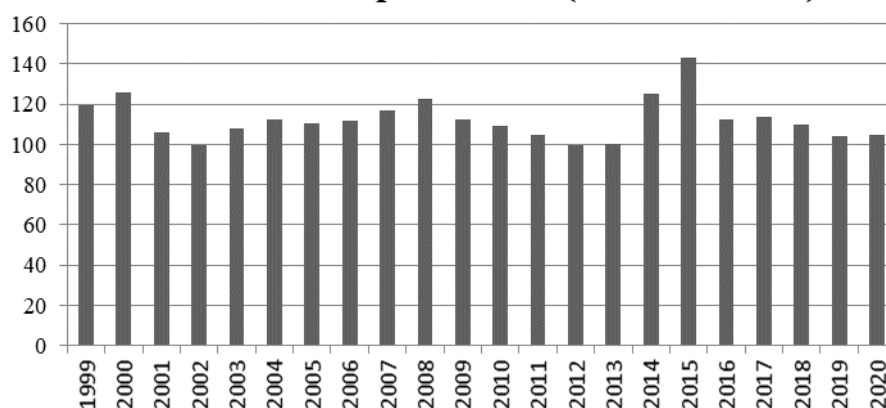
6. The rise in prices is accompanied by a fall in the exchange rate of the national currency.

7. There is a change in all major economic indicators, such as GDP, profitability, etc.

8. Inflation affects the volume of national production. Hyperinflation stops production and reduces sales of goods, products, works and services.

Regarding the state of inflation in Ukraine, according to the statistics (Fig. 1) of the last 21 years, we can see some fluctuations. For example, due to the financial and economic crisis in Ukraine in 2008-2009, the inflation index of our country was 122.3%. Then the government slightly stabilized the indicator and in 2014-2015 inflation rose rapidly due to the war in eastern Ukraine and the annexation of Crimea. After all, it was mentioned earlier that one of the reasons for the devaluation of the currency is the economic downturn, or hostilities in the country. Therefore, Ukraine is a suitable example of this statement.

Consumer price index (inflation index)



Based on: Ukrstat, 2021

Figure 1 - Inflation Index Indicators in Ukraine

In order to regulate the situation with inflation, there are certain Anti-inflationary methods. These include monetary reform and Anti-inflationary policies (Stock-list, 2019, para. 1). The Anti-inflationary policy is interpreted as a set of measures to improve and stabilize the inflation index (consumer price index).

Ukraine's Anti-inflation policy should be considered in more detail. Thus, after the proclamation of Ukraine's independence, the state did not have the best economic situation. These were the years of the highest inflation rates. For example, in 1993, the indicator increased as much as 103 times and amounted to 10256%, but due to the postponement of budget payments in 1994, the inflation index was slightly reduced. In 1995, due to the fall in the exchange rate of the ruble, inflation rose, so there was a nullification. From 1997 to 2013 can be comprehended as stabilization years, with the exception of the global financial and economic crisis of 2008-2009, which did not avoid the Ukrainians. There was an increase in food prices during the crisis. However, in 2012 there was a reduction. 2014-2015 were complicated years for Ukraine, as the annexation of Crimea, the war in Donetsk and Luhansk regions, Euromaidan and the difficult economic situation. Not surprisingly why the inflation index increased (Dumich&Senishch, 2017).

Nowadays, Ukraine is still recovering from 2015, but has made a good breakthrough in reducing inflation, as in recent years it has stabilized. In November 2021, the rate was 100.9% (MinFin, 2021).

Currently, inflation is one of the most detrimental problems, which in an uncontrolled situation can have a negative impact on the financial, monetary and economic system as a whole. This is a phenomenon of rising general price levels in the economy, which means an increase in the cost of living. However, inflation as an economic phenomenon has its advantages, but for further development and stabilization of the economy it is necessary to focus on the process of lowering prices and cost fluctuations. Anti-inflation policy refers to measures that can counteract inflation. Exchange rate regulation occupies a special place in the country's anti-inflationary policy. The balance of prices and goods involved in the exchange process and the currencies of different partner countries is essential. The main purpose of rationing is to divert consumption from those goods whose supplies are insufficient for the needs of society. The exchange rate should encourage the seller to sell goods in any currency. The problem of inflation must be regulated by many areas of the state. The greatest effect is observed in the case of integrated use of all possible means to combat inflation. For the inflation impact reduction it is necessary to recalculate the country's budget and forecast expenditures for next year, and observe the ways to reduce certain costs. The best option for the economy is controlled low inflation, where the purchasing power of money is sustainable.

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RESEARCH HOW TO STUDY EFFECTIVELY

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Facing the conference there are questions that inevitably arise. How to prepare well? How to memorize information effectively? How do we humans learn?

To answer this question, we may take a look at Daniel Pink's book. He is an American author, who has written six books, four of them The New York Times bestsellers. Among them is "When: The Scientific Secrets of Perfect Timing" (2018), where the writer provides plenty of time management tips from biology, psychology, and even economics perspectives. There he also provides several very specific recommendations that can help in learning. In particular, Pink advises include considering circadian rhythms when planning a schedule.

Circadian rhythms affect not only our sleep, but also our mood and concentration, which change cyclically throughout the day. On average, seven hours after waking up, concentration and mood reach the lowest point, after which they begin to increase again. Therefore, many scientists advise not to postpone important tasks and start them in the first hours after waking up. The fact that the chances of making mistakes at work increase from 2 pm to 4 pm is actually connected to circadian rhythms.

Surely, students do not need to strictly get up early each day and at the same time, but understanding their circadian rhythms can be used to benefit their studies. For instance, the most difficult tasks (like preparing for exams) should be planned for the first two to three hours after waking up. At this time a concentration reaches its highest and will inevitably start decreasing after that.

Of course, it is hard not to ignore the circadian rhythms when you're severely running out of time before the deadline. So not to get into trouble in the first place, it is recommended to write the goals down. A study carried out by the Dominican University discovered that students who wrote their goals were much more likely to accomplish higher income levels than students who did not write their goals (Gardner, Albee, 2015). Therefore, scientists advise setting intermediate goals and use the "chain movement" technique: mark each day during which you spend time preparing for an exam with some symbol. A chain of such symbols in the calendar will become an additional motivator not to give up what you started and reach the deadline without "gaps" and emergency work. The calendar itself will serve as an "irritant" and a reminder, which are very important for students to stay motivated.

Another fairly common tip is to avoid overusing caffeine (Nowaczewska et. al, 2020) while still drinking enough water. Thanks to numerous studies, it is known that dehydration leads to a concentration decrease, causes scattered attention as well as other cognitive and motor functions. Not to mention tiredness and headaches (Miljković, Kolega, 2014). This recommendation has a well-grounded scientific confirmation—in this area researches have been carried out for a long time. In the course of one of the experiment it was shown that even slight dehydration (1-2%) can

cause a drop in cognitive abilities. The study, in particular, noted deterioration in short-term memory and the ability to solve arithmetic problems.

The authors of a publication in the *European Journal of Clinical Nutrition* state that cognitive decline is usually resulted by nothing else but dehydration (Wilson, Morley, 2004). Therefore, in order not to lose focus during your studies, monitor your well-being and do not tolerate thirst. Particularly, if you are actively training in addition to classes.

Another obvious tip, that healthy and prolonged sleep has a positive effect on our mental abilities, is known to everyone. The course of experiments revealed another important feature related to how the brain works during sleep (Payne, 2011). They showed that subjects better remember pairs of unrelated words if they memorized them not in the morning, but before going to bed. «It is believed that neural representations of recent experiences become reactivated during sleep, and that this process serves to stabilize memories in long-term memory» (Dongen et al., 2012) In this regard, scientists conclude that sleep stabilizes our memories and allows us to consolidate them — another argument against the sleepless night before the exam.

At first glance, the connection between sports and good academic results does not seem to be apparent. In fact, exercise is one of the factors that improve cognitive abilities, which is also proven by a number of studies (Keeley, Fox, 2009).

The scientists analyzed performances of 120 people and found the connection between simple and consistent aerobic trainings and an increase in the size of the hippocampus. That caused an improvement in the spatial memory of the subjects.

Another useful property of exercise is to help combat stress. For instance, the American Psychological Association (2020) states that systematic exercises leads to the strengthening of the relationships between physiological systems (muscular, cardiovascular, nervous systems) that are triggered in an emergency. During training, the body "works out" the standard reaction to stress and, as a result, "in combat conditions" we are capable of better self-control, since during the training the body has already "learned" to work with such conditions.

In 2012, an analysis of the connection between exercising and brain functions was published in the journal *Brain Research*. The result, nevertheless, turned out to be not exceptionally impressive. According to the analysis of 79 scientific materials, scientists affirm that the connection between the two phenomena (physical activity and an improvement in cognitive abilities) does exist, but it is rather weak. Scientists do not deny that a more significant effect is possible and depends on kind of results of cognitive activity that the researcher fixes during the experiment.

If your goal is to improve your health and brain function, even moderate physical activity is fine. For instance, the World Health Organization advises devoting at least 150 minutes a week to moderate-intensity physical activity or 75 minutes of more vigorous activity. That turned out to be enough to upgrade the brain, begin to improve health, and at the same time not abandon studying. They claim that in long term period working out can build brain muscles and sharpen memory.

To summarize the statements that have been provided above, first of all, plan intense mental exercises for the first half of the day (regardless of when this “half”

begins). During the first two to three hours after waking up, people are tending to be maximally focused and motivated to solve difficult problems.

After about seven hours from the awakening, a motivation and concentration reaches their lowest level — at this time it is better to break away from studying and go for a walk or jog to "unload the brain" a little. After, it is easier to continue studying.

In general, it is better not to neglect sports. Sports alone, of course, are not improving grades, but activities can make studies more effective - it becomes easier to deal with stress and memorize information. Even 150 minutes of aerobic exercises per week is a decent amount and a good addition to studies and which can improve well-being overall.

Even mild dehydration can reduce cognitive performance, so it is highly unwelcome to ignore a thirst. Especially for people who do sports during the day.

Despite the fact that it is better to plan the most intense mental activities in the first hours after waking up, memorizing information can be quite postponed until the evening. It would be even better to review in the evening information that was learned in the morning.

Last, but not least — planning. Setting intermediate goals and making your own deadlines ahead of actual one helps to deal with tasks in time. Marking achievements in the calendar boosts motivation and helps to maintain a chain of completed tasks where each of them is a small step towards the main goal.

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CAUSES AND CONSEQUENCES OF THE CHERNOBYL DISASTER

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The Chernobyl disaster was a man-made environmental and humanitarian catastrophe caused by two thermal explosions and the subsequent destruction of the fourth power unit of the Chernobyl nuclear power plant located in Ukraine on the night of April 26, 1986.

This accident became the largest environmental catastrophe in human history. During preparation for scheduled repairs on the fourth the power unit, an explosion occurred, the collapse of the roof and the walls of the reactor compartment as a whole led to the release of radioactive substances into the atmosphere. According to experts, the accident at the Chernobyl nuclear power plant for radioactive substances are 90 times higher than an atomic bomb detonated in Hiroshima in 1945.

Causes of the accident at the nuclear power plant

There are at least two different approaches to explaining the cause of the Chernobyl accident, which can be called official, as well as several alternative versions of varying degrees of probability.

Initially, the blame for the disaster was attributed to the staff. This position was taken by the State Commission for investigation of the causes of the catastrophe, formed in the USSR the court, as well as the KGB of the USSR, which conducted its own investigation. The IAEA, in its 1986 report, also broadly supported this view. Much of the media coverage, including recent ones, is based on this version. It is referred to in various works of art and documentaries.

According to this version, the gross violations of the NPP operation rules committed by the Chernobyl personnel were as follows:

- conducting an experiment at any cost, despite changes in the state of the reactor;
- decommissioning of the existing technological protection, which would simply shut down the reactor before it goes into the dangerous mode;
- hushing up the scale of the accident in the early days of the Chernobyl leadership.

However, in subsequent years, the explanations for the causes of the accident were revised, including by the IAEA. In 1993, the Nuclear Safety Advisory Committee (INSAG) published a new report that focused on serious problems in reactor construction. In this report, many of the conclusions reached in 1986 were found to be erroneous.

In modern terms (2000s), the causes of the accident are as follows:

- the reactor was improperly designed and dangerous;
- staff were not informed about the dangers;
- the staff made a number of mistakes and inadvertently violated the available instructions, partly due to a lack of information about the hazards of the reactor;

- disconnection of protection either did not affect the development of the accident or did not contradict the standards.

However, information about the disaster was hidden from the population. The first warnings about the harmfulness of radioactive emissions appeared only on the ninth day after the accident. At the insistence of the General Secretary of the CPSU Central Committee Mikhail Gorbachev, a May Day demonstration took place, although the level of radiation in the city significantly exceeded the norm and increased. Only under pressure from neighboring governments, where an increase in radiation in the air was also recorded, the country's leadership openly learn about what happened in Chernobyl.

Consequences of the Chernobyl disaster

The environmental consequences of the Chernobyl disaster are difficult to assess. About 1/12 of the territory of the republic suffered from the accident, there was unprecedented pollution of the biosphere. A 30-kilometer "exclusion zone" has appeared in Ukraine, in which life is without health risk is impossible. 92 were subject to compulsory resettlement, 835 - voluntary settlements. During the first nine years after the accident, 125,000 participants in the liquidation of the consequences died of diseases associated with radiation exposure.

