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педагогічний університет
імені Г.С. Сковороди

СУЧАСНІ ТЕНДЕНЦІЇ В ДОСЛІДЖЕННЯХ МОЛОДИХ НАУКОВЦІВ

МАТЕРІАЛИ

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Kharkiv National Pedagogical University
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MODERN TENDENCIES IN YOUNG SCHOLARS' RESEARCHES

MATERIALS

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Chair of English Language

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За загальною редакцією
академіка АПН України, доктора педагогічних наук,
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Сучасні тенденції в дослідженнях молодих науковців : матеріали міжвузівської науково-практичної конференції студентів, ХНПУ імені Г. С. Сковороди (16 травня 2017 р., м. Харків). / за заг. ред. акад. АПН України, доктора пед. наук, проф. І. Ф. Прокопенка. – Харків : ХНПУ, 2017. – 175 с.

У збірнику представлено матеріали міжвузівської науково-практичної конференції студентів Харківського національного педагогічного університету імені Г.С. Сковороди та студентів інших вищих навчальних закладів м. Харкова та України. Матеріали присвячені актуальним проблемам життя молоді у світі. Розкриваються питання розвитку напрямків сучасної педагогіки, стиля життя молоді, ролі спорту та туризму у сучасному суспільстві, напрямків економічного розвитку світової спільноти в оцінках провідної молоді.

Для викладачів, магістрантів і студентів вищих навчальних закладів.

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SECTOR I “SOCIAL AND ECONOMIC MATTERS. INFORMATIONAL TECHNOLOGIES”

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GLOBAL ENERGY PROBLEM

Scientific adviser – Balabai I.S.

The energy problem is a broad and complex topic. Most people don't feel connected to its reality unless the price of gas at the pump goes up or there are lines at the gas station. The energy crisis is something that is ongoing and getting worse, despite many efforts. The reason for this is that there is not a broad understanding of the complex causes and solutions for the energy crisis that will allow for an effort to happen that will resolve it.

The use and cost of energy affects each of us every day of our lives. Many issues arise from the use of energy: greenhouse gas emissions, acid rain, climate change, dependency on depleting supplies of fossil fuels — especially from politically unstable regions of the world. Today, 80% of the world's electrical production comes from fossil and nuclear fuels, and virtually all transportation is fueled by liquid petroleum (gasoline). The World Energy Council projects primary energy demand will triple by 2050, as population grows to 8-9 billion and developing nations elevate living standards. The fossil fuels by definition are nonrenewable and are destined to run out — so economies will be forced to change as these fuels are depleted. Rich nations will be insulated a bit longer, yet scarcity will surely create geopolitical tensions. The emission from the burning fossil and nuclear fuels creates atmospheric, water, and land pollution and toxic waste. The United Nations Intergovernmental Panel on Climate Change (IPCC) says this combustion is causing a discernible change of the global weather and climate patterns that will affect all humanity in decades to come.

Human civilization has started realizing how much harm they have already caused to the environment; and when it comes to take a stand against these environmental problems, the focus shifts to the use of alternative energy sources.

Alternative energy encompasses all those things that do not consume fossil fuel. They are widely available and environment friendly. They cause little or almost no pollution. There have been several alternative energy projects running in various countries to reduce our dependence on traditional fossil fuels. Alternative energy sources can be implemented for houses, for cars, factories and any other facility you can imagine. Scientists around the world are researching on developing and discovering new *Alternative Energy Sources* so that the growing energy needs of human population can be met more easily, safely and efficiently. Here is a list of Alternative Energy Sources which will help us maintain the balance of nature without causing it much harm as compared to the conventional energy sources.

Hydroelectric Energy. The potential energy stored in the water held in dams by is made to drive a water turbine and generator which in turn produces electric power. Advantages of hydroelectric power generation: the source of

hydroelectric power generation i.e., water is free of cost; the water used for power generation can be put to use again; there is no chemical process involved in the power production process, therefore, the power generated is clean and does not harm the environment.

Solar Energy. The solar power generation is done by using a series of photovoltaic cells where the solar rays are converted into electricity. Apart from electricity production solar energy is also being used for heating water, cooking food etc. Advantages of solar energy: the source of energy is absolutely 'free'; solar power which is generated in the day time can be stored to be made available in the night time as well;

Wind Energy. Wind energy is an effective alternative source of energy in areas where the velocity of wind flow is high. Advantages of wind energy: wind energy is a clean form of energy; wind energy is a renewable source of energy.

Biomass Energy. This is the energy developed from the wastes of various human and animal activities like the by-products and wastes from timber industry, agricultural yields, municipal solid waste etc. Advantage of biomass energy: it is an environmental friendly way of energy production in which biological mass is recycled and re-used.

Apart from the commonly known alternative energy sources there have been recent advancements in terms of discovering new alternative energy sources to add to the list of alternative energy sources.

Geothermal Energy. This is the energy tapped from the heat inside the earth. Hot rocks residing in the core of earth heat water which emits the surface of the earth with pressure and as steam. This pressurized steam can be used to run steam turbines to generate electricity.

Tidal Power. Since we know about how the position of moon changes we can predict the rise and fall of tides. This rise and fall of tides can be utilized by setting up small dams and passing water through the turbines to generate power.

Why use alternative energy sources? Alternative energy sources are available free of cost and do not tax the environment for their usage. Power generation through alternative sources of energy is clean and 'green'. If we shift to use power generated from these sources, then carbon dioxide emission from the conventional energy sources will be greatly reduced, and the problem of global warming will be solved in a few years. Also the fast depleting traditional energy sources can be preserved. The damage that we have caused to earth after the industrial revolution is huge and we will have to take action immediately if we want to keep the planet sustainable for our future generations. The biggest leap that mankind can take to prevent further damage is to start using alternative energy sources.

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INDEPENDENCE OF THE NATIONAL BANK OF UKRAINE AS A FACTOR OF MACROECONOMIC STABILITY

Scientific adviser – Cherniavska I. S.

Central bank independence means that monetary policy is delegated to unelected officials and that the government's influence on monetary policy is restricted [2]. The independence of the National Bank of Ukraine (the NBU) will allow it to be free from the political situation and maintain macroeconomic stability provided that it uses effective instruments for monetary regulation. This issue has been gaining importance in recent years.

Macroeconomic stability is the stability of prices, exchange rates of national currency, tax rates and customs tariffs etc. It is characterized by a low unemployment rate, low and stable inflation and low deficit. One of the main problems is macroeconomic equilibrium. It is the state of the national economy, when the use of limit economic resources for producing goods and services and their distribution is balanced. Significant movement on either side will affect prices, employment and resources. Macroeconomic equilibrium is an ideal economic model due to inevitable economic crises, ineffective resource allocation and a number of other factors. It is possible to achieve it but temporarily because it is dynamic and changes according to the principle "equilibrium - disequilibrium". Macroeconomic equilibrium is closely related to economic growth and the increase of production. The more effective monetary policy for stabilizing macroeconomic indices the NBU implements, the more equilibrium the economy has.

The NBU controls money market with a number of instruments. There are many macroeconomic models such as the classic model, the model of aggregate demand and supply, the Keynesian model, the model of goods rotation etc. Macroeconomic models are effective tools for the central bank in economic projection, including risk assessment as they can illustrate economic relationships based on a given framework. However, because macroeconomic models simplify the complex interactions among a huge number of economic variables, no model can perfectly describe reality. A crucial point is how the central bank envisages the macroeconomic model and identifies the role of financial factors in it.

The National Bank of Ukraine has some problems such as insufficient stability of the national currency, dependence from government as well as underdeveloped securities market and others. Some problems can be solved through the creation of a special department to control the provision of information services, the development of financial stability as well as the interaction of the

NBU with the general public.

Thus, as the National Bank of Ukraine is the centre of the monetary system in the national economy it should have the high level of independence for its effective operation, that is to make decisions independently and carry out monetary policy with limited government intervention.

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SPECIFICS OF XAMARINE TECHNOLOGY DEVELOPMENT

Scientific adviser – Remizantseva K. O.

Xamarin is a Microsoft-owned San Francisco, California-based software company founded in May 2011 by the engineers that created Mono, Mono for Android and MonoTouch, which are cross-platform implementations of the Common Language Infrastructure (CLI) and Common Language Specifications (often called Microsoft .NET).

With a C#-shared codebase, developers can use Xamarin tools to write nativeAndroid, iOS, and Windowsapps with native user interfaces and share code across multiple platforms, including Windows and macOS. According to Xamarin, over 1.4 million developers were using Xamarin's products in 120 countries around the world as of April 2017.

On February 24, 2016, Microsoft announced it had signed a definitive agreement to acquire Xamarin. The name Xamarin comes from the name of the Tamarin monkey, replacing the leading T with an X. This is in line with the naming theme used ever since Xamarin was started.

In June 2000, Microsoft first announced their .NET Framework. Miguel de Icaza of Ximian began investigating whether a Linux version was feasible. The Mono open source project was launched on July 19, 2001. Ximian was bought by Novell on August 4, 2003, which was then acquired by Attachmate in April 2011. After the acquisition, Attachmate announced hundreds of layoffs for the Novell workforce, including Mono developers, putting the future of Mono in question.

In December 2012, Xamarin released Xamarin.Mac, a plugin for the existing MonoDevelopIntegrated development environment (IDE), which allows developers to build C#-based applications for the Apple OS X operating system and package them for publishing via the Apple App Store.

In February 2013, Xamarin announced the release of Xamarin 2.0. The release included two main components: Xamarin Studio, a re-branding of its open-

source IDE Monodevelop; and integration with Visual Studio, Microsoft's IDE for the .NET Framework, allowing Visual Studio to be used for creating applications for Android and iOS, as well as for Windows.

Xamarin 2.0 was released in February 2013. Xamarin.Android and Xamarin.iOS that make it possible to do native Android, iOS and Windows development in C#, with either Visual Studio or Xamarin Studio. Developers reuse their existing C# code, and share significant code across device platforms. The product was used to make apps for several well-known companies including 3M, AT&T, HP, and Target. Xamarin integrates with Visual Studio, Microsoft's IDE for the .NET Framework, extending Visual Studio for Android and iOS development. Xamarin also released a component store to integrate backend systems, 3rd party libraries, cloud services and UI controls directly into mobile apps.

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THE DEVELOPMENT OF LEASING IN UKRAINE

Scientific adviser – Cherniavska I.S.

In the last few years there has been a growing interest in leasing. Leasing is credit relationships between legal entities that arise in the case of property rental and which are accompanied by the conclusion of a lease agreement.

Subjects of leasing are a lessor (bank), a lessee (customer), seller (supplier) and other legal entity or an individual [2].

