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СУЧАСНІ ТЕНДЕНЦІЇ В ДОСЛІДЖЕННЯХ МОЛОДИХ НАУКОВЦІВ

## МАТЕРІАЛИ

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Kharkiv National Pedagogical University  
named after G. S. Skovoroda

MODERN TENDENCIES IN YOUNG SCHOLARS' RESEARCHES

MATERIALS

of the students' scientific-practical conference

KNPU named after G. S. Skovoroda

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Chair of English Language

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analysis of reception of the detailed characteristic of a person.

The analysis of database in which the anonymous information on time and seat of calls and SMS one and a half million subscribers during 15 months has been collected, which has shown, that the nobility suffices for identification of 95 % of people only four existential points. Only two points allow to distinguish an individual trace of half of users, and it is enough of eleven to distinguish all traces.

Thus, it is possible to understand the subscriber of mobile communication among millions of the records which does not contain any personal information in general, and to trace all its moving.

It is possible to gain access in a network from the same devices, connecting the Internet user and the specific person.

Obvious marketing prospects arise with a possibility of identification of users in a network and an actual life, the analysis of their interests, demands, desires. Defining under the received analyses of aspiration data, person's emotion, it is possible to correct them, bringing the certain records, articles, reviews. The possibility to work by means of advertising of unprecedented scales represents the barefaced manipulator of human desires realization somewhere and their demands.

Social networks have given us imaginary proximity, but also, have opened access to our personal data. We have received an improbable possibility in the communications, but at the same time, we have paraded ourselves to the publicity. We should feel, that having entered in an information era, our life has got new character. Not accepting that our public information became the powerful tool of marketing so the increase of computing capacities and progress of computing technologies have opened huge possibilities in our life.

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## **WEEKEND IN KHARKIV: PLACES OF INTEREST**

*Scientific adviser – Vasylieva M.P.*

We all live in Kharkiv, but somehow we are extremely busy with our everyday lives and don't know much either about its history or its attractions. Let's have a look at some of the landmarks Kharkiv has to offer.

Kharkiv is the former capital of Ukraine, a beautiful and interesting student's city. The number of places of entertainment and landmarks there isn't fewer than in Kyiv, so it may surely be considered a great idea to visit Kharkiv for a weekend.

Kharkiv is justly called the city of students for the reason that it has lots of high schools and their presence determines the rhythm of the city and creates some special atmosphere.

Kharkiv is a quaint and beautiful city which offers a multitude of attractions/sights to prospective travellers. Everybody will find some interesting places in Kharkiv according to their tastes.

The magnificent «Freedom square» lies in the centre of the city, which impresses with its size and is considered one of the biggest in Europe.

Interestingly, this is the 12th largest city-square in the world. At 750m long it's indisputably huge and is certainly Kharkiv's most unique sight. On the southern side of the square there is a university, formerly the House of Planning, which displays classic Soviet aesthetics. Some interesting sights in and around this area include the imposing «Derzhprom building». It is a wonderful architectural construction of national importance; it is an architectural monument and a symbol of the city.

The “Shevchenko Monument” and the war memorial to Polish martyrs – is a big statue and it does portray the heroic poet surrounded by 16 peasants, Cossacks and other Ukrainians representing the national history. The square is straddled by the expansive Shevchenko Park, which owing to its greenery and numerous restaurants and clubs, makes for a wonderful recreational/social spot in the summers. It is one of those parks where you can sit for hours in quiet and heartwarming atmosphere.

Cascade Fountain is built on the ruins of the pre-war park stairs, the opening was timed to the 300th anniversary of the city. The cascade flows down the fountain and the upper observation deck offers spectacular views of the river valley Lopan.

Constitution Square is the spot under the giant thermometer that adorns the Historical Museum.

For history lovers, the city offers plenty of treats in the form of the Historical museum, the National Art Museum and the Holocaust museum. The historical museum houses a remarkable World War II section which is famous for its breathtaking war-collection which includes a T-34 tank on permanent display. The museum occupies the big red-brick building. Kharkiv Art Museum - Kharkiv's most famous museum owns one of many versions of Ilya Repin's Zaporizhsky Cossacks Writing a Letter to the Turkish Sultan, which is found in a room full of Repin paintings in the museum's permanent collection. The entire collection of romantic paintings here is of a high standard for Ukraine.

Kharkiv Dolphinarium is an attraction for people, who enjoy witnessing the interaction between intelligent mammals and human handlers.

Mirror Stream fountain is a fun attraction at night, the changing colour of lights creates good photo backdrop, popular photo location day or night.

Lovers' Fountain. This monument depicts two young people. They are naked and frozen kissing. This shows the fragility of the feeling of love.

Kharkiv National Academic Opera and Ballet Theatre was founded in 1925. It was named after M.V. Lysenko, the great Ukrainian composer.

There is a great Gorky Park in Kharkiv, and it combines all the major attributes of the exemplary park. The city (and the whole Ukraine) tried very hard to look presentable by Euro 2012 and the park became one of the main objects of interest. The Kharkov inhabitants have their own amusement park – attractions where you can test your own courage and pull out your nerves. The park and amusements are divided into zones – extreme, the children's park, the medieval square, the Retro Park, the French area, various sports facilities and much more.