In total, 3.2 million people are considered victims of the Chernobyl disaster in the country, including more than 1 million children. As a result of the accident, 450 species of hazardous to all living radioactive substances got into the biosphere, the destructive effect of which on the gene pool of the Ukrainian people will last for several centuries.

Evacuation of the population

After assessing the extent of radioactive contamination, it became clear that the evacuation of the city of Prip'yat was necessary. The evacuation was scheduled for April 26, but was detained by the decision of the USSR government and the Central Committee of the CPSU and began only on April 27, 1986 at 14:00. This was a clear mistake since the wind was blowing towards the city, which stretched 4 kilometers from the Chernobyl nuclear power plant.

Unfortunately, neither on April 26, nor on April 27, the population did not warn about the danger and did not provide any advice on how to behave to reduce the exposure of radiation. The first official announcement was made on television only on April 28, under pressure from the circumstances and the international community (due to reports from Sweden), but it also contained very little information about what had happened and gave the impression that any threat had been localized. although was not the case.

At 20:00 on April 26, the government commission approved the proposals for the evacuation of the population from Prip'yat and the timing of its implementation. The city was divided into 5 sectors. In each, seniors were appointed for the evacuation of the population. On the night of April 26-27, many buses and trucks from Kyiv and the region were sent to the area of the accident.

At 1:10 p.m., an evacuation message was broadcast on the local radio. Before that, the staff began to inspect the apartment, explaining the situation and the

procedure for evacuation to the population. It was recommended to close windows, balconies, turn off electrical appliances, turn off water and gas and take personal belongings, valuables and documents with you. At 1:50 p.m., residents were concentrated near the entrances of houses, and buses began arriving at 2 p.m. The evacuation began.

As of May 3, the population of the 10-kilometer zone had been evacuated. By May 6, the population of other settlements in the 30-kilometer zone had been evacuated. The routes of the evacuation columns were tried to be made as safe as possible, but they were not always optimal. During the evacuation, residents of Pripyat received doses of 11-19 mSv, which is about $52 \pm 19\%$ of the total radiation they received. The evacuation of Prip'yat was carried out in Polissya district, according to the civil defense plan, if the route ran in the direction of the village of Bila Soroka in Belarus, the contribution to the total dose from the evacuation would be only 6%.

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THE ROLE OF POLICE EVIDENCE IN DETECTING DECEPTION

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It would be wonderful if there were ways in which we were able to detect deception within the criminal justice system. However, in the detecting deception task, decades of psychological research suggests that when using our skills of observation, we are at around chance level at detecting deception.

It is important for our investigation, the research suggests that even in professional groups such as police officers, people are still at chance level when trying to detect deceit (Vrij and Mann, 2008). We also learned in the deception task that people's confidence and accuracy regarding their decisions about deception do not correlate (Vrij and Mann, 2008). This may be particularly problematic in the area of criminal justice, where people such as police officers may appear confident that they know someone is lying, but the research evidence shows that confidence doesn't mean that they are actually accurate in the lie-detection decisions they make.

The psychological research suggests that most lay people when given a lie-detection task tend to be better at detecting truths than lies – this is often referred to as a 'truth bias' (Levine, Park and McCornack, 1999). This human tendency to assume people are telling the truth makes sense a lot of the time. It would be exhausting to always assume in our everyday interactions that someone might be lying to us, and so as a form of decision rule it probably saves us a lot of processing effort to hold a systematic bias that we are being told the truth.

Interestingly though, research has found that professional lie detectors (e.g. law enforcement officers or judges, for example) do not tend to hold this bias towards assuming people are telling the truth. Instead, they hold a lie bias (Bond and De Paulo, 2006) which, it has been suggested, may be caused by a generalised suspicion resulting from their professions (Masip et al., 2005).

Thus, there are problems with applying an activity such as the 'Detecting deception' activity to a policing setting such as the investigation that you are following. These problems include the fact that the consequences to the people lying or telling the truth in the activity we created were quite minor. In psychological research, this is referred to as involving 'low-stake' lies. First, the people were only involved in the theft of a small sum of money. Additionally, in the scenario we presented you with, if they convinced the interviewer they weren't lying when they were, they won a small reward, but the incentives for truth tellers were non-existent and there were no negative consequences for those people who lied and were caught by the interviewer. Obviously, it would have been unethical to impose any real punishment on the participants in this task.

Some psychologists would argue that while cues to deception might be seen in high-stake lies, they might not be seen where the lies are much lower stake. That said, in 2011, Vrij and Mann carried out an interesting study to test this idea. They showed police officers clips of 'pleaders' (i.e. people who appeared on TV to plead with the

public about the whereabouts of their missing relatives but who were subsequently found to have killed them). Surely these completely realistic high-stake lies would be detected? Unfortunately, not – they found an accuracy rate of 50%.

A known problem in the detection of deception literature is that people tend to rely on cues to deception that are not diagnostically useful – so they look at things like nonverbal behaviours such as eye gaze, which do not actually correlate with deceptive behaviour (Vrij and Mann, 2008).

Interestingly, though, research has shown that the person carrying out the interview is perhaps less well equipped to observe when someone is lying than someone who is just observing as you are able to when following this investigation.

Some areas of lie-detection research have shown some promise. For example, Walczyk et al. (2013) found that asking someone to recall something out of its normal temporal order meant that liars tended to provide less detail than truth tellers. This is likely to be because liars rehearse events in normal temporal order and unexpected questions from interviewers such as, ‘What happened just before that?’ mean that liars have to inhibit what really happened as well as retrieve imagined data, and all of that cognitive effort results in short answers with limited detail. Therefore, asking unexpected questions is one possible way in which truths and lies may be able to be differentiated.

In conclusion, there is a lot of evidence to suggest that people are not that effective at detecting deception from their observations of either verbal or nonverbal behaviour. It doesn’t seem to make a difference if they are a police officer or not. For this reason police officers need to find evidence regarding whether or not people are lying, rather than just rely on their sense that someone might be.

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**WHY DID BATTLE OF AUSTERLITZ WAS A BEGINNING OF NEW
ERA IN TACTIC OF WAR**

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The war of the Second Anti-France Coalition was actually ended after the Battle of Hohenlinden. Officially, it ended with the signing of the Peace of Amiens in 1802. France needed this peace to reform the internal system, codification of laws, etc. However, peace could not last long, so in 1803 England declared war France.

Napoleon places a Boulogne camp on the shore of the La Manche. He planned a landing in England. Nevertheless, the sea was controlled by British fleet traditionally. According to Napoleon's plan, the combined Franco-Spanish Fleet under the command of Villeneuve had been to go to the Ocean, distract the forces of Rear Admiral Nelson, and at this time Napoleon landed 150,000 soldiers in England. But, event in St. Petersburg forced Napoleon to forget about Fogging Albion Russia had earlier chosen a course to isolate itself from European politic, But in 1805 it concludes military alliance with England. Austria joined it later. A third Anti-Fringe coalition was created. It was important for England to distract Napoleon from the idea of landing in England. Austria wanted revenge for Rivoli, Marengo and Hohenlinden. Russia urgently needed funds, moreover, Alexander's course was significantly different from the course of his killed father, Pavel I. Prussia was supposed to join the coalition, but Frederick William III fluctuated, because Napoleon promised him Hanover, occupied by Mortie at the beginning of the war. The coalition planned a broad attack on Germany, France and Italy, by armies, commanded by Kutuzov, Mack and Archers, Charles and John. Army Mackay is at the forefront. Kutuzov's army slag to meet macca army, archdiocese army would be acting on the Italian front. The situation in the French army was like: Masenna defended Italy. The rest of the army, introducing 7 corps, were to Germany in strict secrecy. I need to say about the Corps system, which was used by Napoleon, but it was not widely. Before that, he used this system in Italy, but on a smaller scale, and only for reserves. But now, this system makes La Grane Armee so quickly as possible. Corps commanded marshals of France - Lann, Murat, Augero, Ney, Soult and others. The mobility of the corps will help to achieve Napoleon's first significant success in this campaign. General Mack's Army Went Too to get an fortress Ulm in Bavaria. Napoleon used Murat cavalry to attack Mack avangard, when other corps surrendered Austrians. After short fight, Mack capitulated. It was decisive victory. The catastrophic defeat in Ulm was terrible news for the coalition, Kutuzov himself could not cope with Napoleon, so he began to quickly retreat. Aryegard army led by Prince Bagration, and he heroically detained the French. They went to Moravia, without a fight surrendering Vienna with a large garrison. The army was joined by emperors Alexander and Franz. Napoleon caught up with the Allied army near Olmyutsu, and he needed a general battle. The Allies hesitated whether to give a battle in the area or

to withdraw and wait for reinforcements. Therefore, Napoleon went for a trick. He had moved to the Pratzen Heights only three Corps (Soult, Murat, Lannes).

Allies decided to beat the French army here!

Napoleon took his army from the Pratzen Heights, which surprised the Allies, and they expectedly occupied them. So, on the eve of the battle, the disposition was like:

On the right flank stood Legrand's division, stretched between the villages of Telnitz and Sakolnitz . On the left flank stood the body of Linen, the right of the Murat, from below the grenadiers of Oudinot. At the center are the Wandam and Sent Ilyera divisions. In the Reserve - guard, next to it - the corps of Bernadot.

The Allies on the left flank were 4 columns, along with the avant-garde Kinmayer. On the right were Prince Bagration`s division. Cavalry of Prince Liechtenstein was below. In the center the Russian Guard took its position.

In the morning, allied kolomns went on the offensive on the right flank of Legran, but the march was organized terribly – and only the vanguard entered the battle. Lanzheron later came, but he was only limited to artillery fire. When Przbyszewskiy's column came along with Dokhturov, they knocked the French out of the village. However, Buxgevden was waiting for the fourth column as planned by Weyrother's plan. The French Legrand was approached by Frihan's division from the third corps of Davout, with them – The Dragoons of Broussier. Together they knocked out the Allies. Allies counterattacked. Kutuzov threw Kolovmrat's column and it was attacked on the march by the divisions of Wandam and Sent Ilyer. He was shattered. Bernadot's divisions attacked on the village of Blazowitz, and Lannes attacked Bagration. However, Miloradivych, along with the Kamensky brigade, conrcharged Sent Ilyera. The Austrians entered the battle. But the attacks were unsuccessful. Kutuzov moved into fire guard on the Bernadot corp. (Izmailovsky, Semenovsky, Pavlovsky regiments). Napoleon sends Kellerman's cavalry to the rescue of Bernadette, but the Bagration counterattack the French cavalry. They then attacked Lanne`s Corp, but the reaction was quick, Napoleon charged by cuirassiers of Nansouti and d'Hautpoul regiments . After, Memelucks and guard cavalry joined the battle. The center was crushed. The fate of Buxgevden was decided. His columns were surrounded and broken. Przhbyshevskiy's column was destroyed almost completely. The soldiers fled as they could. The Austerlitz disaster struck a deadly blow to the coalition. But why is this battle so iconic? The main thing is speed and maneuverability. In the time of equestrian echelons with forage, it was extremely difficult to move quickly. However, a new type of division of army units made the army very fast. This speed destroyed Mack's army, and later - the Army of Prussia under the command of The Duke of Braunschweig, and the Army of Benigsen. From now, the main thing is to quickly intercept the initiative. Later, even 100 years later, this component was the main one in all offensive plans (Prussian-Austrian War, Franco-Prussian War, etc.).

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HOW MUSIC AFFECTS US

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Music is an integral part of human life. It sounds in our home, on the street, in cafes and theaters, that is, almost everywhere. But are all the tunes we hear good for us?

The human ear is able to perceive the frequency of sounds in the range of 16 to 20 kHz. We hear all the melodies, no matter their effect on the human body, it does not know how to distinguish between useful and harmful sound waves.

Let's see which genres have a good influence on us, and which ones are best kept to a minimum.

Objectives of our work are: to analyze the influence of music on the human body, to consider the negative influence of music. Understand how music affects the psyche, as well as learn about what music therapy is at home

If we talk about the positive influence of music on a person, then classical music comes first. Its main secret is that it is written in accordance with a person's heart rate.

For general health improvement, music with major notes is ideal. For example, the works of Mozart, Mendelssohn, Strauss help with migraines. Also, music can cause an immunostimulating effect, improve the state of hearing in case of hearing impairment, in combination with other methods, it can cure stuttering.

This genre is often used to improve the condition of people with cancer. But it is important to remember that music does not replace drug treatment, but mobilizes the forces of the body through direct influence on various centers of the human body.

Musical instruments that have a useful and healing effect:

1. violin, harp, cello help to stabilize the cardiovascular system, as well as normalize blood pressure;
2. a grand piano and a piano improve the functioning of the liver, thyroid gland and even the genitourinary system;
3. flute, trumpet, double bass, when used, tone up the blood vessels, which prevents the formation of blood clots;
4. drum, xylophone normalize heart rate.

Another positive genre for the human body is jazz. The major motives of this style contribute to the treatment of depression. When used during dance, jazz improves the functioning of the respiratory and cardiovascular systems, as well as blood circulation in the body. Slow jazz helps lower blood pressure and relax muscle tension during hypertension. Such genres of music as country and reggae generally relax the body and lift the mood. (How music affect us, 2017)

Music can also have the negative impact on human body. The human body is 80% water, respectively, the correctness of physiological processes depends on its structure.