Lessor is a participant of the leasing contract, who takes possession of the property and provides it as a leasing subject to the lessee for temporary possession. The institutions that can act as a lessor are the following:

- banks and other credit institutions, in the statute of which leasing activity is provided;
- leasing companies - financial companies that specialize only in the financing agreement (payment of property) or universal;
- any company in the statute of which leasing activity is provided.

The object of such a relationship is any real and personal property that can be attributed to fixed assets, machinery, equipment, vehicles, computers and other equipment, buildings, structures, systems, telecommunications etc [1].

There are different types of leasing:

- operating (it is a form of leasing in which the leasing company provides enterprise services for maintenance and repair of leased equipment);
- back (it is an arrangement where the seller of an asset leases back the same asset from the purchaser);
- financial (it is an agreement wherein the lessor receives lease payments for the covering of ownership costs. Moreover, the lessor holds the responsibility of maintenance, taxes, and insurance);

-unit (it involves multilateral agreement including the participation of the subjects of the lease and one or more creditors who participate in the leasing agreement for their funds);

-international (it is a lease to international values and property lease between subjects that are in different countries [2].

In Ukraine, leasing can be provided by both businesses and banks. But the banks can create leasing companies to facilitate their work (for example, LLC "OTP Leasing" Alpha Leasing, "Raiffeisen Leasing Aval" PE "VTB Leasing Ukraine"). Leasing is more beneficial for the client.

We have analyzed ULF Finance, a leasing company that is popular in Ukraine. The company provides financial leasing, financial leasing with after sale service, operating leasing, back leasing, fleet management services, the sale of used previously leased vehicles. As of 1 September 2016, the leasing services were provided on the following conditions:

Table 1.1. Characteristics of the lease agreement of ULF Finance as of 09.01.2016 [3]

Conditions	Financial	Operating
The minimum amount of advance payment	25 %	15 %
The maximum term	84 months	48 months
Currency	UAH / USD	UAH

Thus, when rates on loans are about 30% financial leasing is more beneficial for customers. If a customer wants to use the property for a certain period of time, operating lease will be more preferable due to the low interest rate.

Leasing can become popular business strategy in Ukraine due to its following advantages: assured regular income, preservation of ownership, benefit of tax reduction, high profitability, high potentiality of growth - for a lessor; cheaper source of financing, fast and simple documentation, flexibility of an agreement, easy procedure of contract termination, technical assistance – for a lessee as well as minimum risks for both parties.

However, there some disadvantages: it is unprofitable in case of inflation, sales tax may be charged twice (first at the time of purchase of asset and second at the time of leasing the asset) greater chance of damage of an asset – for a lessor; for a lessee - the agreement is more expensive than the personal loan, risks of fraud, it is more costly than other sources of financing because it is necessary to pay lease rental as well as expenses incidental to the ownership of the asset, the lessee will not become the owner of the asset at the end of lease agreement unless he decides to purchase it etc.

Therefore, leasing has become one of the banking operations in Ukraine, and contains a set of elements of loan, lease and delivery. It is beneficial for both banks

and customers. But now it is not very popular in our country due to the underdeveloped financial market. The government and the National Bank of Ukraine should develop the effective strategy to change the situation.

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PROBLEMS OF BRAND DEVELOPMENT

Scientific adviser – Cherniavska I.S.

The interest in branding has grown dramatically worldwide over the past few decades, and this fact is due to the trends in global economy. Markets are becoming more complex and more competitive, and these figures are growing exponentially.

The word "brand" is derived from Old Norse "brandr", which is translated as "burn, fire." A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. It may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name. [2]

In modern economy, when supply greatly exceeds demand, one of the scarce resources is access to the consciousness of the consumer. Brands provide high recognition among consumers and a positive attitude. They give an opportunity to compete. We can say that to some extent brands help to make money out of thin air, that is, of reputation. Ukrainian brands have started in 1999, and since then every following year has been marked by the emergence of new brands and a growing number of them are actively supported by the mass media brands. And it can be argued that many Ukrainian brands have faced with real problems. Therefore, this issue is now as relevant as ever.

Problems of the effective functioning of brands are closely associated with the elements of brand creating. It is necessary to know the main characteristics of brands to be able to attract consumers and rate their needs.

First, the process should include an analysis of customers, competitors, and the brand. Analysis of customers must go beyond quantitative market research data; managers need to understand the brand associations that resonate with people. [1]

Second, the process must include programs to communicate the brand's

identity (what the brand should stand for) to employees and company partners.

Ukrainian organizations should keep in mind that a brand is a complex phenomenon, the creation of which is usually accompanied by significant changes in the whole system of the company's business and that it makes sense to create a brand only if it can be a tool for successful business development.

In order to develop business brands, it is not enough to pass by the stage of development, which now stops many manufactures. Moreover, it is important to develop brands based on an integrated positioning. The development of brand requires consistency and systematic approach. The main importance of focusing not only on building brands but also managing and maintaining it in the future.

Therefore, in order to get the most out of the marketing process, it is necessary to take into consideration the importance of brand development: to define the brand and what it stands for, think about what drives it and focus on how customers perceive it.

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STUDY OF DYNAMIC CHARACTERISTICS OF ADMINISTRATION SKIP HOISING INSTALLATIONS WITH ACCOUNTING FOR ELASTIC PROPERTIES HOISING ROPE

Scientific adviser – Remizantseva K. O.

Recently, promising alternative to the classical methods of constructing control systems for nonlinear objects is artificial neural networks. The most remarkable property of artificial neural networks is their ability to learn, which makes it possible to obtain simpler solutions for complex control tasks. In addition, the presence of neurons with nonlinear activation functions in the structure of artificial neural networks makes it possible to use them for solving problems of controlling non-linear objects, while traditional methods do not provide the solution of such problems.

The construction of control system based on a neural regulator is reduced to sequential solution of the task of identifying a controlled object by building its neuro model, and then to constructing a control algorithm in accordance with the chosen management objective and the quality control criterion.

As an example of the application of neural network technologies in control problems, we consider the construction of a neural network control system for the electric drive of a skip hoist, taking into account the elastic properties of the lifting rope.

The development of the theory and practice of quarry elevating systems to a

great extent contributed to the solution of the common tasks of creating cost-effective production in all branches of the mining industry. The subsequent development of lifting installations is associated with the improvement of both the lifting machine itself, and their electric drive and automation systems. Therefore, the theme of the work, which is devoted to the development of a neural network control system for the electric drive of the lifting mechanism of a skip hoist, taking into account the elastic properties of the lifting rope, is topical.

Calculation of the control system for the lifting mechanism of a skip hoisting rig is usually performed assuming the infinite rigidity of all elements of the mechanical part of the system, including the lifting rope, i.e., for a single-mass system. In real systems, all connections between the elements of the circuit have finite stiffness, and the lifting rope is an elastic element with distributed parameters.

The main significance in mine hoisting installations is the longitudinal oscillations of the rope. The design scheme of the mechanical part of the lifting installation can be represented by two reduced concentrated masses and connected by an ideally elastic rod.

The technical literature provides a methodology for calculating this task. However, for practical calculations this method is rather complicated. For the sake of simplicity, it is possible to consider the mechanical part of a lifting installation as a three-mass system with the representation of a lifting rope by a concentrated mass associated with two other masses equivalent weightless elastic bonds with stiffness and, as well as a two-mass system in which the rope is reduced to concentrated masses and connected by a weightless rope with rigidity. In this paper we consider a three-mass system.

The control system for the lifting system of the skip hoisting system is based on the principle of slave regulation and contains 2 circuits: an internal current loop and an external speed loop. The PI-regulators are included in the loop circuit and speed. The current loop is optimized according to a modular criterion, and the speed contour is optimized according to a symmetric criterion. Consequently, the system is astatic both in terms of both the leading and the disturbing influences.

The dynamic characteristics of the three-mass system were studied using the MATLAB system. This system allows to study systems in various ways, namely: using transfer functions, using differential transfer equations, using the transfer schemes of models built in the SIMULINK mode of the MATLAB system. The last method, which is the most visible, was used in this work.

In order to impart the desired dynamic characteristics to the system, a synthesis of systems with a neural regulator is performed. In the application package Neural Network Toolbox of the MATLAB system, three structures of neural controllers are implemented: a regulator with prediction (NN Predictive Controller); Regulator based on a model of auto regression with a moving average (NARMA - L2 Controller), regulator based on the reference model (Model Reference Controller). For a system that is considered in this work, a neural regulator with a prediction of the NN Predictive Controller has been chosen, since

the use of other regulators has not yielded positive results.

The prediction controller uses a model of a controllable system in the form of a neural network in order to predict future system responses to random control signals. The optimization algorithm calculates control signals that minimize the difference between the desired and actual changes of the signal at the model output and thus optimize the operation of the system.

The scheme of the identification subsystem includes the model of the controlled object in the neural network image that must be trained in an autonomous mode so as to minimize the error between the reactions of the process and the model to the sequence of test signals

The neuron network of the regulator of the control object has 2 layers of neurons and uses delay lines (L3) to memorize the previous values of the inputs and outputs of the process in order to predict the future value of the output.

Predictive control uses the principle of a retreating horizon, when the neural network model of the controlled process predicts the response of the control object for a certain time interval in the future. Predictions are used by a numerical optimization program in order to calculate a control signal that minimizes the following control quality criterion.

The regulator consists of a neural network model of the controlled process and an optimization unit. The optimization block determines values that minimize the control quality criterion, and the corresponding control signal controls the process.

When a neural regulator NN Predictive Controller is synthesized, a system diagram is created in the SIMULINK system window. This structure includes a block of a managed Subsystem object and a NN Predictive Controller neural regulator block, as well as blocks for generating a standard step signal with a random amplitude Random Reference, a block for plotting.

Selecting the Generate Training Data procedure will cause the program to generate an instructive sequence. The program generates training data by acting a series of random step signals on the SIMULINK model of the controlled object. After clicking on the Train Network button, a network is created with a direct signal transmission.

The elements of the neutron network correspond to the following parameters: the size of the hidden layer the number of delay elements at the model input and the number of delay elements at the output of the model.

After the network is created, the process of its training begins. Training takes place using the Levenberg-Marquardt algorithm. The dynamics of the change in learning error, as well as checking on the control and test sets.

After the training is completed, its results are displayed on the graph, then the dynamic construction with a specified number of delays is performed on the model's input and output, without changing the resulting values of the weights and displacements of the layer neurons.

From the analysis of the obtained characteristics it follows that the reaction of the system to stepwise actions with a random amplitude is completely

satisfactory, has an oscillatory character with a slight overshoot.

Therefore, a synthesized neural network controller with prediction of NN Predictive Controller can be used to control the three-mass electro-mechanical system of the lifting mechanism of the skip hoist.