Another interesting way to spend leisure time in Kharkov is a cableway, which connects the Sumskaja Street with the Pavlovo Pole district. This unusual kind of transport looks like a long rope with a lot of buckets. But for some reason there are people instead of water. Travel time is about 20 minutes, so there will be enough time to think about the eternal, read a few pages of a favorite book, take 50 selfies or eat a sandwich.

There is also an absolutely lovely and unique showplace – a children’s railway, located between the Gorky Park and the Forest Park. Looking at the title you might think that since it was made for children, the trains there are toy or tiny, but it is not that way. This is an absolutely real route of 3 kilometers and 600 meters, but all conductors, machinists and other workers are children. So they practice before becoming real railwaymen, and the city guests help them with this.

Botanical Garden is a free large recreational park. There are walking trails, a spring and pool area where many people can cool off in the hot summer afternoon, there are table tennis tables, exercise frames, children's swings.

Kharkiv Zoo is a fun attraction. You can purchase a bag of vegetables to feed some of the animals. There are many attractions, a wide variety of animals.

There also a few religious sites in Kharkiv to serve people of different confessions.

The Annunciation Cathedral is based on Istanbul's Hagia Sophia, it has a beautifully proportioned bell tower resembling a candy stick.

The Pokrovsky Monastery. As in all Orthodox churches, the altar is under the east-pointing dome, and there's another altar hidden in the basement, which the attendant may show you if you ask. The church is almost always open for services.

The Assumption Cathedral is cathedral with its landmark mid-19th-century bell tower (89.5m tall) is now used only as a concert hall.

Kharkiv inhabitants can proudly say that their city was the starting point for the careers of many artists in every sense of the word. They were, for example, scientists, musicians and actors. We can say that the creative atmosphere of the city is transferred to its exterior. On the streets of Kharkiv there are quite a lot of different monuments, the significance of which is still puzzling locals and tourists. For example, a monument to the ears by a Moscow architect that was rumored to have most political and intricate meanings. In the streets you can also meet the Fiddler on the Roof - an impressive sculpture in the central part of roofs silhouette, it exactly symbolizes the creative atmosphere of the city.

Kharkiv firmly says “Yes!” to gastronomic tourism. Places in the city are not inferior to the capital or resorts. In addition, there is an opportunity to discover absolutely new formats. There is a Cat Café in the city; its analogues previously appeared in Taiwan, Japan, Russia and Hungary. Here you will not only drink coffee with a dessert, but also you can pet purring furry workers, which is likely to help you relieve stress, or finally decide to have a cat.

Those were just a few interesting things Kharkiv is famous for. The city has much more to offer to its visitors. Spare some free time and come to Kkarkiv, the city is definitely well worth it.

## LITERATURE

1. <http://www.kharkovinfo.com/>
2. <http://kharkov.ua/index-e.phtml>
3. <http://www.thefullwiki.org/Kharkiv>
4. <https://en.wikipedia.org/wiki/Kharkiv>

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### **GEOPOLITICAL AND CULTURAL FEATURES OF THE USA**

*Scientific adviser – Yarygina V.V.*

The USA is a faraway country on the other side of the world. It is a country of contrasts and great opportunities. This question hasn't been studied enough. So, it is *topical*.

The USA is a state with rich cultural heritage and fascinating history. It has passed a long way of formation and has earned respect from other countries. During the Second World War the USA had been a reliable support for the Soviet Union because it had helped much in the fight against the fascism [1].

America gave the world a lot of great people, such as Abraham Lincoln, James Fenimore Cooper, Ernest Hemingway and Martin Luther King. This list is endless. We should not forget about Christopher Columbus, because he had discovered this previously unknown continent.

There are a number of time zones and two oceans, the Pacific and the Atlantic in the USA.

A lot of cultures, mentalities and nations are intertwined in America. This has formed the current face of the country. Today, the USA is a prosperous country, "the first economy of the world". Many people want to go to the USA to get an education, make a career, or just see this truly amazing place.

There are so many beautiful cities in America: such as New York, Los Angeles, Miami as well as little provincial towns. I want to pick out New York City among big cities. I associate New York with lots of yellow taxis on Times Square, crowds of people, who hurry somewhere and of course with skyscrapers and Statue of Liberty[2].

That would be so nice to wake up in the morning and go for a walk on Manhattan, visit the famous Wall Street, see Columbia University, stroll along Broadway, stare at the colorful advertising signs in Times Square. Then, we can go to Central Park for a walk, encountering running people in tracksuits, mummies with prams, people walking their dogs or to sit on green grass. After this we can pop to coffee shop and then go to Liberty Island where a statue with the same name is located, which has become a national symbol of America.

New York is the capital of American fashion. Fashion Weeks are held there. New York City is not only a big beautiful city, but it is one of the world economic centers. Also there is the headquarters of UN[3].

California will certainly leave nobody indifferent. San Francisco with Cable Cars and Golden Gate Bridge, Silicon Valley and high technologies, San Diego