According to recent studies, it has been found that heavy music, hard rock, metal, destroy the structure of water, which means that they interfere with the proper functioning of the systems of the human body.

This direction is characterized by loud sounds, monotonous repetitions, hard rhythm, and often high volume. It arose on the basis of African cults of idolatry and various shamanic rituals that were able to induce a person into a state of trance.

Rock has the ability to charge with tremendous energy, but it completely destabilizes the inner balance.

Scientists from different countries have repeatedly carried out various experiments to show clearly what happens to our body, here are some of them:

1. a chicken egg was placed at a column, from which heavy metal was heard, as a result, after half an hour, the protein curdled and resembled a boiled one;
2. a similar experiment consisted of regularly placing a houseplant at the column and, as a result, this led to a decrease in growth rates and cessation of flowering. As a result, the plant died;
3. a rather inhuman, but revealing experiment, was to regularly turn on heavy rock and use lighting effects next to the aquarium with fish. After ten hours, more than 50% of the animals died.

Music therapy is one of the most common methods of modern psychotherapy. Depending on the psychological problem, a certain genre is used in certain conditions. Music has the ability to heal on a par with antidepressants and anti-anxiety pills, but has no side effects or toxic effects on the body. Just fifteen minutes of listening to music can be compared to a whole hour of walking in the fresh air. Music therapy is one of the most convenient methods to use at home.

Here are some tips to help you use this method on yourself correctly and without harm to your health:

1. Depending on the time of day, listen to:
 - 1) rhythmic, cheerful music in the morning;
 - 2) at lunchtime, a march is ideal;
 - 3) lullaby in the evening, meditative melodies.
2. Depending on the state of health and the prevailing mood:
 - 1) if you need to calm down and concentrate, choose a light, soothing melody;
 - 2) if you want to add energy to yourself, increase the level of motivation or tune in to competition, take something from the marches, or listen to Bach, Sviridov and others;
 - 3) to combat depressive states, choose cheerful and light music, such as Vivaldi or Mozart. (How listening to music can have psychological benefits, 2019)

All these recommendations apply to other genres, it is important to choose exactly the one that you like. If the selected melody does not cause a change in state for the better, choose another one, you do not need to force yourself and make it only worse for yourself. If you are a supporter of folk motives and ethnic genre, consider also what nationality you belong to. After all, the music of different countries of the

world is very different. And if you are a European, then the high notes of Japanese melodies can annoy you.

What kind of music to listen to is up to you. But when choosing, think primarily about your health and mental well-being.

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DISTANCE LEARNING ANALYSIS DURING COVID-19

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Nowadays the issue of distance learning is considered extremely relevant among educational establishments of all countries and levels. The COVID-19 pandemic has led to the largest disruption to education systems in history, affecting nearly 1.6 billion students in more than 190 countries and on all continents. School and universities have affected 94 percent of the world's student population (Nations, 2019).

Supporters find it beneficial and convenient. Opponents argue that remote studying does not give proper results. In this article we will discuss all the benefits and disadvantages of education in such conditions.

Here are some global statistics about distance learning:

- Only 49% of professors approve of online learning.
- Since 2020, 98% of universities moved classes online.
- In 2021, 75% of schools are planning to operate online (Peterson, 2020).

The advantages of online education include:

Accessibility. You can be anywhere and join the ZOOM-conference to participate in online class. All you need is a stable Internet connection, a smartphone or laptop, and desire.

Flexibility. Distance learning generally offers two formats: live online meetings and video recordings. This allows students to flexibly plan the educational process, taking into account their personal needs and plans, and easily combine study with work.

Massiveness. Online universities are no longer dependent on audience size. This means that an unlimited number of people will be able to remotely study and join lectures which is better for both students and professors.

Saving time. The biggest problem for people, who do not live in dorms on campus is getting to the universities. Traffic jams and crowded public transport make students wake up very early in the morning to get to the classes on time. Then you need to go all the way back home and it may take up to three hours a day just for the transportation during offline learning. When studying at home, you can get the most out of this time and do something useful.

Using modern technologies. With online studying, it has become easier for teachers to show us the important material, using PowerPoint or translating videos in order to make topics more understandable. Also, all the notes and presentations are available for students at any time, so you do not have to worry if you were not able to join the lecture. You can learn everything by yourself at convenient time. Furthermore, many online platforms were created where you can take courses with the best professors from top-universities all over the globe for free. It is an incredible opportunity for students, who want to learn more and expand their knowledges in new areas

Despite the fact, that the list of advantages is quite big, there are still cons of this education:

Unstable connection. Many students face the problem of bad Internet connection during online classes. This can often get in the way when you need to present a project or answer the teacher's question. Furthermore, there is a possibility of problems with cameras/microphones, so technologies and devices can from time to time be unreliable.

No social contact. While studying online, students do not have a chance to see teachers and their classmates, have a real-life communications. There are times, when we did not even get a chance to meet our professor once while learning his subject.

Unhealthy. Spending large amount of time in front of the laptop and then doing the homework, using the same devices has a negative effect on student's sight and back.

Weak control. With online lectures it has become more difficult for professors to control actual presence of student during classes. This leads to poor quality education among students, who do not have self-control. They are willing to skip lectures, do activities that are not related to studying during the class.

Lack of practice. For many professions such as doctors, being present in class is a crucial part of education, because they need to practice how to work with equipment and materials, develop their skills. It is difficult to become a good specialist just by getting theoretical knowledge

In conclusion, online studying is an amazing opportunity for people, who are able to manage their time successfully, who have strong self-control and have motivation to study and get new knowledge. For others it may lead to laziness and not getting the proper quality of education.

It is commonly believed that the effect on COVID-19 pandemic on educational system had irreversible consequences and even after it is over, it will never change to the way it was before. Both students and professors need to get used to the "new normal" (Li, 2020).

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THE GUARDIAN OF THE FAMILY HEARTH

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There has long been a concept that a man is a hunter and protector of the family, and a woman is the guardian of the family hearth. Today in most developed countries this is no longer the case. Women can choose their life paths. However, where did such a division of roles come from? It is believed that this division was established before our era when men were engaged in hunting, and women - in picking.

In fact, it is not true. In 2018, excavations were carried out in the interior of the High Andes. As a result of excavations, in addition to many artifacts, 5 human grave pits with six people aged about 9,000 years were found. Two of the six were buried with hunting tools and what is interesting - one of them was a woman. Initially, the shape of the femur, scientists have suggested that it is a female person. This assumption was later confirmed by proteomic analysis of sexual dimorphic peptides of amelogenin in tooth enamel (Haas, 2020).

An important role in the biosynthesis of enamel is played by the so-called amelogenin genes (they can be located on both X- and Y-human chromosomes). These genes, in turn, secrete characteristic isoforms of the proteins amelogenin, AMELX, and AMELY. Detection of these proteins is used to assess sex by archaeological time (Buonasera, 2020).

After such a discovery, the question arises: "Is this an isolated case or just the first found?". A survey of 107 Late Pleistocene and Early Holocene burial sites in the United States identified 429 people. In 27 of those who were buried with hunting weapons, it was possible to determine the sex. It turned out that out of 27 hunters, 11 were women and 16 were men. This sample makes it clear that women among hunters in the middle of the Holocene were from 30% to 50% (Haas, 2020).

These data are enough to say that the early game hunt was gender-neutral, which once again calls into question the concept that a woman is the guardian of the family hearth.

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**MANAGEMENT CONSULTING AT ENTERPRISES IN UKRAINE IN
THE POST-COVID PERIOD**

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In the era of modern information and digital transformations, new technologies, improvements and knowledge become the driving force of innovative development of society. So, all the above-mentioned requires additional study and research, as creative and comprehensive mental activity acquires the status of primary, i.e. priority strategic activity. Despite the fact that consulting as an activity is in wide demand in many countries around the world, in Ukraine it is the youngest representative among the Ukrainian economy and is developing in the process of market transformation of Ukraine. That is why the research and analysis of the above-mentioned topic are relevant.

In this work, the process of promoting management consulting at enterprises in Ukraine is studied as one of the methods of a successful market capitalization policy. But the concept itself is quite multifaceted and difficult to understand by different people, which leads to dissonance in the analysis of this issue. Also, a huge blow was dealt to the economy in the form of COVID-19, which blocked some of the opportunities in this sector. The main goal in this context will be a thorough study of the problems, principles, prospects, features and stages of management consulting.

The topic of the formation of management consulting under the conditions of the post-covid space is being actively studied by various scientists and scientists in various articles, books, works, etc. Therefore, the main method in writing this work is to use the authoritative opinions of the following scientists reflected in the research: Trofimova O. K., Verba V. A., Tishchenko A. I. and others. Thus, the study of each separate term and concept will help to get closer to the essence of the truth of the formation of management consulting at enterprises in Ukraine under conditions of covid restrictions.

Each enterprise seeks to obtain new information, acquire the right skills and knowledge, and thus have a competitive advantage among other participants in the market environment. The introduction of such a resource as management consulting, in fact, gives a certain priority to modern companies and guarantees long-term strategic development in the market. As a result of the COVID-19, there have been obstacles directly affecting the imperfections of the existing system of functioning of the economic community and the problems of its development, which have not yet arisen or even been studied.

So, management consulting is a professional activity, which consists of providing the necessary, important and objective advice and technical assistance by qualified professionals and specialists in firms, organizations, institutions and individual entrepreneurs (hereinafter - customers) to assist the latter in finding, identifying, analyzing and studying management problems, finding the best and most

effective solutions, implementation of methodologies for implementing various recommendations, etc (Lozovsky, Heylyk, 2015, p. 20).

It can be concluded from the above that the demand for counseling is primarily due to:

- 1) The constant workload of managers, which affects their ability to decide for themselves problems of the company in a negative way;
- 2) Seeking an independent assessment of the organization's affairs;
- 3) The need to continuously improve production and business efficiency in a highly competitive environment and the impact of COVID-19;
- 4) The internationalization of requirements and standards;
- 5) Training of personnel in new management technologies.

In turn, despite the general epidemic situation, any organization with management problems is a potential user of consulting services. Today there are about 500 consulting firms providing consulting services in Ukraine.

However, despite the fact that Ukraine has a large number of firms providing various consulting services, the demand for consulting remains quite low. The main reasons for this situation in the post-covid period are as follows:

- Lack of resources during the pandemic brought about a reduction the economic situation in many regions and has significantly reduced access to foreign investment.
- There's a shortage of real estate, because of the big recession. Many consulting companies cannot afford to pay rent because they cannot financially cover these costs;
- The inability to pay employees, which results in a shortage of staff;
- The problem of maintaining key staff, recruiting talent and supporting staff motivation.
- the low level of solvency of clients due to the decline in wages, which makes it impossible to make the appropriate payments for the services received;
- lack of perceived need to receive consulting services (Marchenko, 2015, p. 280).

In view of the possibilities of improving the epidemiological situation in Ukraine, a number of measures should be proposed, the implementation of which will help to solve the related problems of management consulting.

First, in the post-covid world, business leaders are expected to give even greater importance to the opinion of their clients and to develop new types of services, to work on the adaptation of the set of services to the needs of clients, to apply new methods of intervention and change in the implementation of consulting proposals, that is, to provide a range of services, improving the quality of the latter provided, which will certainly entail an increase in professionalism of the existing consultants.

Second, the expansion and development of relations with existing clients are due to the improvement of work skills and methods of handling orders.

Third, a shift to permanent consulting services. This perspective is beneficial both for the development of management consulting, both for the client and for the recovery and improvement of the business as a whole.

Consequently, management consulting is a complex, multifaceted process with its own characteristics, stages, challenges and perspectives. In order to prevent the decline of consulting on the territory of Ukraine as it acquires popularity, becoming a profitable activity, it is necessary to quickly adapt to the changing business environment, which is the best way to combat business infringement processes in the uncertain business environment. The future success of companies will increasingly depend on sound sustainability strategies and risk management processes.

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ECONOMIC RESOURCE LAND

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Political arithmetic is an argument about the size and value of land, population, buildings, agriculture, manufactories, trade, fisheries, artisans, etc., as it all applies to all countries in general. William Petty is an English scientist, inventor of political arithmetic or statistics. His most famous formula is "labor is the father of wealth, the earth is its mother." It was the result of reflections on the nature of the source of various incomes in connection with the problem of their taxation. An interesting theory of the researcher's land price. It illustrates the development of the theory of asset pricing, which includes land. The price of land, like the price of any asset, is formed by summing the stream of discounted income:

$$P_L = \sum_{i=1}^n \frac{R}{(1+i)^i} \quad P_L = \frac{R}{i} \quad (1.1) \quad (1.2)$$

where P_L is the market price of the land at time 0; R - annual rent from this area; i - annual interest rate; n is the service life of the asset. In the case where the asset has an infinite useful life, formula (1.1) is reduced to the following expression (1.2).