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PERSONAL WEBSITE CREATION. PROBLEMS AND THEIR OVERCOMING

Scientific adviser – Balabai I.S.

4 Reasons Why You Need to Build Yourself a Website

What’s the №1 networking tool you can have in your arsenal as a student? I’ll tell you this right now: **it isn’t your resume.**

Resumes are boring. Career experts tell you to make your resume a one-page, size 11 Time New Roman document printed with black ink with no pictures. Are you Serious? How are you supposed to represent – and **differentiate** – yourself with that?

Plus, your resume becomes static and outdated the moment you hand it to someone. You can’t update resumes you’ve already given out – you have to make new copies.

1) A website isn’t static; it’s **dynamic**. It’s ever-changing. The moment you accomplish something, you can add it to your website. You don’t need to print new copies of it and send it out to your contacts over and over; you just update it. People can continually come back and see what you’re up to.

2) Having a website makes you more **findable**. If all you have is a resume, you have to go out and hand it to people to get your name out. If someone wanted to look you up on the internet and you didn’t have a website, all they might get is a Facebook or Twitter profile.

However, if you *have* a website, you can be found by a much wider audience *and* control what it is they see first. This is key for establishing your **personal brand** and for highlighting your accomplishments.

3) Not many people have one. Succeeding today requires that you make yourself stand out, and having a website can help you do that. It shows that you’ve taken the time to learn how to do something fairly technical, and it shows that you have some skills other people don’t have.

4) You gain some new skills that can be very useful in the future. Learning how to build a website involves a number of different skills, especially if you get into customizing and optimizing things. Even if you’re not looking for a job in a tech field, having these skills can give you a leg up.

Step 1: Get a Domain and Hosting

The first step to building your personal site is to choose how you’re going to have it hosted. There are a number of ways to put up a website. For instance, you *could* just create a free blog at Weebly or WordPress.com, or even Tumblr. Now, before we get into all the nitty gritty step-by-step stuff, there’s one thing I

want you to think about first: your domain name. And the first rule of choosing a domain name is.

- If it's at all possible, make your domain name your first name + your last name.com. That's seriously the best option for memorability and SEO (aka how high you show up in Google).
- You can also use a clever play on your name if none of the above works.
- **Don't** use numbers in your domain name, and only use dashes if you absolutely have to.
- If a **.com** domain isn't available (this is the most preferred extension), then **.net**, **.org** or **.me** are fine substitutes.
- Above all, make sure your domain's spelling is **very easy** to get correct for someone just sounding it out. This way, you'll be able to mention your domain easily in casual conversation, and the person you're talking to will be able to find it without worrying about the spelling.

Step 2: Install WordPress and Set Up Your Site

Time to start actually building your site. You may have heard that WordPress is mainly a blogging platform, which is completely true. However, in recent years WordPress has become so popular and well-supported that it makes a perfect platform for building non-blog sites as well.

Almost every reliable and well-established hosting company has integrated 1-click-installation for WordPress, which makes getting going a snap.

If you signed up with Bluehost or any other similar hosting company, you should find your "1-click-installation" in your account control panel.

Here are the steps you should follow (should be similar / same on all the major web hosting companies):

1. Log in to your hosting account.
2. Go to your control panel.
3. Look for the "WordPress" or "Website" icon.
4. Choose the domain where you want to install your website.
5. Click the "Install Now" button and you will get access to your new WordPress website.

Choosing a Theme/Template for your site

- Once you have successfully installed WordPress to your domain, you'll see a very basic yet clean site:

- But you don't want to look like everyone else, do you? That's why you need a theme – a design template that tells WordPress how your website should look. See a sample version below:

- **Here's where it gets fun:** There are thousands of awesome, professionally designed themes you can choose from and customize for a site that's all your own.

- Access FREE themes

- Once you're in the dashboard, you've got access to over 1500 free themes! Just look along the side bar for "Appearance", then click "Themes".

How do I add content and create new pages?

With your theme installed, you're ready to start creating content. Let's

quickly run through some of the basics:

Adding and editing pages

Want a “Services” page, or an “About Me” page (like I have on my menu at the top of the site)?

1. Look along the sidebar in the WordPress Dashboard for “Pages” -> “Add New”.

2. Once you’ve clicked, you’ll find a screen that looks a lot like what you’ve maybe seen in Microsoft Word. Add text, images and more to build the page you want, then save it when you’re done.

Adding pages to the menu

If you want your new page to be linked to in your navigation bar,

1. Save any changes you’ve made to the page by clicking “Update”
2. Click “Appearance” -> “Menus” in the sidebar of the WordPress Dashboard
3. Find the page you created and add it to the list by clicking the checkbox next to it and then “Add to Menu”.

Adding and editing posts

If you have a blog on your website, “Posts” will be where you turn to next. You can use different categories to group similar posts. If you want to add a blog to your website, you can use different categories and posts. Let’s say you want to create a category named “Blog”. To do so, just add it to your menu and start making posts. Here’s what you need to do: a) Create a new category by going to “Posts -> Categories” OR b) Create a blog post by going to “Posts -> Add New”. Once you’ve finished writing your blog post, you need to add the right category for it.

Once you’ve created your category, simply add it to the menu, and you’re in business!

Changing Your Title and Tagline

Page titles explain to searchers what your website is about, and they’re also a big part of how search engines determine your rankings, so you want to be sure they’ve got the keywords you want to target in them (but in a natural way, written for real people).

You should use a unique title on every page of your site.

Editing sidebar

Most WordPress themes have a sidebar on the right side (in some cases it’s on the left).

If you want to get rid of the sidebar or edit out items you do not need like “Categories”, “Meta” and “Archives”, which are usually pointless, here’s how:

1. Go to “Appearance -> Widgets” in the WordPress Dashboard.
2. From here, you can use drag and drop to add different “boxes” to your sidebar, or remove the items you don’t want.

How do I install a new Plugin?

To start installing plugins, go to “Plugins -> Add New” and simply start searching.

Keep in mind that there are over 25,000 different FREE plugins, so you’ve

got a LOT to choose from!

Installation is easy – once you find a plugin you like, just click “Install”.

There’s also a “HTML box” – a text box where you can use HTML code. For beginners, don’t worry about this bit – just drag and drop the elements you’d like in your sidebar.

Congratulations – you’re ready to launch!

If you’ve followed the steps in this guide, you should now have a fully-functional WordPress website!

Design

Think that design doesn’t matter to your website? Wrong. There are millions of other sites out there already, so what makes you any different?

Well you could differentiate your content, but when you are starting a new site out, the design will be what separates you from the crowd, because your content will be light or non-existent. Hire a good freelance designer if you can. It will pay off for you in the long run rather than having a cobbled together DIY approach to your site.

Photos

Are you a Flickr user? A lot of people hoard their photos and don’t upload them in case someone steals the photo – I prefer to put my images up there under creative common’s licensing, and hope that other bloggers use them with attribution. Editing the photo description, and including a link back to my site, may help to pass some link juice back.

Convinced Yet?

I sure hope so, because this guide has just taught you exactly *how* to build that awesome website! When you’re done, you’ll have established a great online presence.

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LABELING VIDEO GAMES AS SPORTS IS A CONTROVERSIAL POINT OF DEBATE

Scientific advisers – Kupina Y.V, Chimiris Y.V.

Can playing a video game really be a sport? Some point to the growth in popularity of eSports as justification for designating some games as sports, others contend that video games will never reach the status of “true sports”. However popularity is not the only reason identified: some have argued that “careful planning, precise timing, and skillful execution” ought to be what classifies an activity as sport, and that physical exertion and outdoor playing areas are not

required by all traditional or non-traditional 'sports'. In a 2014 technology conference, when asked about the recent buyout of popular game streaming service Twitch, ESPN president John Skipper described eSports as "not a sport – [they're] a competition." In 2013 on an episode of *Real Sports* with Bryant Gumbel the panelist openly laughed at the topic. [2]. In addition, many in the fighting games community maintain a distinction between their competitive gaming competitions and the more commercially connected eSports competitions of other genres. Video games are sometimes classified as a mind sport. In the 2015 eSports World Championship hosted by the International e-Sports Federation, an eSports panel was hosted with guests from international sports society to discuss the future recognition of eSports as a recognized, legitimate sporting activity worldwide.

In 2013, Canadian *League of Legends* player Danny "Shiphtur" Le became the first pro gamer to receive a United States P-1A visa, a category designated for "Internationally Recognized Athletes".

In 2016, the French government started working on a project to regulate and recognize eSports [2].

The 2007 Asian Indoor Games was the first notable multi-sport competition including eSports as an official medal-winning event alongside other traditional sports, and the later editions of the Asian Indoor Games and its successor the Asian Indoor and Martial Arts Games have always included eSports as an official medal event or an exhibition event up to now. Moreover, the Asian Games, which is the Asian top-level multi-sport competition, will also include eSports as an medal event at the 2022 edition; eSports will be presented as an exhibition event at the 2018 Asian Games as a lead-in to the 2022 games.



With millions of people around the world now tuning in to watch games like Call of Duty, League of Legends being played competitively we thought it'd be

fun to look at some facts and figures that shed some light on the world of eSports.

1. E sports players are often young, between the ages of 18-25. They train between 6-8 hours for between five to six days a week.

2. Skill requirements for playing Call of Duty include having incredibly fast reflexes, the ability to think tactically and the ability to work well as part of a small team [3].

3. Spectator numbers vary from around 10,000 per game all the way up to half a million for the Championships. These numbers get even higher when you look at games like League of Legend and DOTA 2.



4. Training can include playing the game, working with their team members to come up with tactical strategies that could give them an advantage. They also religiously watch themselves and their rivals, searching for weaknesses which could give them an edge [4].

5. Teams will sometimes be so close-knit that they'll all share a 'Team House' where they'll live together and train together. They'll have nutritionists and exercise routines because as the saying goes: "A healthy body is a healthy mind."

6. In 2013 the US started granting e sports players professional athlete visas.

7. The most successful e sports teams will have major sponsorship deals which can net them huge sums of money [1].

8. Some, but not all, players will have chosen to play Call of Duty competitively simply because of a competitive drive, outside of the game they will have spent their younger years playing football, American football or a whole variety of other sports.

So there you have it. Whether or not you agree that playing a video game can be a sport it's hard to ignore the simple truth which is that even if you don't, they do, and if they do, isn't that enough?

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CONTEMPORARY PIRACY IN SOUTH EAST ASIA AND EAST AFRICA

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The problem of piracy at sea is now as acute as before. And can be even more acute. No area has been entirely immune from armed robbery at sea and maritime piracy. In recent years, piracy hotspots have included the mouth of the Shatt al Arab waterway off of Iraq, Nigeria and the Gulf of Guinea, Bangladesh and the Bay of Bengal, and Jamaica and the surrounding waters of the Caribbean Sea. South America, including Brazil, have been victimized by maritime piracy. In South America and the Caribbean, there were 19 piracy incidents in 2008 and 36 in 2009.