Understanding the theoretical and practical achievements of physiocrats is impossible without recourse to the methodology of F. Quesnay's study of economic processes. Considering society as a human body, that is, an organic system, the scientist put forward the idea of equivalent exchange, which took center stage in his works. F. Quesnay is the author of a model of simple reproduction on the example of the French economy. He based the model on the movement of the social product between three classes of the nation's citizens: the productive class (peasants, farmers, employees), owners (king, landowners, clergy), and unproductive (industrialists, factory workers, merchants, small traders, servants). The basis of wealth considered the land and only those who work on it - the productive class. The economist Mirabeau wrote: "... three great discoveries have been made since the beginning of the world. The first of them is the invention of writing, the second is the invention of money, and the third is the "Economic Table" by F. Quesnay, which is the result of the first two ... "

The main sources of prosperity of any state are its land resources that play an important role in agriculture. The interpretation of the term "earth" is very broad, it can act as a planet, as land, as soil, as a territory with land. Many scientists have studied this issue. Therefore, to directly understand the term "land", we should consider several examples of interpretation of this term:

1. S.I. Ozhegova: "Land - territory with land that is owned, used (private, public)."

2. N.O. Titova: "A certain part (mass) of matter separated from the natural environment by human labor."

3. D. Babmindra: "The earth is the material basis for the well-being of members of society and the spatial basis for the location of productive forces and the resettlement of people."

It should be noted that the concepts of "land" and "land" also differ in that in private ownership can be only individually identified, allocated in kind on the ground land plots that have established boundaries and differ in purpose. Many scholars identify the concept of "land" with the concept of "land", explaining that they have the same meaning. Let's consider in what these concepts are common, and in what divergent.

Common features:

1. Both land and land are not the product of human labor
2. Fertility
3. Ability to self-recover
4. Spatial real estate

Distinctive features:

1. The land plot has established boundaries
2. Land and land are related as part and whole
3. Only individually defined land plots can be privately owned

So the land has always been and will remain in the future the main national wealth and a special natural resource. Therefore, the reform of the agricultural sector is associated primarily with changes in land ownership.

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**INCENTIVES FOR STAFF TO ACHIEVE
THE HIGHEST ECONOMIC EFFICIENCY**

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Modern personnel management is focused on the fact that people are a system of economic resources of the enterprise, a source of income for this organization, prosperity and competitiveness. Therefore, it is so important to study the impact of their motivation and productivity, and analysis of what it will do to meet needs.

It is also important to pay attention to the foreign experience of the employee motivation system, because things are much better there. In general, work motivation in today's market conditions is one of the most pressing problems of our time.

The purpose of my work is to analyze the motivation of work, which is the driving force in the process of human resource management. Moreover, motivation is one of the leading functions of management, and achieving the main goal of motivation is directly proportional to the coherence of people's work. It is necessary to determine what stimulates Ukrainians: high wages, recognition, self-realization, whether social status can and understand each of these concepts.

It is worth noting that motivation is the motivation to act, the process of physical and psychological plan that controls human behavior and determines its organization. Work motivation is the central task of strategic development of any organization. In Ukraine, there are even reforms related to workers, but they cannot be effectively implemented without creating incentives to work and organize discipline.

This topic is really quite interesting, because even to write this thesis I need motivation and if it were not for me I would not do it. Moreover, what a person does in life has some explanation or is attached to a small benefit. In addition, playing sports, completing a task is also work. And they are also motivated.

For example, if a person is diligently engaged in a sport, then his motivation to reach certain heights. Or if a student is doing well in university, then his motivation is to get knowledge and a diploma, which is often encouraged by a small reward - a scholarship.

There are many more examples. But the main thing is that work motivation is present everywhere. I hope to be able to understand this concept also from the sociological point of view.

In today's world, every competent employer tries to convince subordinates to work better, create an incentive for them to work actively and productively, maintain interest in something related to work, and initiate satisfaction with the results obtained at work.

Motivation is not only material but also moral. In some cases, it is even more efficient and rational than the monetary reward for the work done.

Motivation must be internal, the person himself must want to work, feel the desire to make some personal contribution to, for example, products. In addition, the

feeling of belonging to something can cause profound psychological satisfaction, even more, and then people begin to realize themselves as individuals.

Motivation of employees is a very important thing, because the quality of the company's work directly depends on it. The more motivated people are to work, the better they show results, and therefore the company reaches greater and greater heights. The greater the qualification of the employee, the higher the level of the company. After all, a smart specialist will never go to work for a small salary, bad attitude and instability. Each company chooses its own path.

A lot of research has been done on this topic, and they have shown that material incentives are very important, but we should not forget about others, such as psychological balance, communication with management, and so on.

In Ukraine, little attention is paid to motivation; of course, the most developed companies have already adopted the experience of European countries, but others - the vast majority, still very, very far. For example, to this day, for the hours worked, they give either NOTHING or some kind of allowance, although it would be more logical and correct to give a person a full and paid day off. The maximum that now motivates employees in such companies - is a permanent job, or rather - the fear of losing it and small monetary incentives in the form of bonuses. This often leads to negative motivation in people. So we can only hope that the situation will improve later. So far, this is one of the most pressing problems of our time.

The main incentive to work (especially material) is wages, in most cases it is also the only source of income. It directly affects the efficiency of people at work.

It often happens that a person feels intrinsic motivation, but externally it is not supported by anything. Sociologists have proved that such motivation does not achieve much, or rather it does not last long and a person loses faith. It turned out that the greatest incentive for employees, in addition to wages, is self-realization. Honestly, I thought that recognition would come first in importance, but my assumptions were not confirmed by research.

So far, Ukrainians are more likely to motivate themselves than are motivated by employers, but I hope the situation will improve in the near future.

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24 - HOUR SOCIETY

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This article examines the impact of the 24-hour society on a person's physical and psychological health.

In today's society, people work longer during the day - and increasingly nights – spend most of their non-working time entertaining themselves by watching television and searching the Internet expanding the range of non-stop entertainment - this is a 24-hour society. As a result, people sleep less. Let's consider some forms of organizing work in such a 24/7 society.

For example, in a pandemic, a distant type of work is increasingly required. Work after Lockdown surveyed 1,085 UK respondents to understand how telecommuting has affected employee productivity (Bevan, 2021).

As part of this study, it was found that the way the workflow is organized increases productivity, as employees devote more of their non-working time to work. However, distant working over a long period of time can lead to social disconnection and worsen the psychological state of people and their productivity in the future.

Many companies aim to provide their services round-the-clock. Therefore, in modern society, there is a tendency to increase the number of people working night shifts. Not only do they have to work when their bodies and biological rhythms tell them to sleep, but they also find it difficult to fall asleep after work and have attention problems. Research by scientists from the Stress Research Institute at Stockholm has concluded that working conditions are the determining factor in stress, sleep disturbances, and overall health.

People often consider sleep as a commodity that they can exchange. Sleep less - earn more or have fun. The health effects of sleep deprivation are not clear enough, but sleep researchers point to heart problems and depression.

In a famous experiment conducted at the University of Chicago in 1983, rats kept from sleeping died after two and a half weeks. People are not likely to react in the same way, but sleep deprivation may cost them their life indirectly. When an exhausted doctor prescribes the wrong dosage or a sleepy driver weaves into someone's lane.

Recently, many companies are introducing the so-called "hybrid" working type (a combination of remote work with work in the company's office). However, to reap the full benefits of this approach, employers need to be clear about which work responsibilities can be done at home and which ones require going to the office.

To help adjust the biological clock of employees during shift work, companies use specially designed work lighting systems designed to keep employees active around the clock. This bright light, applied in a controlled manner, can help avoid negative health effects. Until now, such special lighting was the prerogative of NASA astronauts; now it is used everywhere, in hospitals, in factories, in stores.

Of course, in modern society, it is impossible to avoid shift or remote work, but it is necessary to find a reasonable compromise between work and sleep, to help adapt the biological clock of people to the conditions of shift work.

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GOVERNMENT MEASURES TO COMBAT COVID-19

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Last year and a half have become unprecedented in the history of mankind of the XXI century. This is unbelievable, but even in early 2020, no one could even imagine what a challenge everyone will face, regardless of where they are or live. The COVID-19 virus has spread to all continents except Antarctica, affecting 3.5 million people. The governments of every country in the world have made policy decisions to take measures to protect against the COVID-19 pandemic, based on the recommendations of the World Health Organization regarding prevention to prevent the spread of the virus. And, paradoxically, it turned out that the best thing we can do for this is to stay away from each other (at least 1-2 meters). Which was introduced by the governments of many countries in the form of "self-isolation", quarantine, in some countries very strict (Italy, Spain), sometimes voluntary, self-responsible, and sometimes - with the introduction of a national curfew (Sri Lanka, Turkey) emergency situation (some regions of Ukraine, Australia), state of emergency (the Czech Republic, some US states, Estonia).

In the autumn of 2021, the Cabinet of Ministers tightened lockdown rates in the face of increasing disease growth and hospitalizations. From October 21, inter-regional passenger transportation in regions with "yellow", "orange" or "red" levels of epidemiological danger will be allowed provided that all drivers, aircrew, and passengers have one of these documents, namely: a document on obtaining a full vaccination course. or a document on receiving a single dose of two-dose vaccination; an international, domestic or foreign certificate confirming vaccination against the COVID-19 pandemic with one or two doses of the vaccine; a negative result of testing for COVID-19 by PCR or an expert test to determine the antigen of the coronavirus SARS-CoV-2, which is valid for 72 hours.

Such innovations will be applied when using all types of public transport: intercity buses, trains, ferries and airliners. In this way, the Ukrainian government hopes to reduce the spread of the pandemic across the country, as well as motivate Ukrainians to get vaccinated.

However, the citizens of Ukraine were divided into two groups: "for" and "against". According to some people, such vaccines have not been fully studied to use as a "universal means of rescue." Others, on the other hand, think that without vaccination we will never be able to overcome the coronavirus.

One important example of the fight against the epidemic is taking place in Israel. According to the Israeli government, the mandatory and safe form of vaccination is the three-dose vaccine "Commirnaty" (Pfizer), or Moderna. The government notes that this form allows you to move freely, to visit catering establishments, schools and universities (Deutsche Welle, 2021). However, according to the WHO, this feature in the country may have negative consequences, which are associated with side effects: fever for a long time, weakness, and sometimes

tachycardia in the form of a heartbeat (Deutsche Welle, 2021). However, according to Israeli government statistics, the number of cases of the Sars-CoV-2 pandemic has decreased by 45% compared to 2020 (Deutsche Welle, 2021). However, for adequate protection, the WHO recommends vaccination twice: for the first time at any time, just to keep the person healthy, free of fever and chronic diseases. The second dose is given 21-28 days after the first when the person is in a stable condition and does not feel sick. However, this practice is difficult for people who have had health problems after the first and second doses of vaccination: fever, nausea and weakness. Although these symptoms last for one or two days, they reduce efficiency and cause discomfort to the person. As practice shows, in recent months everything can change quickly and it is possible that further vaccination will indeed be with three doses.

Examples of the fight against the epidemic are also the political leadership of Italy. Although this country was one of the first to suffer from the coronavirus, opinions within Italian society continue to diverge. After all, the position of anti-vaccinees is important in the country, people who believe that vaccination has a negative impact on human health, reproduction and contains insufficiently studied qualities. From October 15, 2021, additional quarantine restrictions were also introduced in Italy. It was this government decision that sparked numerous protests in Italy, from the capital Rome to the north and south and the small provinces. Thousands of opponents of "green passports" gathered in Milan against the obligation, which has been in force since August 6, to demonstrate a vaccination certificate to sit in bars and restaurants, visit gyms or museums. Demonstrators gathered in Piazza Scala, where the headquarters of the municipality of Milan. Many protesters wore the Star of David with the inscription "not vaccinated", recalling the events of the Holocaust, which violated the rights and freedoms of people to freedom, dignity and life. During the march through the streets of the city, demonstrators chanted slogans against journalists, virologists, and the government. A new demonstration against "green passports" took place in central Rome. About 1,500 people in Piazza del Popolo took part in a sit-in protest in the second half. About a hundred members of the No Vax movement and opponents of the "green passport" gathered in Naples in Piazza Dante, where, in harmony with other Italian cities, similar demonstrations also began in recent weeks, again on Saturday. Protesters chanted slogans such as "Hands off children" and "Shame on you". They are also asking for their approval by Campaign Governor Vincenzo De Luca. Dozens of people gathered in St. Florence Square in the Tuscan capital to protest the obligation to have a green passport. Participants in the initiative, which were reported to the police and obtained permission, displayed numerous placards stating the freedom of choice of vaccines and objections to the use of a "green passport." However, doctors note that this position continues to support the disease in Italy.

Having listed the above, I would like to note that nowadays the pandemic affects all aspects of human life, which will continue to happen. Most often, the political struggle is over the rate of vaccination, quarantine restrictions, because each party is trying to establish what is beneficial and important for it. However, such a component must be substantially criticized, without fictional stories and propaganda,

which are permissible for anti-vaccination reasons. This is the only way to reach consensus, harmony and peace, truly stop the disease, and not destroy human relationships.

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ADVANTAGES AND DISADVANTAGES OF DEMOCRACY

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In order to talk about the advantages and disadvantages of democracy, we must first remember what it is and what it is eaten with. Democracy is a political regime in which the people are considered to be the main and only source of power. The proper word "democracy" is translated from Greek as "power of the people." According to democracy, citizens of the state elect the president and other government officials through elections (direct or indirect). In fact, the entire top of the government depends on the people, but at the same time the people depend entirely on the decisions of the government. It seems that everything is cool and there should be no shortcomings in democracy, but this is not the case. We will talk about this later.

To begin with, I would like to say that there is always the other side of the coin, so you can find both positive and negative sides of one feature. Let's start with the advantages of the "fairest" political regime. First, as I said, the people themselves elect their representatives to the top of the government through elections (but to attribute this to the benefits, you need to understand that the election must be fair). In other words, people themselves choose who will run the country, and ultimately the citizens themselves. Today, the institution of elections is quite developed, and each candidate for a certain position has its own program, and every citizen in the media and the Internet can learn this program and the candidate's biography and choose the one you like best. It would seem that everything is perfect, but this is at first glance (we'll talk about this later).

Secondly, under a democratic regime in the country, the media are usually not limited by anything. With this, in the media, you can follow the activities of the upper echelons of power, their adoption of new reforms and laws. In my opinion, it is quite convenient and I think it is the most important of the benefits.

Third, in a democracy, freedom of speech prevail in the country, in other words, freedom in everything. That is, everyone can say anything he wants on the Internet, everyone can draw anything he wants, everyone can say whatever he wants and no one will do anything to him for it. Comparing this with the Soviet regime, where there was strict censorship of everything, we come to the conclusion that freedom of action is still better than constantly worrying about the fact that your work is not so understood.

The disadvantages, in my opinion, are many more. To begin with, I would like to talk about the elections and what are the shortcomings in this process. First, elections are not always fair. Candidates can bribe the CEC and members of this commission can falsify the election results. A very good example is the Orange Revolution in Ukraine. Then in the second round of elections, Viktor Yanukovich won by a small margin, beating Viktor Yushchenko, but then it turned out that the election results were falsified and an unprecedented case occurred - the third round of elections was held, where Viktor Yushchenko won.

Secondly, the one who gets the majority of votes wins the election. That is, the country is ruled by the one elected by the majority, not all. This is not fair enough on the one hand, but it is logical on the other hand. After all, thousands of people cannot have the same opinion. And this, in my opinion, is a disadvantage, although logical.

Third, candidates for a particular position do not always do what is set out in their programs. They simply wrote in their program what sounds good and beautiful in order to break through to the top of power, but they do none of that, but simply get rich by increasing taxes and tariffs for citizens. As a result, oligarchy and corruption can thrive in the country. In fact, it is a fairly common phenomenon when a person makes his way higher and higher, just for their own purposes, especially their own enrichment, and the lives of ordinary people they do not care. Unfortunately, we can see such a situation in Ukraine as well.

Fourthly, complete freedom of citizenship is not always an advantage. After all, this very freedom can create chaos in the state and it is very bad. It can even lead to the beginning of a civil war, destruction, and, as a consequence, the disintegration of the state and the transfer of its territories to another country.

In conclusion, I would like to say that I have not listed all the advantages and disadvantages of a democratic political regime. Many famous people harshly criticized democracy for its bad sides, and this was not without reason. But we must understand that there are political regimes much worse than democracy, the same authoritarianism or totalitarianism. In general, all power is in the hands of one person or group of people, and the citizens of this country are simply in danger. Therefore, in my opinion, democracy is the best regime for governing the state, because there are no better ones. It is in a democracy that a person can feel safe and, most importantly, he can feel human.

OUR CIRCADIAN RHYTHMS: HOW THE BIOLOGICAL CLOCK WORKS AND WHY WE SHOULD TAKE IT SERIOUSLY

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To date, many people have a problem with sleep disorders, as well as a more sleepy state throughout the day. However, the hands do not reach beyond the identification of the above issues and people stop there. So, there are really important questions to discuss and to take into consideration: how the biological clock works, why we are still divided into "owls" and "larks", and how quarantine caused mode failure.

Some people do not take the problem of the correct daily routine so seriously. But the research of scientists Jeffrey Hall, Michael Rosbash and Michael Young, who received the Nobel Prize "for the discovery of molecular mechanisms for controlling circadian rhythms," showed a direct link between human life activity and a certain sleep regime.

To begin with, let's look at what circadian rhythms are and how exactly they affect our body.

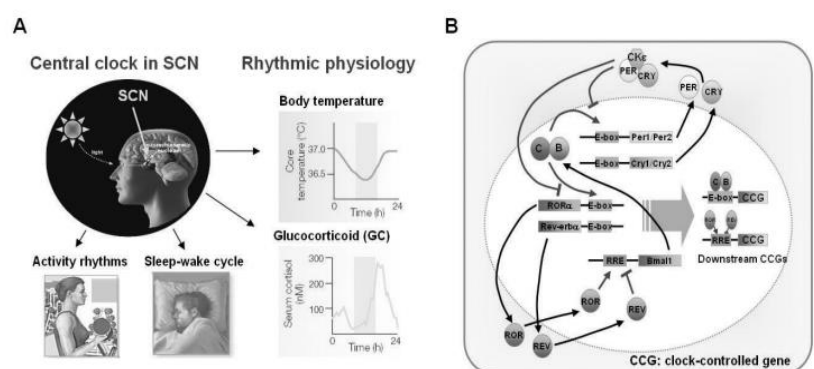
Circadian rhythms are actually the very internal (biological) human clocks that control periods of sleep and wakefulness, decline and increase in activity, and also control almost all aspects of our health: from appetite and drowsiness to cell division, hormone production and the state of the cardiovascular system.

Almost all living organisms on the planet have such clocks and they are regulated by hormones, genes and proteins, and not by willpower, which is often attributed to this topic. Almost every cell in the human body has a molecular "clock". They trigger the regulation of human physiological processes throughout a 24-hour cycle.

Genes produce so-called clock proteins that adjust the body's work to a specific time of day — they receive this information through the retina of the eye, as if assessing the amount of light that falls on it.

British neuroscientist Russell Foster explains that clock genes are responsible for the production of proteins and their contact creates a connection that creates fluctuations in clock proteins. Then they signal the time of day to the cells and let them know how to behave at a specific time.

So, there are three proteins. The main one is the membrane protein PER (it is encoded by the Period gene). PER regulates the entry of substances into cells from the outside and can change the interaction between cells. The concentration of this protein fluctuates



within a 24-hour cycle with a peak around midnight. The DBT protein regulates its concentration (a short-term double-time protein - encoded by the Doubletime gene). And then there is the TIM protein (encoded by the Timeless gene), which binds to other proteins in the body, receives information about the light level from them and transmits it to the PER protein.

However, each person has a different biological clock: for some, the peak of productivity comes at 8 am, and someone likes to sleep longer and is effective at work only in the evening. Someone needs 3-4 hours a day to get enough sleep, and someone needs to spend at least 7 hours in a warm, cozy bed in order to fully function during the day.

As we have already learned above: the internal clock of our body works on the basis of biological and social factors, as well as depending on the effects of daylight.

In general, light stimulates the production of the hormone melatonin in the morning, and in the evening this process stops. According to research, at 4-5 o'clock in the morning the body is preparing to wake up: for example, the production of melatonin begins to decrease, body temperature increases, the production of "activity hormones" cortisol and adrenaline increases. These phenomena are amplified by light, heat and noise. At 9 o'clock, there is a high working capacity, which returns at about 16 o'clock — with a lunch break at 13:00. Scientists believe that it is possible to work effectively until seven in the evening, and after nine the body will still begin to prepare for bed. To catch a deep sleep, at 2-3 o'clock in the morning you need to sleep already.

In the modern world, it is difficult to find a person who does not know about "larks" and "owls". Sometimes there is a third type – pigeons. Some consider it just different habits, sometimes discriminate against one or another type (mainly in the direction of "owls"). Andrew Carnegie said that "Morning sleep is the biggest waste of life." However, Van Gogh wished for a starry night, saying that "the night is painted brighter than the day," and his work was mainly used to make good use of the contrast of light that appears in the dark.

In cities, about 40% of the population are "owls", "larks" are much smaller - about 25%, the remaining 35% are pigeons, so to speak, an intermediate chronotype.

Gender significantly affects morning activity — it prevails in 39.7% of men and 48.4% of women. Morning activity also depends on age: 63.1% of those over 60 prefer it, and only 24.2% of those under 30. The increase in morning activity with age was confirmed in previous studies.

However, according to medical statistics, about 80% of people can adjust their rhythm of life to the necessary one. They are able to adapt to any daily routine. It is worse for those 20 percent who cannot adjust.

Why is the quarantine mode off?

According to the researchers, during the quarantine, the number of patients applying exclusively due to sleep schedule violations increased. There are several reasons that explain this.

The first is related to the level of lighting. It turns out that the more bright light a person gets in the morning, the better he will sleep at night.

As mentioned above: the production of melatonin (sleep hormone) is primarily affected by sunlight, which should be a lot in the morning. Towards evening, on the contrary, it should be less and less. Using gadgets before going to bed affects the cessation of melatonin production, since the light from smartphones and computers is the blue spectrum of light, that is, it is too bright for our retina.

In conditions of self-isolation, many do not receive light during the day, and at night, on the contrary, due to the large amount of free time, they sit in phones. Consequently, they fall asleep well after midnight.

The second factor that can influence the absence of a regime is oversleeping or lack of sleep, which is equally bad for the body. The first was faced by those who are unable to work in quarantine, which means that in the first days of self-isolation they could get a good night's sleep. With lack of sleep, most of them later "met" working remotely.

And there is also an opinion that the sleep regime could be disrupted in quarantine due to lack of physical activity. Scientists have proven that people who performed physical exercises regularly and daily felt more tired and fell asleep on average 36 minutes earlier.

In conclusion, I think it should be said that each person has his own biorhythm inside, and in fact each of us chooses a more comfortable regime for him. However, do not forget that 7-8-hour sleep is considered the norm. Poor sleep can negatively affect the body. The first is a violation in the emotional sphere. A person with sleep disorders may have a bad mood, as the brain "clings" to all the negative news. The second is physical health. Someone may have headaches, migraines, pressure, vegetative-vascular dystonia, and so on. In the long run, poor sleep can cause much worse deviations from the norm.

A good night's sleep is a cure in itself. It has been proven that the cells of the immune system are renewed during the deep stage of sleep at night. The main such stage occurs from 10 pm to 1-2 am. At this time, the bone marrow secretes the most immune cells. The later, the fewer there will be. As for the coronavirus, good sleep is very important for immunity, and in a pandemic, the problem of immunity is even more acute than usual.

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EMIL DURKHEIM'S VIEWS ON SUICIDE

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A thorough explanation of the term deviation was first put forward by Emil Durkheim. According to him, the main cause of deviations is anomie, literally, "lack of regulation", "abnormality". In essence, anomie is a state of disorganization of society, when values; norms, social ties are either absent or become shaky and contradictory (Emil Durkheim 1994, p.128).

Durkheim expresses the opinion that in order for a society in which there are opportunities for self-expression for idealists and romantics, heroes and martyrs, there must be equal opportunities for self-expression for criminals. Freedom cannot exist if there is no possibility of deviations in different directions - both to the ideal and to the anomie, which is the opposite of the norms.

Emil wrote that crime not only presupposes the existence of ways that are open to the necessary changes, but in some cases directly fixes these changes.

Durkheim studied this type of deviant behavior, such as suicide. In his work "Suicide", based on statistics, the author identifies the following types of suicides: anomic, altruistic, selfish and fatalistic.

The type of suicide called anonymous is referred to as "selfishness" (Aron R. 2004, p.352) A person is more prone to harm his life when he thinks only of himself, when he is not integrated into a social group, when the desires that govern this person are not correlated with public ones.

The state of social anomie, by which the scientist understands the lack of established rules and norms of behavior, when the old hierarchy of values changes and undergoes a process of destruction, and the new has not yet formed, creates moral instability of individuals. When the social structure fluctuates and disorganizes, some individuals quickly rise in social elevators, others lose their place in society, when the social balance is disturbed - the number of anonymous suicides increases.

Altruistic suicide occurs "with a manifestation of energy, with a passionate feeling"(Emil Durkheim 1994, p.255). Breaking away from society, a person easily inflicts death on himself; it is just as easy for her to lay hands on herself, being too close to him.

Altruistic suicide occurs when personal interests are absent and social ones prevail over them, when the integration in the group is so great that the individual no longer exists in society as a separate independent unit.

Durkheim pays very little attention to the study of fatalistic suicides, because they are very rare and the scientist considered it unnecessary to spend time studying them. Such suicide occurs as a result of increased control over the individual by society. Fatalistic suicides are committed by persons whose future is ruthlessly regulated, whose passions are ruthlessly suppressed by inhuman, cruel discipline.

Thus, the scientist believed that suicides are individual phenomena, the causes of which are precisely social causes. Such social causes of suicide are social forces

that vary from society to society, from group to group, from religion to religion. They come from groups, not from isolated individuals.

According to E. Durkheim, anomie is especially characteristic of societies of economic depression and prosperity and naturally leads to deviant behavior. Deviant behavior has always been a hot topic for discussion by both scientists in various fields and ordinary individuals.

Today is characterized by several types of suicide according to Durkheim. Altruistic suicide takes place because the norms imposed on us by society push us too far and create restrictions, so people either fight them or, under the pressure of expectations and standards they do not like, commit suicide. Also, suicides of this type are common nowadays for fear of showing the true self, because the normalization of the real self is not yet fully integrated into society.