In 2009, the areas of the world most affected by piracy were in the coastal waters of East Africa and the Far East, in particular the South China Sea, West Africa, South America and the Caribbean, and the Indian Ocean.

In West Africa, the number of piracy attacks went down slightly, from 50 to 46, over the same period. Even shipping in the North Pacific and the Caspian Sea was threatened by piracy. But over the past decades, the regions that saw the greatest threat of maritime piracy were the Horn of Africa and western Indian Ocean and Southeast Asia, extending from Vietnam through the South China Sea to the Philippines, and southward to include the Straits of Malacca and Singapore. These areas are discussed in detail because they have faced particular threat from piracy, and have led to the most concrete naval, diplomatic, and legal responses to the crime.

Sixty-nine piracy incidents occurred in the South China Sea in 2009; 27 incidents were reported in the Malacca Strait. In East Africa, the number of piracy attacks increased from 134 in 2008 to 222 in 2009. Two incidents were reported in the Arabian Sea in 2009, compared with only one reported in 2008. Worldwide, most of the reported attacks occurred in international waters, but this probably is due only to the high numbers of Somali pirates that prey on the international shipping lanes in the western Indian Ocean, the GOA, and the Arabian Sea. In other areas of the world, most maritime piracy is reported within coastal state territorial waters, or while ships are at anchor or berthed.

Generally piracy and armed robbery involve violent attack or threat of attack by groups of 5 to 25 men carrying knives and guns. In 2009, 8 merchant ship crew were killed (6 in 2008), and 59 crew members were injured or physically assaulted

by pirates (up from 42 in 2008). In 2009, 746 shipping crew members were taken hostage or kidnapped, which is about the same as in 2008 (774). Nine seafarers are still missing after being attacked by pirates in 2009, and 38 seafarers remain missing from attacks in 2008. Two vessels are unaccounted for after being attacked by pirates in 2009, and one vessel is still missing from an attack that occurred in 2008.

Today the areas at greatest risk of piracy are the Horn of Africa, including offshore Somalia, the Gulf of Aden (GOA), the western Indian Ocean, the Arabian Sea, and the Red Sea. In Asia, the waters surrounding Indonesia, Malaysia, and India are the highest threat corridors. Of the 980 successful maritime piracy incidents during the five-year period of 2005–2009, 527 involved theft of goods on board a ship. Hijacking and kidnapping, the model of piracy made infamous by the Barbary pirates of old and contemporary pirates off the coast of Somalia, occurred 159 times during the same period. In 2009, 867 seafarers were captured and held for ransom off the Horn of Africa.

The international law of the sea, as embodied in UNCLOS, also provides ample jurisdiction for nations to exercise control over suspected pirates. Other bases for jurisdiction over suspected pirates exist. Active personality jurisdiction is available to Somalia to prosecute its nationals who have committed acts of piracy. Passive personality jurisdiction may be used by the nations that have nationals who have been the victims of piracy attack. State jurisdiction over ships flying its flag may be asserted by a nation over pirates that hijack such vessels. Nations that interdict or disrupt acts of piracy also may prosecute perpetrators in domestic court in accordance with Article 105 of UNCLOS. Finally, the Convention for the Suppression of Unlawful Acts against the Safety of Maritime Navigation enshrines the duty to prosecute or extradite persons. Only this way we can jointly resist the threat of expansion of piracy in the area

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MASTERING THE TECHNIQUES OF BUSINESS PLANNING

Scientific adviser – Balabai I.S.

The business plan is the basis of the entrepreneur activity and is a comprehensive research of various aspects of the firm's work. Concerning the relevance of business planning issues, especially in a market economy has no doubt.

The business plan – it is a typical design solution on a sufficiently long-term perspective (5,10 years or more), which provides science-based assessment of

potential economics, financial and other results of the enterprise on this segment of the market, based on actual production, investment and logistics provision [7].

Mastering the techniques of business planning becomes an urgent task today for the entrepreneurs. Firstly, when the entrepreneurs starting their activity, they must clearly understand the need for the future in the financial, material, human and intellectual resources, their sources of supply, as well as to be able to accurately calculate the efficiency of resource using during the company work.

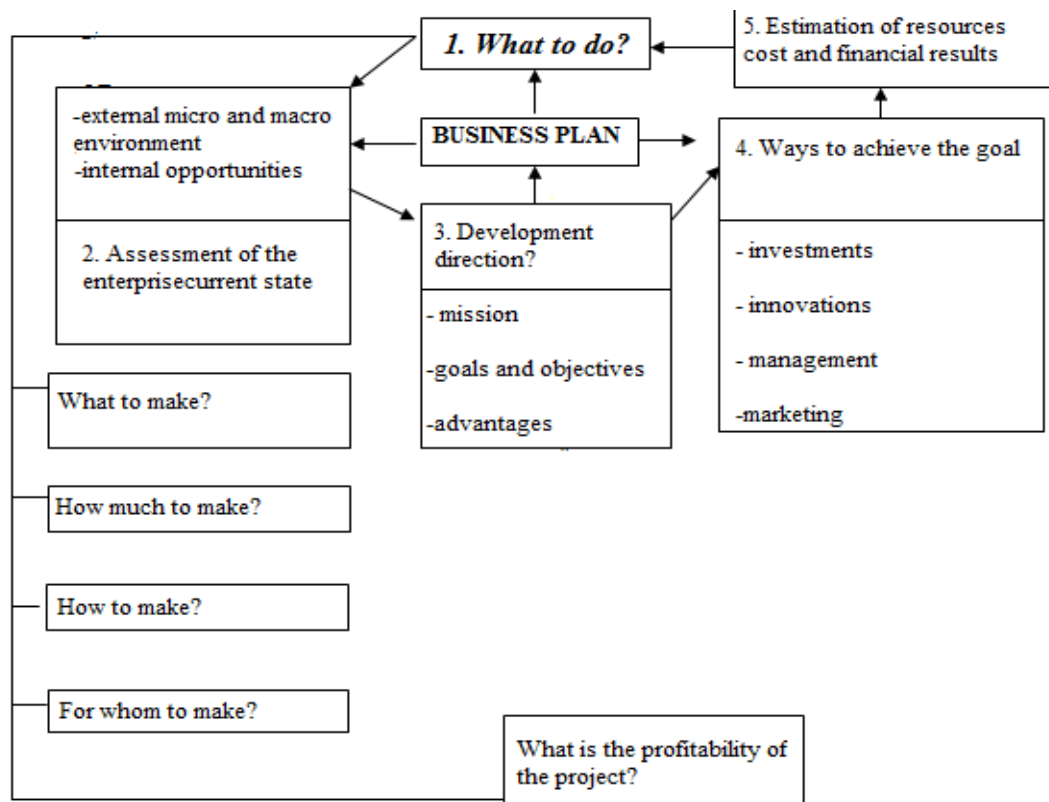
The main goal of developing a business plan is to plan the economic activity of the enterprise for the near and distant periods in accordance with the market needs and the availability of necessary resources. There are some other goals: determining with the help of the business plan the degree of viability and future sustainability of the enterprise, reducing the entrepreneurial activity risks; business prospects concretization in the form of a system of the quantitative and qualitative indicators; external investments provision.

Unfortunately, entrepreneurs tend to underestimate the role of preparing a grounded business plan. At the same time they rely on their own intuition and experience, established informal ties in business circles, good market prospects and other circumstances. Some of them have serious difficulties in trying to clearly and systematically outline their business vision with grounded economic and financial indicators.

Planning of a business provides many benefits. The benefits such as: incentive of thoroughly the prospects for business development researching; makes it necessary to accurately determine the goals of the business and the ways to achieve them; allows to ensure a clear coordination of all efforts to achieve the set goals; determines the key business indicators necessary for further evaluation and monitoring of the results; makes the company much more prepared for sudden changes on the market. Activity planning helps to solve the main task of any business – achievement of the maximum profit at a minimum cost - by identifying the most profitable sources of financing and rational areas of spending costs, ensuring a stable position of the enterprise on the market. The planned development of the strategy and tactics of the enterprise economic activity is the most important task for any business.

There is the business plan performs the following functions in the modern practice: serves as the basis for the business strategy development and tactics; allows to influence on the formation and realization of planned programs for an estimation of a new direction potential development, supervising processes proceeding within the business limits; attracts outside funds for the development or reengineering of business; attracts to the implementation of partners business plans, who are able to invest in own capital or the technology they have [7].

There is not single-valued methodical approach to the content and structure of the business plan in business practice and scientific literature. The general structure of the business plan is presented in Fig. 1, it was created by the authors [7].



Figure

1 The general structure of the business plan.

The sequence development is the key point in business plan creating, so it is very important to draw up the plan, how to act. Sequence of work performance: 1. collection and analysis of products or/and services information; 2. collection and analysis the information about the market; 3. analysis of the competitors on the market; 4. analysis the capabilities of the enterprise; 5. the marketing strategy, commodity, price policy development; 6. determination the ways of providing the areas, equipment, personnel and other resources; 7. calculation of the necessary capital, analysis and planning of key financial indicators; 8. determination the financing sources, efficiency calculation; 9. development of the organizational structure, legal support and timetable for the implementation of the project 10. solving risk issues; 11. drawing up a project plan; 12. drawing up the annotation; 13. formalisation of the title page. Sections of the business plan: abstract, title page, section 1 - resume, section 2 - company description, section 3 - characteristics of services and products, 4 section - research and analysis of the sales market, section 5 - competition and competitive advantage, section 6 - marketing plan, section 7 - production plan, section 8 - organizational plan, section 9 - financial plan, section 10 - financial strategy, section 11 - risks [7].

Thus, the business plan, firstly, can be used to develop a business concept, to elaborate a strategy, to prevent some errors on the paper, but not in reality through a detailed marketing, company's finances analysis. Secondly, the business plan is a tool through which an entrepreneur can evaluate the actual results of a firm's performance for a certain period. Thirdly, the business plan is a means of attracting, or "mining" funds.

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POLITICAL DIVISIONS OF THE UNITED STATES OF AMERICA

Scientific adviser – Balabai I.S.

Political divisions of the United States describes the various subnational entities that together form the United States. The primary division is the state. The United States Federal and State governments operate within a system of parallel sovereignty, so states are not technically "divisions" created from the United States, but rather units that, together with the federal district and other territories administered by the Federal government, compose the United States.

The admission of sovereign states into the United States, the union of states, beyond the original thirteen states, is authorized under Article IV, Section 3, of the Constitution for the United States of America. Most of the states admitted to the union after the original 13 have been formed within territories of the United States (that is, land under the sovereignty of the federal government but not part of any state) that were organized by an act or resolution of the United States Congress, subject to the Congress' plenary powers under the territorial clause of Article IV, sec. 3, of the Constitution for the United States of America.