Fatalistic suicide recedes into the background today, but it cannot be said that this type does not exist. For example, in Arab and Armenian families, the practice of choosing a future husband for their daughter as the father of the family is still common. Such conditions of lack of choice and "painting life in advance" often lead to fatal consequences.

In our opinion, only the division into selfish and anomic suicides will be relevant in the future. First, selfish suicide will develop due to the low level of integration into society, the lack of cohesion of social groups will lead to the fact that the individual will not be able to be in solidarity with the collective consciousness. Second, anomic suicide will develop with high competition between individuals, imbalances and expectations that do not correspond to reality, will begin to disorganize the social structure due to rapid changes in status.

Fatalistic and altruistic suicides will prevail in the future, but will be very rare. First, altruistic suicide is caused by duty and tradition and the great integration of the individual into society, in the future the individual consciousness will move further and further away from the collective.

Secondly, fatalistic suicide characterized by increasing control over the individual by society, in the future this is impossible, as people become more arbitrary and educated, which will allow them to analyze the state of affairs and make the necessary decisions.

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VIOLENCE AGAINST WOMEN IS A SOCIAL PROBLEM

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Domestic violence is a worldwide problem. Studying examining the situation at the level of domestic violence in different countries, it is clear that the consequences can be life- and health-threatening or cause psychological trauma.

According to the World Health Organization, one in six women woman has experienced domestic violence.

Statistics show that 62% of women's murders were committed by their husbands. But the particular danger of domestic violence lies in the fact that it children suffer. Research shows that in 70 percent of cases where women experience violence at the hands of their own husbands or partners, children are also victims of violence (World Health Organization , 2021).

The more often and harshly women are abused, the more serious and severe is the violence against children. But even if children do not recognize direct violence, they are witnesses to abuse and threats against their mothers, and this is tantamount to violence against them.

Domestic violence often escalates from threats and verbal assault to violence. Although physical trauma can be a nuisance, the emotional and psychological effects of domestic violence are also important. Emotional relationships can undermine your self-esteem, lead to anxiety and depression and make you feel disempowered and self-defeating. No one should have to endure this kind of pain - and the first step towards resignation is admitting that the relationship is abusive (Ministry of social policy, 2020).

Of all reported violent crimes in Ukraine in 2019, more than a quarter (26%) were the result of domestic violence. Almost 67% of victims of domestic violence were women and girls. 79% of reports to the police about intimate partner violence involved women.

Professionals know that rates of all forms of domestic violence are underestimated. For example, in 2016 (19%) women who had a violent girlfriend reported being abused to the police (Ukrainian Institute of Future, 2021).

There are many reasons why people do not report domestic violence. The first is because of the problems associated with it. Young children may not report abuse because they may have limited contact with a family in which they can safely trust.

Women are more likely to experience brutal girlfriend violence compared to men. Compared to men, women who report girlfriend violence are twice as likely to report sexual assault, beating, strangulation or threatened with a gun or knife. A higher rate of injuries due to violence is more likely to be reported (40% of female victims compared to 24% of male victims).

The role of the police in cases of domestic violence remains problematic in Ukraine. The role of the police in cases of domestic violence and abuse is crucial, although investigations have criticized the actions of police officers who are the first

to arrive on the scene (Law of Ukraine On preventing and combating domestic violence, 2018). Victims are not always able to see the actions that they demand from the police and there are still gaps as to whether some victims will receive "justice" or not.

Despite criticism, the police remain one of the key frontline services victims can use to prevent and put an end to violent incidents. A change in the law has now finally been introduced. What role the police can play in the new legislation to ensure domestic violence control remains to be seen.

Women turn to the police after being physically assaulted or abused, or after their partner has forced them out of the house, or to seek help from domestic violence or threats from former husbands after leaving home, or to protect their children.

The police encourage women to keep a confidential record of their partners' violent behaviour in order to use them as evidence. Although some women consider the police to be helpful, others believe that the police do not understand and do not take them seriously. Women are desperate for a prompt response and find it difficult to fight delays in obtaining a court order or an assessment of their injuries. Many women are too afraid to call the police.

The police offer practical support such as the installation of an emergency response system, the provision of mobile phones, the installation of a burglar alarm system and security locks on doors, as well as assistance to women to obtain such protection as a proximity watch and signposting so that a policeman can get there as quickly as possible when he is summoned. In some cases, women are assisted by police officers in cases of domestic violence. Most of the women who contacted the police believe that the police understand abuse and domestic violence poorly, focusing on physical violence and the need for "hard evidence", which is usually difficult to establish.

The women are embarrassed and discouraged by the fact that the police do not take the threats seriously. They believe that the police do not recognise the danger they are in, unless they are in a state of "about to be killed". Countering domestic violence is one of the most important areas of social development today. of societal development. It is seen not only as a social problem but also, first and foremost, as a problem of protecting people's rights and, above all, women's rights, which requires the development of appropriate legal means to solve these problems.

When violence is perpetrated within the family, the rights and freedoms of the individual are violated, which, through the different capabilities of the perpetrator and the victim, hampers the The violation of the rights and freedoms of the individual, which, through the different capabilities of the aggressor and victim, impedes the possibility of self-defence and demands intervention on the part of the state and society. Today, therefore, there will be an improvement in policy and practice. This is why today's policy and practice in combating domestic violence will be improved both in economically developed countries and in those that are developing.

This is reflected in the fact that governments in many countries are adopting laws, developing public policies and adopting special measures aimed at combating

forms of violence that have long been regarded as a private matter of the family or an individual person.

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**CURRENT ISSUES OF ORGAN AND TISSUE TRANSPLANTATION
IN UKRAINE**

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Worldwide, transplantation is an extremely effective and in all cases non-alternative method of treating irreversible diseases and injuries of such vital organs as lungs, kidneys, diseases, heart, etc. (Bezzub, 2018). The scientific and practical interest of animals in the issue of transplantation is conditioned in Ukraine and other legal, medical and ethical issues in this area. Because despite the fact that transplantation has left the stage of medical experiment and has become traditional in medical practice, a number of legal problems in this area are still not used, which performs the long-needed comprehensive systematic analysis of the theoretical foundations of transplantation in Ukraine.

The special nature of transplantation regulation is given by the fact that the operation causes interaction with two: donor-recipients who differ from other methods of treatment, and the usual scheme of treatment "doctor-patient" in the field of transplantology is presented as "donor-recipient" (Korenya, 2015). This is due to the view that transplantology is the closest to legal science among all medical disciplines, so, accordingly, especially the need for special legal regulations.

In transplantology, we face both general medical problems related to the relationship with the provision of medical care, and private transplantation: the statement of the death of a healthy donor while maintaining blood circulation and viability, the problem of disabling life support, resolving the issue of the right to dispose his personality body and organs after death. The fact of more successful development of transplantology in European countries is indisputable, but the above-mentioned problems provoke sharp discussions both in Ukraine and abroad.

In addition, the level of awareness of the Ukrainian population about the problem of posthumous donation today is extremely low, our society is not prepared for adequate acceptance of transplant ideas and a positive solution to the problem of donor material. Analysis of publications in the media that public opinion on transplantation in Ukraine is either not formed or is negative. The reasons for this attitude of society are the lack or condemnation of information about transplantation. The media, as a rule, publish sensational, often unverified and unprofessionally covered information of a negative nature, which significantly discredits a promising scientific field in the development of which Ukraine has not yet lost its leading position. Citizens lack objective information about the possibilities of this progressive method of treatment.

One of the most urgent tasks, in our opinion, is to find ways to solve the problem in the field of transplantation. In the legal, sociological, medical literature there is no single definition of "transplantation". The Law of Ukraine "On the use of transplantation of anatomical materials to humans" establishes transplantation as a special method of treatment, which consists in the digestion of a person from a donor

to a recipient and the focus on restoring human health (Pro zastosuvannia transplantatsii anatomichnykh materialiv liudyni: Zakon Ukrainy, 2018). At the present stage of development of Ukraine as a state governed by the rule of law, we propose the organization of the organization in a broad and narrow sense. In the broadest sense, transplantation is a human right to life. In the narrow sense, transplantation is a paid medical service that is provided by certified medical institutions and is used to replace a diseased organ in health.

Transplantation is characterized by the following features: arose in society as a result of the need for health care; this is the stage of the therapeutic process of transplantation of a donated organ; the subjects of transplantation, who are involved in the type of medical service, are the medical institution that performs the removal and transplantation of the organ, the donor and the recipient; the right to transplantation is exercised to actions that ensure the right to medical care; it is the movement of a donated organ from one human to another, and is a victim of activity; it is a payment for medical services that requires certified medical facilities.

Transplantation is a multifaceted phenomenon that explains its various types: 1) by type (extremely from the field of transplantation) - organs of transplantation and transplantation of cells of an organism or tissue; 2) by classes (depending on the form) - orthotopic transplantation and heterotopic transplantation; 3) by gender (within the object) - heart transplantation; kidney transplantation; lung transplantation; product transplantation; bone marrow transplantation; stem cell transplantation; small bowel transplantation, etc .; 4) by subject groups (depending on the subject) - organ transplantation, tissue transplantation and cell transplantation; 5) by species (depending on the subject - donor) - autotransplantation; isotransplantation; homotransplantation; xenotransplantation; transplantation of fetal materials and taking anatomical materials from the dead.

To date, there are the following problematic issues in the field of transplantation: the undesirable and unacceptable expansion of the circle of living donors; the absence in the legislation of Ukraine on transplantation of medical justification of conditions under which it is possible to take organs from living donors; the problem of donor provision of organ and tissue transplantation is quite controversial and still not properly addressed; ignorance of Ukrainians about transplantation, and hence unwillingness to consent to such operations. The need for a perfect legal framework for transplantation is connected, first of all, with the special relationship between the donor and the recipient, the specificity of which is the equal right to life for each of them. Guaranteeing the fundamental rights and freedoms of man and citizen and, above all, the right to life, is an indicator of the civilization of the state. The use of organ and tissue transplantation has no alternative and is essential to save lives and health.

The need for legal regulation of organ and tissue transplants became especially acute at the stage of clinical transplants, when due to the development of medicine and jurisprudence the idea of the need for legal protection of all transplant participants - donor, recipient and medical staff. Understanding the patterns of this process contributes to the effective improvement of the legal framework governing

medical activities in general and organ and tissue transplantation in particular. Another important aspect is the need not so much for fundamental changes in legislation, namely the direction of all efforts to implement the existing legal field (Korobtsova., Mikhalap, 2018). Ukraine has a large number of regulations governing the transplantation of organs and anatomical materials to humans, which have been adopted for many years. However, this is not enough, as there are many outdated provisions that need immediate improvement, many gaps that need to be addressed quickly. All this is made possible by the adoption of a new law that would properly regulate the issue of transplantation, ensure respect for all fundamental human rights and legitimate interests and clearly define the competence of the authorities on this issue. European and other international standards in the field of transplantation are of great methodological importance for the domestic process of developing the institute of transplantation. The values recognized by the international community, the results of approbation of the institute of transplantology in foreign countries and the peculiarities of its application in Ukraine should be the basis for the legal regulation of transplantation in Ukraine. To resolve the situation with organ transplantation in Ukraine, it is first necessary to start with: changing negative public opinion, conducting educational work among the population and maximizing the promotion of donation in Ukraine; differentiation of subjects of transplantation relations into state and municipal health care institutions and scientific institutions that have the right to carry out activities related to transplantation according to the specifics of their activities; bringing the activities of the Coordination Center for Transplantation of Organs, Tissues and Cells to the appropriate level; creation of a perfect legal framework in the field of organ and tissue transplantation; creation of the state register of recipients; introduction of a "donor card"; creation of a project of legal support, which would provide an updated state strategy for the development and management of domestic donation and transplantation until 2025; taking measures to prevent illegal organ and tissue transplantation.

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THE RISE OF CAPITALISM, ITS IMPORTANT POSITION IN THE ECONOMY

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In our time, the term "Capitalism" can not be understood by many. There are people who believe that capitalism involves the use of only hired labor in a market economy. But this is not true. In our world, it was set before the emergence of capitalism as such.

So, as a term, capitalism is an economic formation in which the mechanism of production belongs to private owners. Enterprises produce a market product driven by supply and demand. Economists are constantly talking about capitalism as a system of free market, managed market. But capitalism in such an ideal sense cannot be found anywhere in the world. The economic systems that exist in Western countries are a mixture of free struggle and government control. Modern capitalism is a combination of private enterprise and state control. (American Encyclopedia)

The fundamental basis of capitalism is a market economy under the domination of private property. The main element of the market is the consumer, thanks to which the capitalist owner receives and appropriates the profit created by the labor of hired workers. The production process under capitalism is periodically interrupted by systemic crises, thus generating mass unemployment and lower living standards of the working masses. Political power in a capitalist society is created and functions in favor of the exploiting class. Political equality is proclaimed formally and depending on economic inequality.