States The primary political unit of the United States is the state. According to numerous decisions of the United States Supreme Court, the 50 individual states and the United States as a whole are each sovereign jurisdictions. The 13 original states Thirteen Colonies declared independence from the British Empire in 1776. In 1777, they established a collective government under the Articles of Confederation. The Constitution for the United States of America superseded the Articles in 1789 in the sense that it established and superimposed a consolidated political government over the confederated union of geographical states. The Constitution for the United States of America establishes the political government for the Federal government of the United States, which includes, among other things, judicial review, power to regulate citizenship, power to coin money, power

to regulate commerce with foreign nations, and among the several states, conduct foreign policy, and to make all laws which shall be necessary and proper for carrying into execution the foregoing powers, and all other powers vested by this Constitution in the government of the United States, or in any department or officer thereof. Four states (Massachusetts, Pennsylvania, Virginia, and Kentucky) call themselves "commonwealths." The word commonwealth in this context refers to the common "wealth", or welfare, of the public. The term has no legal impact. The 50 states can be divided into regions in many different ways. * The continental United States typically refers to the main block of 48 states and their off-shore islands with the Atlantic Ocean to the east, Pacific Ocean to the west, Canada to the north, and Mexico to the south. Since this grouping contains 48 states, it is also commonly referred to as "the Lower 48". The designation "coterminous" or "contiguous" United States is also used for this grouping of 48 states, arguably more accurately, since Alaska is also located on the North American continent, and therefore "continental United States" should really refer to the Lower 48, plus Alaska. * Alaska is an exclave of the United States, physically connected only to Canada * Hawaii is located on an archipelago in the central Pacific Ocean.

Counties The states are divided into smaller administrative regions, called counties in all but two states. The exceptions are Alaska where main subdivisions is the boroughs (parts of the state are not included in any borough, called the Unorganized Borough, is divided into "census areas"), and Louisiana (which is divided into county-equivalents that are called parishes). Counties have varying degrees of political and legal significance. In some states, mainly in New England, they are primarily used as judicial districts. In other states, counties have broad powers in housing, education, transportation and recreation. Counties may contain a number of cities, towns, villages, or hamlets, or sometimes just a part of a city.

Towns and townships.

Towns and townships are subdivisions of counties in many states. States not having such subdivisions may divide counties into other minor civil divisions. The terms "township" and "town" are closely related. However, the powers granted to towns or townships vary considerably from state to state. In New England, towns are a principal form of local government, providing many of the functions of counties in other states. In California, by contrast, the pertinent statutes of the Government Code clarify that "town" is simply another word for "city", especially a general law city as distinct from a charter city. Also, in some states, large areas have no general-purpose local government below the county level.

Some townships or other minor civil divisions have governments and political power; others are simply geographic designations. Townships in many states are generally the product of the Public Land Survey System.

Municipalities Population centers may be organized into incorporated cities, towns, villages, and other types of municipalities. Municipalities are typically subordinate to a county government, with some exceptions. There are approximately 30,000 incorporated cities in the United States, with varying degrees of self-rule.

Other subdivisions In Michigan, the state universities are constitutionally autonomous jurisdictions, possessed of a special status somewhat equivalent to that of metropolitan municipality. That is, as bodies corporate, they operate as though they were municipalities, but they have autonomy from legislative and executive control. Each university has a board which is the sole legislative body for the campuses they control. These campuses are independent of all state laws, and under the sole control of the boards. The boards are responsible for all public services, e.g. policing, and fire protection. They often contract with the city they are located in for these services, but all have their own police departments.

Jurisdictions not administered by the states

District of Columbia

A separate federal district, the District of Columbia (DC), which is under the direct authority of Congress, was formed from land ceded to the Federal Government by the states of Maryland and Virginia; however, the territory ceded by Virginia was returned to that state in 1846. The District does not form part of any state and the United States Congress exercises "exclusive jurisdiction in all cases whatsoever", over the city; however, the District of Columbia Home Rule Act provides for limited home rule, including an elected mayor and city council. Residents of the District can vote in presidential elections, as the Twenty-third Amendment to the United States Constitution grants the District three electors in the Electoral College.

Insular areas

The insular areas of the United States are those jurisdictions that are neither a part of one of the 50 states nor the federal district. Unlike within the States, sovereignty over insular areas rests not with the local people, but in Congress. In most cases, however, Congress has granted considerable self-rule through an Organic Act, which functions as a local constitution. Insular areas are administered by the Federal Government through the Department of the Interior's Office of Insular Affairs.

The insular areas include a number of territories under the sovereignty of the United States and three sovereign nations in free association with the United States. Territories incorporated within the provisions of the Constitution for the United States of America are designated incorporated territories. Territories not so incorporated are designated "unincorporated". Territories may also be organized, if granted by an Organic Act of Congress or unorganized (without direct authorization of self-government by such an act).

The unincorporated territories of the United States: * American Samoa * Guam * Northern Mariana Islands * Puerto Rico * United States Virgin Islands Along with Palmyra Atoll, the following uninhabited territories form the United States Minor Outlying Islands: * Baker Island * Howland Island * Jarvis Island * Johnston Atoll * Kingman Reef * Midway Atoll * Navassa Island * Wake Island.

In addition to the territories noted above, the United States administered the Trust Territory of the Pacific Islands from July 18, 1947 until October 1, 1994. The trust territory was subsequently divided into four political entities—the Northern

Mariana Islands, listed above, and three freely-associated states with which the United States has entered into the Compact of Free Association: * Marshall Islands * Federated States of Micronesia * Palau

American Indian reservations American Indian reservations are areas of land managed by an American Indian tribe under the United States Department of the Interior's Bureau of Indian Affairs. There are about 310 Indian reservations in the United States. Tribes possess limited tribal sovereignty over the land in their reservation. As a result, laws on tribal lands may vary from the surrounding area. The tribal council, not the county or state government, generally has jurisdiction over reservations. Different reservations have different systems of government, which may or may not replicate the forms of government found outside the reservation. Most Indian reservations were established by the federal government; a limited number, mainly in the East, owe their origin to state recognition.

Residents of a reservation may vote as residents of a state and are required to pay federal taxes. The special status of reservations has created both opportunities (such as gambling in states that normally disallow it) and challenges (such as the unwillingness of some companies to do business in an area where they are not certain what laws will apply to them).

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THE POSITIVE AND NEGATIVE EFFECTS OF TECHNOLOGY IN OUR LIFE

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In the present globalized world, we are living in the era of advanced technology. Every part of our daily life is related to technology in one or other way. When compared with olden days, we are having better facilities and even better luxuries with the help of increased technology [5]. The development of technology is not confined to any one sector and all the industries and different sectors of society are developing new technologies according to their needs and requirements.

There are so many advantages with improved technology in our daily life. With the help of mobile technology we are able to talk to our friends and relatives

who are living far from us. With the help of internet, we are able to learn new things and online courses etc. With the help of aviation technology we are able to reach distant places within hours which took years of time to reach in olden days. We are using the all natural resources available for making our life better. With the help of social networking we are able to find our childhood friends, relatives etc. and important events in their life. With the help of information technology we are able to share information to any part of the world within milliseconds. With progressive technology in the agriculture field, we are able to meet food requirements of people all over the world [4].

Starting from the toy string telephone to the smart phones of today technology has definitely made keeping in touch a lot easier. Mobile phones have become essential because you can now call anyone at anytime, anywhere. In fact even outer space is not a hindrance for speaking with loved ones or with anyone over the phone. Meanwhile, even if in all probability nothing will really prepare us if nature truly wrecks havoc but with our more modern means of communication technology has given us a measure of a chance of survival in case of natural disasters.

Another very positive effect that technology has given mankind is in health care. State of the art hospitals are more organized and generally more efficient in saving people's lives because their medical professional's skill and dedication are paired with the latest technology that makes for better treatment.

On the other hand, there are instances which show the problems with improved and advanced technology or the solution for one problem with the help of technology is giving rise to another problem. Instead of taking care personally we are sending sms or giving a call on important occasions which were attended personally in olden days. With the use of same internet children are getting addicted to online games and their physical activities and exercises are becoming considerably less [1]. The same social networks are creating rivalry between best friends and couples are getting divorced. The same aviation technology is giving health problems for their workers and creating serious environmental threats. With the heavy usage of fertilizers soil is losing its natural fertility and several varieties of plants became extinct.

While technology has given man better chances at winning in the fight against diseases pollution which is also a product of technology has made man more vulnerable to all kinds of sickness especially cancer

With every advancement that is made in the technological world, creative destruction results. For example, television impacts negatively on the movies and synthetic fibers impact the cotton fibers negatively. The coming in of new types of technology also results in a negative impact on the growth of the economy at times; television at times consumes all the productive hours that a man has in a day. Every new form of technology gets into the market together with long term consequences that are most of the time not foreseeable. For instance is there really a justification for nations coming up with bombs, nuclear weapons and missiles to maintain security?

Technology is like a coin which has both positive and negative sides. We are the deciders and we have to choose how to use it. The usage of technology for over exploitation of resources should be always avoided. If we use it for positive things, it will have positive effect of our lives and vice versa [6]. Nobody would oppose the development of technologies in any sector but the developments should be in a positive way and they should not have any negative impact on present or future generations.

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DEVELOPMENT OF THE TECHNOLOGY FOR PACKAGING PRINTING

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In the last few years, flexographic printing has been the technique with the highest growth. The main focus of development is on creating conditions for increasing raster liniature to enable the print quality to approach the quality of offset printing as closely as possible. It is also necessary to keep lower machine cost (lower printing pressure, no blanket cylinder, no big ink distribution unit, no dampening unit). [1]

The compressible layer also enables greater hardness of printing elements. Harder printing elements can be lower in height. This reduces their enlargement under pressure and increase ink layer on prints, which also improves quality, particularly in colour printing. [2]

In offset printing improvement comes with faster preparation of the machine and the printingform, and with eliminating the dampening solution from the printing process. Such modifications are to speed up and simplify printing and increase the already high quality of prints. Printing forms can be made by using Computer to Plate machine (CTP), as well as in the machine, and this, in addition to the speed of preparation, also contributesto excellent printing registration. [7]

In addition to the wet offset, there has been an increase in the use of the waterless offset that enables sharper print edges and thicker layer of ink. The result is an increase in the colour gamut in offset printing i.e. extending the limits of objective reproduction. In addition to applying waterless printing, the print drying speed is also improving. [3]

Gravure printing is also being constantly improved so that it manages to

retain approximately the same global share in packaging printing. This includes the introduction of less expensive printing forms made of synthetic materials using laser and electron beams.