The essence of capitalism:

- The first is the realization of your work in private property and the free market. And also, the main thing is to receive income from this work.
- Secondly, it is a quality product that is produced
- Third, it is possible to purchase the necessary goods at lower prices (competitive prices)
- The main aspect of capital insufficiency remains the use of one's capital and, of course, the creation of another capital

In my opinion, thanks to such a system, there is a motivation to earn more wealth, and also due to constant competition, people start to be more focused on something new, so innovative technologies appear. Fruitful production of goods and services begins, again through competition: each producer tries to produce their goods at minimum prices, but of good quality. Incredible choice of goods becomes inherent, so people begin to have the right to choose in many aspects. One of the main advantages is the rational use of natural resources. Anyone who produces products tries to use production stocks and reserves in the most economical way to make a big profit;

If we talk about the disadvantages, the main ones are social inequality, as it is private property that plays a role in the means of income inequality. This leads to

labor misunderstandings and strikes, affects employment is not very good. Due to employment problems, workers are exploited. Also, the economy is becoming unstable. Prices are falling, businesses are closing, workers are becoming unemployed. In other cases, when the business is alive, prices are rising, there is a lot of commercial activity. These alternations of periods of decline and rise lead to a large reduction in reserves; The emergence of the problem of excess competition went beyond, it was very difficult to compete with a large number of enterprises. I also want to add the emergence of monopolies to all this. This was a manifestation of the capitalist economy. Entrepreneurs and producers often conspired and formed monopolistic associations: this brought them a guaranteed income and no competition.

So this is the essence of capitalism from my point of view.

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PROBLEMS OF STATE REGULATION OF THE SECURITIES MARKET

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The securities market is a unique system where the most important is the interests of the state, the population, business entities. The securities market is a sphere of market relations where securities are sold and at the same time the return of financial resources to meet the economic needs of financial and economic entities. (Vasylyk, 2000, section 17). Securities are monetary documents that demonstrate the relationship between the person who issued this document and between the person who purchased it.

State regulation of the securities market is the implementation by the state of comprehensive measures to streamline, control, supervise the securities market and their derivatives and prevent abuse and violations in this area (Law of Ukraine "On State Regulation of Securities Market", Art. 1 "On State Regulation of the Securities Market", 1996).

The main purpose of state regulation: construction to a unified state policy and its implementation in the field of the securities market.

1. As for financial relations with investment market entities, they are regulated by the Laws of Ukraine, namely: the Law of Ukraine "On Investment Activity" (ensuring the protection of rights, interests and property of investment entities), the Law of Ukraine "On Insurance", the Law of Ukraine "On Financial Leasing" (legal, organizational and economic relations are regulated). (Law of Ukraine "On Insurance, 2001, Law of Ukraine "On Financial Leasing, 1997).

At this stage of development, the securities market in Ukraine is irrelevant and shows no interest in foreign investors. At the same time, the market does not perform its most important function is to provide the economy with investment resources.

We can highlight specific problems that hinder productive development:

1. Lack of financial instruments for regulation with high investment qualities.
2. The rights of investors and clients are poorly protected.
3. There is no trading of futures contracts and derivatives.
4. Securities trading is only 3% and then there are sales on the Internet, that is, it is not a purchase and sale, but a regular registration for purchase.
5. Inefficient market infrastructure.
6. The number of sales of shares and bonds is decreasing.
7. Complicated circulation of papers due to their documentary form of issue.

To solve the problems, it is necessary to develop a strategy-plan for the development of market competitiveness, improvement and expansion of the regulatory framework of the market, to strengthen the protection of the rights of participants in financial relations, to increase the number of foreign investments.

In order to achieve the goals, it is necessary to take certain measures: promise guarantees for the protection of entities and securities on the market, the introduction

of uniform rules and standards, stimulation of raising funds of both foreign and domestic investors, the implementation of signed agreements. Also, do not forget about the modernization of the securities market infrastructure and the creation of financial institutions.

Conclusion: the main problem of the market will be the lack of financial instruments and their unattractive reputation (reliability).

To prevent problems and improve the market, you need to do:

1. Creation of a progressive regulatory framework.
2. Protection of interests of the parties.
3. Improvement of the documentary form of release (not outdated form, but more modern).
4. Attracting investors in the debt securities of the state.
5. Raise stock sales.

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NAUGHTY KID OR "THREE YEARS CRISIS"

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Everyone in this world goes through many stages of personal development. Crises are some of these "stages". A crisis period is a new level, a drastic jump in psycho-emotional development of a person, the formation of new concepts of life, skills and behavior patterns.

One of the first crises in a person's life is the "Crisis of 3 years old". It is an age crisis during transition from infancy to preschool age, characterized by abrupt changes in established personal mechanisms and by development of new features of consciousness and personality of a child, as well as by transition to a new type of interaction with others.

Three years of age is the age when children want to feel that they are adults and are independent, and at this age, children already have their own "I want" and are ready to assert it before adults (Jones, E., 2015). For the first time, the child discovers that he or she is a human being like the others. One of the manifestations of this discovery is the appearance of the pronoun "I" in his speech. Before this, the child may call itself by its first name or speak of itself in the third person. Each child, like every adult, is different, for some, the crisis of 3 years may begin at age 2, and for some closer to 4, because the boundary "3 years" is given arbitrarily.

Also, we should not forget that the manifestation of symptoms of crisis at age 3 depends on many factors, including the type of temperament of the child. Do not compare choleric and melancholic children. In a child choleric these manifestations of the crisis will be brighter and more frequent, and the melancholic child certainly is not so pronounced symptoms.

To some extent, the manifestations are similar in all children, differing only in the severity of the key characteristics of the crisis of 3 years. Psychologists have identified 7 main symptoms of crisis behavior:

1) **Negativism.** The child flatly refuses to follow the instructions of the parents, even if the request is beneficial to the child. Any request is met with a "no". When a child is told "yes" and he or she says "no", the child is trying to show that he or she is entitled to his or her views and wants to be respected.

2) **Defiance.** The child abruptly changes his/her habits and does not want to stick to the regime. Through scandals and tantrums tries to gain the right to do things his/her way.

3) **Stubbornness.** The child makes decisions and clearly sticks to the line. He cannot be forced, persuaded or motivated to take any causal action. He will cry, but he will stand his ground.

4) **Willfulness.** The child wants to do things on his own, ignoring the prompts or words of his parents. Even if a lot of things don't work out, the child wants to do everything himself/herself. At the same time, the child is torn by internal

contradiction: he/she cannot do it by himself/herself, and I cannot ask the adults to do it for him/herself.

5) Protest. The feature of this characteristic is a storm of emotions in relation to the instructions of parents, what he/she has to do. If parents have chosen or decided something for him/her, the child refuses these things or actions.

6) Impairment. The child stops valuing the things or actions that used to be important, beloved or dear to him. He may throw or break favourite toys, fight with relatives or friends, or refuse favourite activities.

7) Despotism. The child tries to command family members, demands obedience and unconditional fulfilment of his wishes. If his wishes are not carried out, tantrums and screams ensue, stomping his feet and raising his voice (Wikipedia (n.d.)).

To successfully bypass the crisis of three years, it is necessary to remember the principles: firmness in the intentions, but flexibility in action. It is important to take into account the individual characteristics of the baby.

The outcome of the passage of the crisis at age 3 is the emergence of new formations necessary for further proper development - self-awareness, strong-willed qualities, independence.

There are many tips for parents to help smooth out the severity of the manifestations of crisis and go through this difficult stage as calmly as possible. But if parents feel that they are in a hopeless situation, do not know how to overcome the crisis of 3 years on their own, they should contact an experienced child psychologist.

There are some general tips for parents to ensure that the child properly overcome this period, because it further depends on its self-esteem. The way a parent will behave with their child during this crisis will determine whether the child will remain active, persevere and continue to strive for independence. Or it will break down and become uncomplainingly obedient, gutless, dependent person with low self-esteem (Volzhenina, T. (n.d.)).

The first thing parents should do is to have patience, because it is just as difficult for the child as it is for the parent. The child does not understand what is happening to him and tries to find a realistic way out. You shouldn't shout or punish him, such actions will only make the situation worse. The use of the word "no" should be sensible and rational.

The more prohibitions children have, the stronger the temptation to break them. In a period of crisis, the word "no" should cover things that cause damage to the health of the child and others, pets or damage to other people's property. It is also worth setting boundaries on what is permissible. The child should clearly know which behavior is permissible and which boundaries should not be crossed. It is not necessary to override bans if crying starts, a parent should be consistent in words and actions, and after the child calms down, talk to him/her about the reason for such actions. Of course, the child's upbringing should be individual, taking into account the child's character and personality type, but you should also not forget the commonplace rules, which will lay down the concepts of general norms and social rules.

To summarize, I can say that the 3-year crisis is primarily a stress for the child, and parents should understand this and accept the fact that the child develops and becomes a separate person with its own desires, which parents should take into account.

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**PROBLEMS OF SEXUAL EDUCATION OF ADOLESCENTS OF
UKRAINE**

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For a long time, the problems of sex education were among, firstly, the most confusing, and, secondly, neglected, or even simply excluded areas of pedagogy and psychology. controversy over the introduction of sex education in families and schools continues to this day, which emphasizes the relevance of the topic.

The purpose of the study is the need to introduce the subject into the school curriculum of Sexuality Education, the importance of this subject and the problems that are important in the development of adolescents. Sex education is part of a person's general education, but it is more uncertain due to the closed nature of the topic. If other areas of upbringing are more or less clearly expressed and can be transmitted by their own example, as well as corrected by advice and instructions, then much that concerns sex education remains a taboo topic, even terminology. Thus, there are a number of reasons for the modern formulation of the question of the development of sex education systems. The statewide ignorance of many teachers and parents in matters of sexual education of children is still the norm, leading to a rapid increase in the number of illegitimate births, abortions, sexual crimes, and a lack of early orientation towards fulfilling a social role in life. The continuity of these principles in the practice of sex education has long been embodied in protective and prohibitive educational influences. Information about sexual relations was regarded as undoubtedly harmful for the younger generation. A young man should have received basic information about the reproductive function of sexual interaction from his parents shortly before marriage.

Some of the main obstacles to the introduction of sex education:

1. Often, in communication between parents and children, a barrier arises in the conversation regarding sex education, intimate topics, as well as the child's perception and acceptance of his body nature, gender. Since in the post-Soviet space the topic of sexual education of children becomes a kind of taboo, the level of psychologically unhealthy individuals rises, which will soon be reflected in the level of development of society.

2. Also, one of the important problems in the development of sex education is the lack of qualified teachers and the necessary literature in schools for the development and training of children. In Ontario, Canada, second graders learn about consent and gender integrity, third graders learn about the concepts of gender identity and sexual orientation. In the UK, sex education is compulsory for children 11 and older. Some elements of the program are required to study.

3. Moreover, one of the important problems is the openness of Internet sites, which can affect sex education due to distorted information, as well as psychological development.

These days, sexual maturity comes 2 - 3 years earlier, but emotional maturation slows down. To help young men and women form the right family and marriage relationships and sexual orientations, it is necessary to unite doctors, teachers, psychiatrists and, of course, psychologists. In addition to knowledge, children should have a PERSONAL example. Parents, their relationships, their attitude towards themselves, towards their health, towards their marriage and children will be a guideline for their child. And of course: sex education should include a huge block - the formation of life guidelines, a system of moral component and spiritual education.

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CONTEMPORARY PSYCHOLOGY

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Psychology is a very important humanitarian science as it studies the human mind and its functions, especially those affecting behavior in a given context.

In our modern reality, cooperation of people in big and small social groups together with self-communication have acquired a significant role of any society.

Psychology as a discipline has been considered vital in western countries for many decades whereas in Ukraine it has just started to develop and interest people and scientists. Having different approaches and subdisciplines psychology helps to decide numerous questions, concerning both an individual and society. Many companies and social structures have introduced psychological tests in order to trace, prevent and solve psychological disorders, which can affect people's life.

Nowadays, several directions can be defined in psychology.

Cognitive psychology with focus on better understanding of a human mind, its mental processes and, thus, behavior. It studies thoughts and their relationship to our experiences and actions.

Personality psychology studies patterns of ideas and behaviors that make each individual unique. The emphasis is on trying to create a coherent picture of a personality in its relationship with the world, life, society, and others. In addition, dynamic aspects of mental life, individual differences cause interest. Based on some research, personality traits are consistent patterns of behavior and thoughts, and most scientists think that five dimensions are enough to show differences between individuals. These five dimensions are known as the "Big Five" and include aspects such as openness, conscientiousness, extraversion, compliance, and neuroticism. I'd like to explain everything in detail.

For example, openness with traits of imagination, feelings, actions and ideas, shows that people who have high score in the research differ from others being more curious, having wider range of interests and independence. Instead, the other part of those under experiment are practical, conventional and they prefer routine.

What about conscientiousness considered by such features as competence, self-discipline, thoughtfulness and determination which shows that low scored people are very impulsive, careless and disorganized, whereas others are hardworking, dependent and organized. Outgoing, warm and adventurous people are more extroverts, but quiet, reserved and withdrawn personalities don't enthusiastically express this quality. Additionally, such trait as agreeableness is brightly presented in helpful, trusting and empathetic people, while critical, uncooperative and suspicious human beings don't have a strong impact compared to others. In addition, the last feature that I'd like to reveal is neuroticism, considered as tendency toward unstable emotions, where calm, even-tempered and secure personalities show low score in the research, but high scored are anxious, unhappy and prone to negative emotions.

Other direction of psychology is developmental, that is interested in special processes, which relate to physical maturation. Moreover, it's focused on changes in moral reasoning, social behavior, cognitive skills and other psychological features.

One of the widest area is social psychology, because it has really become an integral part of our life, since we constantly communicate with people and must know how to behave correctly in various situations. Scientist continue researches on a big number of topics, which include differences in the ways we explain our own behavior, rather than how we justify others people's preconception, conduct and attractiveness, and the variants we solve interpersonal conflicts.

Health psychology is the science of psychological and behavioral processes of health, disease and health care. A better comprehension of psychological factors that affect health and a constructive usage of that knowledge, practical psychologists can help individual patients improve their health by working directly with them or indirectly with numerous health programs. The biopsychosocial model suggests that health or illness is determined by an interaction of these three factors: biological, psychological and social. Psychologist can explore different effective ways as a reason to motivate people to be engaged in activities providing opportunities to have better health. (MacDonald, 2013)

One more interesting direction is clinical psychology which deals with diagnosis of mental health, the organization and conduct of scientific research to understand psychophysiological problems and the development, implementation and evaluation of psychological correction (psychotherapy). This is a specialty of a wide profile, which has an intersectoral nature and participates in solving a complex of problems in the health care system, public education and social assistance to the population. The work of a clinical psychologist is aimed at increasing psychological resources and adaptive capabilities of a person, harmonizing mental development, health protection, prevention and overcoming of ailments, psychological rehabilitation.

The biggest mysteries in history are those of human consciousness. Labyrinths, catacombs, dead ends and avenues of thought are often unpredictable.

I tried to define psychology as a science and consider the most interesting directions. After all, this science is a tempting world of phenomena that have aroused special, exclusive interest for many centuries.

The value of knowledge and skills gradually increased, becoming especially great in our days. Knowing the basics of psychology, a person can better understand himself, his loved ones, study human relations, explain the actions of people. This knowledge will help to cope with life's problems.

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GENDER QUOTA

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Adherence to gender equality is an extremely pressing issue in many countries around the world, in particular the observance of such equality during elections. Even though women and men have equal voting opportunities and rights, the practice shows that women are less involved in the sphere of government and representative government.

The main tool that can correct the imbalance of representation of women and men in government is the gender quota. That is, the focus of the state's gender policy is to increase the representation of women in politics (Buchin M.A., 2021).

Today, gender quotas are widespread in more than 130 countries, i.e. this method is used in all regions of the world. They ensure the representation of women in the political sphere in the range from 30% to 50%. Due to gender quotas, the Scandinavian countries have a fairly high share of women's representation in parliament. The average participation of women in the parliaments of Denmark, Iceland, Norway, Finland and Sweden is 43.9%. For comparison, the average figure for OSCE participating States is 30%.

Norway introduced a gender quota mechanism in 1976, and in 1991 Iceland began using it. A feature of the gender principle of the Scandinavian countries is the ratio of 40/60. Thus, each gender should be represented in government at different levels by at least 40%. However, this figure cannot exceed 60%. In this way, the Scandinavian countries ensure the most objective representation of both sexes in government, which is an effective model for other countries to follow (Marceliak V.O., 2015).

Gender quotas have also been introduced in Ukraine. Thus, in 2015, the Law on Local Elections established gender quotas for the first time but did not provide for real sanctions for non-compliance. But on July 11, 2019, the Verkhovna Rada of Ukraine adopted the Electoral Code, which provides for the introduction of gender quotas at 40% and provides for the refusal to register the party for non-compliance with quota requirements. According to the Central Election Commission, thanks to the gender quota in the electoral lists of parties to regional councils and city councils of large cities, namely 24 city councils of regional centers, Kyiv, Kramatorsk, and Bakhmut, women's representation increased compared to the 2015 local elections. The representation of women in the positions of village, settlement and city mayors has also deteriorated compared to the 2015 elections, from 31.4% (2015) to 16.6% (2020) (Levchenko, Y., 2021).

Thus, gender quotas, as a means of ensuring equality in elections and as a tool for correcting the imbalance of gender representation in representative bodies, are indeed effective, but not permanent. After all, public policy should be aimed not only at the application of quotas, but also at educational, economic and other activities that

would ensure a high level of representation of women in government not only artificially.

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**ADMINISTRATIVE AND LEGAL MEANS TO ENSURE
INFORMATION SECURITY IN UKRAINE**

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Modern Ukraine is at a new stage of state formation. One of the most important areas of state policy is the provision and state regulation of information security. The recent information transformations in the world are so bottomless and far-reaching that, for all their inconsistencies and contradictions, it is easy to see the course of a radical renewal of the information society (Galinska, 2014, p.81.). Now Ukraine has opportunities to build a new system of relations between society and the state based on the values of freedom and democracy, and in this continuous democratic process, an important role is given to information security by means of administrative and legal influence. Turning points that take place in the Ukrainian state are associated with objective contradictions of legal and organizational and informational nature, which led to better and numerical changes in the structure of administrative offenses.

The missions and principles of the rule of law in the information sphere have not yet become a reality. Moreover, the country is currently unable to fully guarantee strong protection and protection of the information law and order. Today, measures to prevent all certain coercive measures are unfortunately minimal among the spheres of information law and order. These measures restrict the freedoms of citizens in information relations. Such measures include monitoring or verification of compliance with legislation on information law enforcement by participants in this activity. This determines the administrative precautionary measures of the most important and priority ways of information protection. Administrative and legal measures are the psychological and physical influence of officials on officials of information activities and citizens of the country who have the right to information but do not comply with the requirements and rules in force. Such measures include restriction of freedom of action, disposal of property, or more brutal and intense actions. Administrative and legislative actions aimed at combating offenses in the field of information law can be applied both independently and in conjunction with administrative penalties.

Thus, applying measures of administrative prevention of violations, information law and order can prevent violations of information law and order. Specific persons are prone to illegal activities and to implement comprehensive state or regional programs, thereby it is necessary to guarantee, ensure, create the necessary conditions for timely and proper compliance with current legislation on information law enforcement by participants in information law relations between legal entities and individuals in the field of information security. (Galinska, 2014, p.86).

In conclusion, we can provide the following formulation of the concept of administrative and legal measures to combat offenses in the field of information law, in particular, it is a legally established combination of interrelated measures of the

governmental influence of the competent state bodies of organizational, legal and special nature, and information rights and freedoms of the state, society, man and citizen.

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HACKERS' JARGON AS A PART OF INTERNET COMMUNICATION

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The twenty years of the 21st century have witnessed unprecedented changes in the way people communicate. Traditional social communication is greatly influenced by the opportunities the worldwide web suggests. In the era of globalization the computer serves as the medium of scientific progress and as a tool of communication. Special computer language reflects the technological achievements as well as the peculiarities of human creativity when it comes to new terms. The purpose of this paper is to shed light on certain specific features of hackers' jargon.

English computer language has a number of terms that first appeared as jargon phrases. Such words are not scientific terms and may cause difficulties in understanding and translating. A lot of technical terms such as software names, computer languages terms are connected with hackers' language and they do not appear in formal sources of references. For their understanding and adequate translation it is sometimes necessary to know how these words have appeared.

Some people say that hackers' language is a jargon. In fact, there is little difference between hackers' language and language of technical programming. Moreover, not only hackers use this language but also professional programmers. Ordinary computer users do not always understand the meaning of such phrases.

The influence of hackers' jargon on computer terminological system started since the 1970s and it gradually spread all over programmers' community. Jargon is a group language. It establishes group identity and makes the group united and different from the people of other professions (Zaida, 2006, p. 263). Speakers use jargon to get prestige and acquire group membership. Hackers' jargon comprises vocabulary from textbooks, technical papers and computer manuals. Terms are often borrowed from other sciences, e.g. the word *virus*. Some words acquire new meanings, e.g. *architecture* means computer and its software; *compiler* is the program that translates computer languages. The term *techspeak* appeared which means vocabulary of computer programming and electronics.

Let's consider the examples of hackers' jargon connected with cyber attacks and other ways of data breaches. One of the most common words of hackers' jargon is *phishing* which is a technique which tricks users into revealing sensitive information (like usernames, passwords, or credit card details) to seemingly benign sources (Chauhan, 2021). It is clear that the word *phishing* is associated with the word fishing which means that getting information without permission is similar to catching fish.

Another example is *ransomware* is a form of malware which locks a user out of his own system and cuts access to his/her files (Chauhan, 2021). The word ransom means an amount of money that is paid to free someone who is held as a prisoner. It is obvious that ransomware demands some money from a user who wants to get his stolen information back.

The word spoofing means techniques hackers use by changing the beginning of the e-mail to make it look like a reliable letter from some authorities, e.g bank. Thus, hackers get access to the information on the victim's computer. In standard English the word spoofing means deception and tricking.

One more hackers' word is encryption which means encoding information with the purpose of getting payment from a victim for decoding data.

The next word from hackers' jargon is adware. The meaning of this term is connected with the word advertisement. People who receive adware of their computers constantly get pop-up adverts that can damage your personal information.

An interesting example of hackers' jargon is the word firewall which is a term of computer security that controls what kind of information you search for in the Internet and ensures its safety. From history lessons we remember that residents of one village defended themselves from enemies by using fire that kept them away.

In hackers' terminology there is a classification of hackers into white hat hackers and black hat hackers. The latter are involved into ruining activity by stealing data from users while white hat hackers are officially employed by large companies to find loopholes in their security systems. In public mind the word is associated with positive moral actions in contrast to black which is related to criminal immoral things.

All internet users know what spam is. This term refers to a great number of e-mails and advertisements that we get in our mailboxes without our permission. However, few people know the origin of this internet term. Surprisingly, this word comes from the beginning of the 20th century and the meaning of this is Shoulder of pork and ham. That was the canned food that was heavily advertised in mass media.

Finally, hackers use the word worm in the meaning of program that can replicate itself. In standard English we use the word worm for a long thin creature with no bones and no legs and also as a verb it means moving through a small place slowly, carefully or with difficulty.

Taking these examples into consideration, we can make a conclusion that many terms of hackers' jargon are constructed as a result of associations and word play. Hackers' jargon is an important part of internet communication and it needs further research.

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ELECTRONIC MONITORING AS A TYPE OF CRIMINAL PUNISHMENT

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Electronic monitoring is a system of measures to track and record the location of a suspect, accused, which the investigating judge, the court is obliged to wear an electronic bracelet. The relevance of this topic lies in the possibility of reducing the number of prisoners through the use of various forms of "house arrest" in combination with electronic surveillance and today is often seen as one of the most promising areas of reforming national criminal justice systems.

In 1964, the American scientist K. Schwitzgebel led a team of researchers at Harvard University to introduce the first prototypes of electronic monitoring. From this period, funding for research in this area began.

The first more or less widespread use of electronic monitoring in the field of criminal justice took place in the period 1964-1970 in Massachusetts (USA) for parolees and insane persons who were in a free society.

At present, electronic monitoring in England and Wales is used in two forms:

- 1) curfew order - as an independent alternative punishment or a component of another alternative punishment;
- 2) home detention curfew (HDC) - as a form of release of criminals who are serving a sentence of imprisonment and on formal and personal grounds can be released on parole.

In Scotland, "violations" of electronically controlled orders include: damage to equipment; absence in the specified place during curfew; attempt to remove the mark or move the block of the house monitoring unit; threatening behavior towards monitoring staff; violation of time (delay at the beginning of the curfew); and enter the location of the "exclusion zone".

Electronic monitoring is much cheaper than imprisonment. According to experts, over the next four years, with growing technology and competition in this area, costs are likely to decrease (Electronic monitoring,2017).

The report of the National Audit Office in England and Wales on electronic monitoring of adult offenders states that according to the agreements concluded in 2005, the average contractual cost of electronic monitoring of each person is expected to fall from 2,143 euros to 1,094 euros, which means that the savings amount to about € 54.6 million, based on the 53,230 people covered by the 2004-2005 monitoring.

To find out people's attitudes towards electronic monitoring of the behavior of criminals and their families, the National Audit Office (England and Wales) a special study has commissioned. The survey found that respondents were quite positive about e-monitoring as a more effective form of punishment than other precautionary measures.

It is also important to note that a number of countries provide for the use of these electronic means of control, which is very beneficial for the economy. For example, in the United States, the offender pays the state for the use of electronic monitoring - up to \$ 600 per month. The same practice is observed in Austria: according to the House Arrest Act of 2011, the rent is set at 22 euros per day for the use of electronic means of control, but if a person is unable to pay the rent, then the state assumes these obligations. knitting.

At present, the practice of using electronic monitoring is not widespread in Ukraine, but this issue is gradually being raised in society and changes are beginning to be introduced at the legislative level. In 2017, an order was issued approving the Procedure for the use of electronic means of control.

The following factors are required for effective electronic monitoring:

-conscious choice of offenders;

-reliable and appropriate technology;

-adequate financial security;

-prompt response to violations;

- communication between the criminal justice system and contractors

(Electronic monitoring will save on detention and, in the long run, on prisons, 2012).

The Quaker Council for European Affairs, which oversees e-monitoring, believes that its mission is to curb the development of criminals' criminal careers.

As a conclusion, there is still work to be done, but it is clear that both the subjects of criminal proceedings and society will positively perceive such methods of monitoring.

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