The printing production has seen some finishing processes introduced such as plasticisation or e.g. lamination. Such processes are used to enhance the surface, or to use the best of the characteristics of two materials combined together. For instance, laminating aluminium on cardboard makes it possible to obtain quality print on cardboard and top-rate protection of the packaged material towards which aluminium faces. [4]

With the arrival of digital printing, screenprinting lost some of its share. However, when rotary screenprinting technology was introduced, screenprinting came back, and, today, occupies a prominent place in packaging printing. Screenprinting is used on ready-made packaging, primarily bottles, but screenprinting also on different types of products. It is used on flat print substrates made of synthetic materials, metal, fabric, paper and cardboard. [4]

One great area that has been developing lately is hybrid machine printing. Rotary screen-printing is quite prominent here, too, because of its characteristics and adequate printing speed. There is also a pad printing version where ink is transferred by rotary elements [5]

Hybrid printing is a technological process that is the best in dealing with complicated and complex graphic printing tasks. It provides for top quality and cost of prints. The secret is to have a number of different printing techniques incorporated within the same machine, so that every technique may print what it does best in a single pass [3]

Due to smaller volume of continuous work for such machines, their design provides for easily changing the order of printing. This way one printing unit may be used to apply other printing techniques as well. [8]

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HOTEL MAINTENANCE MANAGEMENT PRACTICES

Scientific adviser – Balabai I.S.

Hotel Administration

Increasing competition in the hotel market is the subject of serious research. A well-run hotel makes luxury and comfort look easy, but it takes the effort of a lot of hard-working people to create that impression. Although all employees have important roles to play, the management and administrative staff are the backbone of most lodging operations. Hotel and motel administrative staff oversee all aspects of hotel operations, including human resources, guest services, facilities maintenance and finance and accounting. Lodging managers have a broad set of duties, including hiring, managing and training staff, facility maintenance, interacting with guests and accounting and finance functions. Hotel managers at larger hotels will typically have at least one assistant manager and/or department managers to assist with day-to-day operations. Upper-level administrative managers might also be involved in activities such as selecting new locations, budgeting and strategic planning.

Facilities Management

The strategic role of facilities management in business performance, and is one of a series relating to services that seeks to assist the chartered facilities management surveyor in delivering individual or collective services to clients. It is important that catering is delivered on a consistent basis and that, where services are no longer compatible with the organizational requirement, or no longer fit for purpose, there is an ability to initiate change. The facilities manager should be in a position to initiate this change and assist the risk and decision-making process. Specific examples of aspects of a catering service that could benefit from chartered facilities Management surveyor's input might include: Development of the business case; Service performance review; Cost and/or performance benchmarking; Specification reviews of catering areas and equipment; Space planning; Tendering and contract documentation management

Food Service Management

Successful foodservice management means having your hands in many pies: menu planning, operations, revenue management, human resources, training, marketing, merchandising, and customer service. Whether you're managing a new restaurant business or working to improve an existing one, you need a strategic tool kit for success. Food service managers are responsible for the daily operation of restaurants and other establishments that prepare and serve food and beverages. They direct staff to ensure that customers are satisfied with their dining experience and the business is profitable. Food service managers work in restaurants, hotels, school cafeterias, and other establishments where food is prepared and served. Managers at fine-dining and fast-food restaurants often work longer hours-50 or

more per week. The work can be hectic, and dealing with unhappy customers can be stressful.

Business Ethics

Business Ethics' is the study of proper business policies and practices regarding potentially controversial issues, such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility and fiduciary responsibilities. Business ethics are implemented in order to ensure that a certain required level of trust exists between consumers and various forms of market participants with businesses. For example, a portfolio manager must give the same consideration to the portfolios of family members and small individual investors. Such practices ensure that the public is treated fairly. A business should also follow relevant codes of practice that cover its sector. Many companies have created voluntary codes of practice that regulate practices in their industrial sector. These are often drawn up in consultation with governments, employees, local communities and other stakeholders.

Food & Beverage Management

The provision of food and beverages away from home forms a substantial part of the activities of the hospitality industry and, indeed, of the economy as a whole. Like the industry of which it is a major part, food and beverage operations are characterized by their diversity. Outlets include private and public sector establishments and range from small independently owned and operated units to large multi-national corporations managing global brands and from prison catering to catering in the most luxurious hotels in the world. It is however very difficult to get hold of consistent statistics about the hospitality industry and about food and beverage operations as there is no one single definition of what the boundaries of the various industry sectors and sub sectors are and therefore what should and should not be included.

Service Marketing

Service marketing is a one of the basic type of marketing apart from goods marketing. Service marketing focuses on the distinctive characteristics of services and how they affect both customer behavior and marketing strategy. The presence of the customer in the service facility means that capacity management becomes an important driver of the firm's profitability. It includes the products which are intangible in nature. Service marketing might include the process of selling telecommunications, health treatment, financial, hospitality, car rental, air travel, professional services and etc.

Rooms Division Management

Front office has been described as the hub or nerve center of the hotel. It is the department that makes a first impression on the guest and one that the guest relies on throughout his or her stay for information and service. Its duty is to enhance guest services by constantly developing services to meet guest needs. The function of Rooms Division Management is to sell and up-sell rooms, to maintain balanced guest account, to offer service such as handing mails, faxes, messages and hotel information. Reservations Housekeeping Concierge Guest service

Security Communication.

Networking Business

Business networking is an effective low-cost marketing method for developing sales opportunities and contacts, based on referrals and introductions - either face-to-face at meetings and gatherings, or by other contact methods such as phone, email, and increasingly social and business networking websites. The shortened term 'networking' can be confused with computer networking/networks, which is different terminology, relating to connection and accessibility of multiple computer systems. A business network of contacts is both a route to market for you, and a marketing method. Business networking offers a way to reach decision-makers which might otherwise be very difficult to engage with using conventional advertising methods.

Supply chain Management

Supply chain management (SCM) is the management of the flow of goods and services. It includes the movement and storage of raw materials, work-in-process inventory, and finished goods from point of origin to point of consumption. With greater customer sophistication, increasing network fragmentation, and fast-paced globalization, the primary role of supply chain management, along with the coordination of material, information and cash flows, has become complex. Supply Chain Management is a multidisciplinary program designed to help you conceive innovative strategies and deploy differentiated solutions that can help your organization serve customers in an optimal fashion.

Business Plan

A business plan is a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain background information about the organization or team attempting to reach those goals. Business plans are inherently strategic. You start here, today, with certain resources and abilities. You want to get to a there, a point in the future (usually three to five years out) at which time your business will have a different set of resources and abilities as well as greater profitability and increased assets. Your plan shows how you will get from here to there. The primary value of your business plan will be to create a written outline that evaluates all aspects of the economic viability of your business venture including a description and analysis of your business prospects. We believe that preparing and maintaining a business plan is important for any business regardless of its size or nature.

Marketing Research

Market research, which includes social and opinion research, is the systematic gathering and interpretation of information about individuals or organizations using statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making. Market research exists to guide your business decisions by giving you insight into your market, your competitors, your products, your marketing and your customers. By enabling you to make informed choices, market research will help you to develop a successful marketing strategy. Market research helps you to reduce risks by getting product,

price and promotion right from the outset. It also helps you focus your resources where they will be most effective.

Brand Management

In marketing, brand management is the analysis and planning on how that brand is perceived in the market. Developing a good relationship with the target market is essential for brand management. Tangible elements of brand management include the product itself; look, price, the packaging, etc. It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers' experience. The intangibles include emotional connections with the product / service.

Adhering to all the mentioned rules, you can successfully compete in the current market for the development of the hotel industry

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THE PROBLEM OF PROTECTING PERSONAL INFORMATION DURING THE DEVELOPMENT OF INTELLIGENCE

Scientific adviser – Remizantseva K. O.

Existence of life on the ground covers many millenniums, but, as well as during existence of mankind, and before its occurrence, our Universe was filled with the information. At all not doing anything, the person generates huge streams of the information. Such information may be useful or useless. Considering the information as about the person, it is possible to define a data set, that it happens public and private.

Frequently, there is always a demand on the private information. It is caused by its subjective utility for the certain sides. Opposition which pours out in protection and plunder of the information and as in alternative methods of influence on it is always shown in such conditions. Processing of great volumes of the information became less expensive with progress of computing capacities. We assist start of a new era in information wars developing research directions in creation of an artificial intellect, neural networks. The problem of introduction in information opposition of the advanced, innovative technologies will melt. And the problem is covered not in plunder highly directional data, and in possibilities of processing of huge volumes of the public information, and on the basis of the

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.

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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

and its Zoo – that's California.

There is also Hollywood in the Golden State, it is the well-known suburbs of Los Angeles. Hollywood has discovered the world-famous stars like Audrey Hepburn, Kirk Douglas, Harrison Ford and Meryl Streep. It is noteworthy, that the governor of California, Arnold Schwarzenegger, is actor too [3].

It is interesting to know, that there are two towns, which name is Washington, in America except the capital of the USA. The capital of the USA, Washington D.C., deserves attention, too. What can we say about this city? The government of the USA is situated there and a number of government buildings, like United States Capitol, residence of president of the United States, the White House, and Supreme Court of the United States. Washington D.C. is one of the most beautiful cities of America. Architecture of USA Capitol and Supreme Court of the USA is amazing. In the USA capital we can also see The Lincoln Memorial, inside which the statue of sixteenth president is located. You must see this.

So, the United States of America is a truly great country, with special lifestyle, unique people and its own traditions. Our cherished dream is to go there and learn how America really is.

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EUROVISION SONG CONTEST: HISTORY AND THE PRESENT

Scientific adviser – Bezkorovaina O.L.

The Eurovision Song Contest is one of the most watched non-sporting events in the world, with audience figures having been quoted in recent years as anything between 100 million and 600 million internationally. Despite the “grand old lady” being of respectable age, her pension is nowhere in sight, as the Eurovision Song Contest is still the most modern live TV entertainment spectacle in the world.

At the beginning of the television age in the early 1950's, the European television landscape offered the image of a politically divided and technically fragmented continent. Despite this sober picture of the European television landscape, some rays of hope have risen up to the European television sky in the early 1950's.

At the end of January 1955, Marcel Bezençon (president of the EBU Programme Committee), meeting in Monte Carlo, approved a project for further study: “European song contest” The competition was based upon the existing Sanremo Music Festival, held in Italy, and was seen also as a technological experiment in live television: in those days, it was a very ambitious project to join

many countries together in a wide-area international network

Meeting in the Palazzo Corsini in Rome on 19 October 1955 (chaired by Sir Ian Jacob, director general of the BBC) the EBU General Assembly agreed to the organizing of a European Grand Prix to be held in Lugano in the spring of 1956.

The name "Eurovision" was first mentioned in relation to the EBU's network in the London Evening Standard from the 5th of November 1951. Written by the British journalist George Campey, he dubbed the Contest "Eurovision Grand Prix". The "Grand Prix" name was adopted by the Francophone countries, where the Contest became known as "Le Grand-Prix Eurovision de la Chanson Européenne".

So, how it works? In a nutshell, each participating broadcaster that represents their country has chosen their performer (maximum six people) and song (maximum three minutes) through a national televised selection, or through an internal selection. Each country is free to decide if they send their number-one star or the best new talent they could find. They have to do so before mid-March, the official deadline to send in entries.

The winner of the Eurovision Song Contest will be chosen through two Semi-Finals and a Grand Final. Traditionally, six countries are automatically pre-qualified for the Grand Final ("Big Five" (France, Germany, Italy, Spain and the United Kingdom) and the host country). The remaining countries will take part in one of the two Semi-Finals. From each Semi-Final, the best will proceed to the Grand Final. Each act must sing live, while no live instruments are allowed. After all songs have been performed, each country will give two sets of 1 to 8, 10 and 12 points; one set given by a jury of five music industry professionals, and one set given by viewers at home. Viewers can vote by telephone, SMS and through the official app. To keep things fair, you cannot vote for your own country.

The winning country will traditionally be given the honour of hosting next year's Eurovision Song Contest [1].

Very often singers who take part at Eurovision Song Contest are popular only in the country they represent. So, Eurovision song contest is an opportunity for young artists to become famous throughout the world. This competition helps to find something special, uncommon, sometimes even bizarre, but always best of the best and makes many singers recognizable anywhere in the world.

ABBA was the most notable winning Eurovision artist whose career was directly launched into the spotlight following their win. They went on to become one of the most successful bands of all time. Winning the 1974 Contest on 6 April 1974 gave ABBA the chance to tour Europe and perform on major television shows.

Brotherhood of Man won the 1976 Eurovision Song Contest with "Save Your Kisses for Me". The song became a major hit around the world and made No.1 in many countries. The song eventually sold six million copies worldwide and is still the highest selling Eurovision winner ever. In the UK, it stayed at No.1 for six weeks and earned them a platinum disc.

The winning song in the 1988 Eurovision contest "Ne Partez Pas Sans Moi" ("Don't Leave Without Me") performed by Celine Dion achieved victory by the

narrowest of margins: it scored one point higher than the UK's entry "Go" performed by Scott Fitzgerald. Dion's performance remains well respected, and partly due to her international fame the song is considered one of the most prominent winning performances of all time.

Italy was represented by Toto Cutugno at the 1990 Eurovision Song Contest, which took place on 5 May in Zagreb. He won the Eurovision Song Contest with his own composition "Insieme: 1992" ("Together: 1992"), a ballad which celebrated European political integration, and establishment of EU.

Patricia Kaas, one of France's most successful musical artists, represented France in the Eurovision Song Contest 2009 on 16 May 2009 in Moscow, Russia. Although France finished in 8th place, Kaas's performance became a sensation of the contest.

Tom Neuwirth was born on November 6th, 1988, and he for the first time performed as his alter ego ConchitaWurst in 2011. Since then, he has been a symbol for tolerance and artistic freedom in Austria and beyond. His motto: "Be the best version of yourself rather than a bad copy of someone else!" At the finals held in Copenhagen on 10 May 2014, she won the competition with 290 points. This was Austria's first Eurovision win since Eurovision 1966. Wurst came to international attention after winning the Eurovision Song Contest and became a symbol of personal freedom throughout the world [2; 3].

Ukraine has participated in the Eurovision Song Contest 13 times since making its debut in 2003. Ukraine's first victory came in 2004 when singer Ruslana was victorious with "Wild Dances".

We also won last year's contest with singer Jamala taking first place with the song about the mass deportation of Tatars under Josef Stalin, moved voters across Europe to earn her first place forcing DamiIm's "Sound of Silence" for Australia and Sergey Lazarev's "You Are the Only One". "I know that you already sang a song about peace and love, but actually I really want peace and love to everyone," Jamala said.

Ukraine has also finished second in the contest with VerkaSerduchka in 2007 and Ani Lorak in 2008, third with ZlataOgnevich in 2013, and fourth with Mika Newton in 2011, for a total of six top five placements [1].

This year O. Torvald has been chosen to represent Ukraine in the Eurovision Song Contest. O. Torvald is a Ukrainian rock band formed in 2005. The current line up of the metal group includes: YevhenHalych, Denys Myzyuk, OleksandrSolokha, MykytaVasyliiev and MykolaRaida. As the current winners Ukraine's entry will go straight into the final and will not need to compete in the semi-finals. O. Torvald will perform their song "Time", which is written and performed in English.

The Eurovision Song Contest 2017 was the 62nd edition of the music festival. It took place in the International Exhibition Centre in Kiev, Ukraine. The winner was Portugal with the song "Amar pelos dois" (Loving For The Both of Us), performed by Salvador Sobral. This was Portugal's first win – and first top five placing – in 53 years of participation.

All in all, Eurovision is a chance to showcase Ukraine in a completely different light, to show that the country celebrates and shares its values, history and heritage. It's an opportunity to send a positive wave of energy to the entire world and to put the country on the map, so that everyone will recognize it. Hosting the Eurovision Song Contest also serves as a reminder for many in Ukraine as to how far the country has come since independence in 1991 [6].

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DUBAI – THE CITY OF THE FUTURE

Scientific adviser – Vasylieva M. P.

Travelling and exploring the world are two of the most widespread present-day hobbies. Visiting as many interesting places as possible is the biggest dream of many people. Of all the places I would like to visit I think the most exciting is Dubai in the United Arab Emirates.

Dubai is situated on the southeast coast of the Persian Gulf. It is the capital of the Emirate of Dubai, one of the seven emirates that make up the country.

They say Dubai is the city of dreams. I think they're right. Dubai is a city that provides a new setting at every turn, richly mixing together the old and the new; it is without a doubt the leading tourist destination in the Middle East. Dubai is a city of ages that rises out of the desert and crowns the gulf coast with its presence.

With the beauty of the Arabian old town and the gold souks mingling amongst the cosmopolitan high rises, you can view the fast paced developments from your very own Abra (water taxi) meandering on the creek, but beware of the ogling men; it's offensive to have too much cleavage on show as Muslim women cover up with Hijab dresses.

There is a real sense of positivity in Dubai and you can feel the competitiveness in the air for the biggest and the best amongst hotels, shopping malls, water parks, ski slopes....the list goes on.

There are endless surprises as you make your way around. From the jaw-dropping bathrooms boasting 50-inch plasmas and make-up rooms whilst you break from Jimmy Choos' and Tiffany to the spotless glass box 'refrigerator' bus-stops as you break from the 40 degrees sunshine.

Dubai is a celebrity paradise and is home to the tallest building in the world, the Burj Tower. There are the man-made Palm Jumeirah islands in the sea and the worlds' only 7 star hotel, the Burj Al Arab too. But you don't have to be a rock star or famous footballer to be treated like royalty here.

One must is the amazing food at the Burj and the chocolate desserts are heaven on a plate! The hospitality always exceeds your expectations and leaves you with a warm fuzzy feeling and happy memories that will last a lifetime.

Some say that Dubai is just a big building site. Yes there is a constant humming of hammers around the clock with Dubai Land under construction in the Al Sahra Desert. This is due to be complete in 2020 and set to host the Olympic games. There is no question that Dubai's skyline will look different every tomorrow. That's what makes it quite exciting, next time will be completely different!

Once you have taken in the atmosphere there is some serious fun to be had! If you're a bit of an adrenaline junky then the Arabian Adventures sundowner is a great way to experience racing over the sand dunes in a 4x4. You stop off at points around the desert getting snap happy, shaking your lovely lady humps riding camels, eating traditional Arabic food, henna tattoos and attempting to belly dance after watching the sunset!

If that isn't enough then there's Wild Wadi water park which is different to most, you actually get shot up the slides before plunging back down causing serious wedgies and swimwear malfunctions!

If you're a bit of a water baby then there's also the chance to swim with Dolphins at the Creek Park Dolphinarium or you can just watch them do the Tango with the Seals, very amusing!

Once you're done with sunbathing in the water parks and screaming like Mariah Carey on helium, Dubai has 36 shopping centers that can make any girls heart happy; the guys can go off and do the red run on the indoor ski slope so everyone's a winner. After that there are the fountains at Dubai Mall, which are awesome to watch as they jump in time with the music.

For lazy days there are white sandy beaches and turquoise sea to mess around in, just no public displays of affection or you can get deported!

The perfect end to a fantastic holiday is the experience at the Noodle House in the Souk Madinat Jumeirah which overlooks the Burj Al Arab as it changes colour and glows in the dark.

It is a dream world growing at a rate of knots where anything is possible; anything you desire is at your beckon call.

Such splendid city as Dubai is definitely worth visiting!

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THE PSYCHOLOGICAL ASPECTS OF POLITICAL RELATIONS AND THE PROSPECTS FOR FURTHER COOPERATION IN THE SPHERE OF SCIENCE AND CULTURE OF GREAT BRITAIN AND CIS COUNTRIES

Scientific adviser – I. S. Balabai

The psychological aspects of political relations between the Great Britain and CIS countries

Given the intense passions that political issues elicit and the striking contrasts between different people's deeply held political values and beliefs, it seems only natural for psychologists to turn their attention to political behavior. What does research tell us about the psychology of politics? It turns out there has been a fair amount of work in this fascinating arena, examining the personality traits of politicians and psychology of voting.

Political psychology is an interdisciplinary academic field dedicated to understanding politics, politicians and political behavior from a psychological perspective. The relationship between politics and psychology is considered bi-directional, with psychology being used as a lens for understanding politics and politics being used as a lens for understanding psychology.

Political psychology aims to understand interdependent relationships between individuals and contexts that are influenced by beliefs, motivation, perception, cognition, information processing, learning strategies, socialization and attitude formation. Political psychological theory and approaches have been applied in many contexts such as: leadership role; domestic and foreign policy making; behavior in ethnic violence, war and genocide; group dynamics and conflict; racist behavior; voting attitudes and motivation; voting and the role of the media; nationalism; and political extremism.

After the collapse of the USSR, relations between Britain and the Russian Federation were initially warm. In the 21st century, however, while trade and human ties have proliferated, diplomatic ties have suffered due to allegations of spying, and extradition disputes; thus escalating political tensions between London and Moscow.

In 2014 relations turned sharply hostile regarding the Ukraine. The British government took the lead, with the US, in imposing punitive sanctions against Russia for what Prime Minister Cameron denounced as Russia's seizure of Crimea and support for insurgents in Ukraine, especially in the wake of shooting down a civilian airliner with (according to American and German intelligence sources) a BUK surface-to-air missile.

On August 9, 2016, Russian President and Theresa May spoke for the first time since the UK Prime Minister took office and both expressed dissatisfaction with the current state of Russian-British relations.

In the phone call, which was initiated by Great Britain, both leaders agreed to develop a dialogue between security agencies on issues related to aviation security, and made plans for a face-to-face meeting in the near future. The Prime Minister noted the importance of the relationship between the UK and Russia, and expressed hope that, despite differences on certain issues, they could communicate in an open and honest way about the issues that mattered most to them.

Relations between the UK and the RF in the sphere of science and culture

High profile events in the fields of science, education and culture are planned for the UK-Russia Year of Science and Education 2017, led by the British Council and British Embassy in Russia and the Ministry of Education and Science of the Russian Federation. The Year of Science and Education is intended to stimulate further scientific collaboration between two countries.

The UK-Russia Year of Science and Education 2017 will build on the successes of the UK-Russia Year of Language and Literature 2016 and UK-Russia Year of Culture 2014.

The priorities for the research relationship between the UK and Russia are agreed every two years by the UK-Russia Joint Committee on Science & Technology Co-operation. The latest Committee session took place in London on 17th October 2013 at The Royal Society co-chaired by Minister Vince Cable, Secretary of State for the UK's Department for Business, Innovation & Skills (BIS) and Minister Livanov, of Russia's Ministry of Education & Science.

In May 2017 a two-day round table on "Science Diplomacy" will open at MGIMO, Moscow.

Organised jointly by the Royal Society and the Russian Foundation for Basic Research, the event will bring together prominent UK and Russian scientists to discuss issues such as "What is the difference between science diplomacy and science advice?", "Who benefits from science diplomacy?" and "What motivates those who given scientific advice?" In addition the participants will look at how science diplomacy can foster international links and help support the development of breakthrough technologies.

New British Council's themed train will be launched in Moscow Metro in May 2017. Within the framework of the UK-Russia Year of Science and Education it will be decorated with quotes of famous British scientists and illustrations of their key achievements.

This project will be a step forward in collaboration between the British Council and Moscow Metro that started in May 2016 when the launch of the "Shakespearean passions" train took place. Running on Filevskaya line and later on the Arbatsko-Pokrovskaya line, this train has transported more than 8 million passengers. The "Shakespearean passions" project received second-place vote in the Afisha's readers rating, and it was also nominated for some international awards.

The Science Museum marks the 80th birthday of Valentina Tereshkova with an exhibition marking her life and career. It looks at her early years, her time as a factory worker – including membership of the factory string band – as well as her great love of parachuting, which would serve her well during her descent back to Earth from space. The exhibition considers also her becoming a national and international celebrity and champion of women's rights in the years following her space mission.

To celebrate the UK – Russia Year of Science the focus of the XVIII New British Film Festival will be moved to the science fiction films and documentaries. The talks within the traditional educational programme will reflect the topics of introducing new technologies through cinema, visual effects and computer graphics in movies (workshops from practitioners) and new forms and genres as the tool for sharing knowledge.

The New British Film Festival is the annual showcase, which for the last several years has been organized in partnership with CoolConnections art association, Gorizont cinema hall, Documentary Film Centre and Moscow Film School in order to promote contemporary British films – both latest works of the established masters and talented debuts. The festival includes feature programme, documentary programme, short film programme and a series of talks for professionals and wider audience.

In 2017 the festival will take place on 1-12 November 2017 in Moscow and a number of other Russian cities.

Relations between the UK and the Kazakhstan in the sphere of science and culture

Kazakhstan – United Kingdom relations were formally established on 19 January 1992.

Over 100 British companies do business in Kazakhstan.

An important area of bilateral cooperation is the cooperation in the field of education.

In "Nazarbayev University", the implementation of a program for preparation to university education and the project on establishment of the School of Engineering are supported by «University College London».

According to the Ministry of Education and Science of the RK, about 4 thousand students are studying in the UK.

The British Council is the UK's leading international organisation for educational and cultural relations. It has been active in Kazakhstan since 1994, and work with educators, learners, professionals and artists in the field of English, education, exams and the arts. It creates opportunities in education and cultural exchange working with local and British partners. It showcases UK creativity and innovation and put local people in touch with people in the UK, for the mutual benefit of Britain and Kazakhstan. Some of unique activity is around support for English language in Kazakhstan. English language skills are becoming more and more important in Kazakhstan as a means of international communications and a tool to get access to educational and professional opportunities. Council has trained

10% of all English teachers (out of almost 15,000) in the last 18 months. It constantly works on our products and services to make the learning process both interesting and effective. There are a number of ways we can help you improve your English. It is working with the Ministry of Education and Science, In-Service-Teacher Training Institutes, the Republican Institute for Professional Development and other partners to help teachers improve their performance in the classroom by enhancing their access to materials, methods and opportunities for their professional training and development. The British Council do more projects, at a bigger scale that address the Government's agenda for Kazakhstan's education and social development.

Political psychology is one of the important components of any relationship between countries. It is very important not to put politics along with such concepts as "science" and "culture." Science and culture are international things. Science and culture can evolve separately from politics.

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SOCIAL NETWORKS AS MEDIATORS GIVING AN OPPORTUNITY TO LEARN FOREIGN LANGUAGES

Scientific adviser – Lukianova A.V.

Everything has its own history. We have always been interested in the problem that if we all live on the same planet, have the same DNA structure, the same five feelings, similar demands, similar aims, why we can't find common language. Several theories try to explain this phenomenon from biological, social and psychological points of view [1].

Nowadays, students spend a lot of time on the Internet. A large amount of modern students sits on social networking sites. They can communicate with their friends and do other useful for them things. However, the potential of social network is not fully disclosed.

The aim of our research is to investigate sources of language learning and to prove that the penetration of them into traditional ways of learning foreign language is inevitable.

The object of our research is educational media as an educational tool and the possibility of its implementation as an optional activity for improvement of the level of a foreign language.

Sixty nine percent of language learners around the world said that they learned most effectively when socializing informally. This result suggests that a lot of students learn best from their friends and family. Perhaps that isn't so surprising. The things we learn from our loved ones are often more immediately relevant to our lives than what we learn from a teacher in a classroom. Also, when we are relaxed (such as when we are at home or in a café), then we are more open to suggestions and new ideas.

The average young person in the world today owns technology items.

It feels like everyone has a mobile phone today. In China, more people have mobile phones than land-line phones. In some African countries, people own more than one phone each on average. What these findings mean is that sometimes young people get more new information from the technology they use outside of school than they do from their teacher in the classroom. Sometimes, young people learn more from using the Internet at home or in a café than they do at school. When young people are on the Internet, they feel 'connected' to people and the world's knowledge. In the classroom, they can feel 'disconnected' and 'isolated'. They sometimes feel that school isn't particularly relevant to their lives.

We identified three groups of students who use language social networking sites for different requirements. The first group includes students who want to begin learning a foreign language from scratch. The second one includes those who want to prepare for tests and exams. For instance, for those who are going to take SAT, ACT, TOEFL IBT and IELTS as the way to apply to universities in foreign countries and for those who are going to take the external independent testing on English (ZNO) or other foreign languages. We have a long list with a lot of language social networking sites and services for different needs. We have chosen one social network for each group of students. The third group is for those who want to be well prepared for lessons and for those who want to improve one skill from five. There are five: Reading, Listening, Writing, Speaking and Pronunciation.

The best social network for people who want to start learning foreign languages is Englishbaby, from my point of view. First, it is free and it means that any student can afford himself or herself learning a foreign language from the beginning.

The most convenient service for those who are in the second group is ExamEnglish if we are talking about preparation for ACT, TOEFL IBT and other tests for English speaking countries. It is free, convenient and there is large community of people whose help will definitely be useful for you. You can chat, speak, do exercises, listen to audio guides and you can take mock exams inside the

site, as well. There is the site, which is called ManyThigns, which can help to be prepared for tests on other foreign languages.

The best one for the third group is LiveMocha for three reasons. First, you have a free trial, in this period of time you can understand if you need in this social networking site or not. There are other language networking sites and many of them are free but LiveMocha is the perfect pack of useful exercises, convenient design and interesting people all over the world. As it was already mentioned, there is a convenient design because it is very similar to Facebook's one.

We came to the conclusion that by ignoring social media we are missing a world of opportunities. Schools like to think of themselves as modern, innovative and forward-thinking institutions, and the majority of them are. If you enter a classroom today, you are confronted with computers, PowerPoint, electronic whiteboards and iPads. But by refusing to be the part of the modern century we will never fully realize the potential of social networks as a language learning tool.

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THE NATURE AND BENEFITS OF INNOVATION POLICY AT MODERN ENTERPRISES

Scientific adviser – Korniiush H. V.

In modern conditions of socio-economic development, one important economic issue, which is currently coming into sharp focus, is the system of implementation of innovation policy in modern domestic companies. A necessary condition for the development of Ukrainian economy is adopting innovation policy at enterprises and introduction of new production and marketing technologies.

One of the most crucial tasks of innovation policy in modern domestic companies is the ability to react to market changes by launching new products or improving already existing ones, through introduction of new production technologies and selling techniques, by means of using the latest marketing strategies and improving the overall management system. The development and formation of innovative potential is an integral part of modern economic strategies of domestic enterprises.

To promote innovation in the production sphere and develop innovative capacity, it is rational to create a system of structural components: information, expertise, scientific-technical and innovation programs, financial support of scientific-technical and innovation activities of enterprises, etc. Such system is supposed to help to determine the internal capabilities and benefits of innovations as well as to assess the potential development of the organization in order to

improve the efficiency of its commercial activities.

An effective innovation policy results in technological development, new efficient trends in organization, optimization and management of production and work processes. It is worth mentioning that innovation activities do not always lead to the creation of a new product. However, they can influence the improvement of commodity qualities of the existing product and contribute to increasing the technical level of production.

Innovation is novelty, in the form of a new product, which is used for commercial gain. The concept of "innovation" applies to any novelty. Currently, the efficiency of innovation activities at enterprises is determined primarily by the presence of a well-operating system of investment, lending, and taxation, which functions in connection with innovative research and development. The real novelty of product innovation is associated with increased economic benefits from its use. Innovations of the company are always market- and consumer-oriented. The effectiveness of innovation is evaluated using a system of indicators reflecting the ratio of outputs and inputs.

Therefore, for the further development of Ukraine's economy it is highly important to implement innovation policies to improve technology and production, and to encourage innovation if modern domestic companies are to remain competitive.

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COMPETITIVENESS OF ENTERPRISES AS AN IMPORTANT ECONOMIC PHENOMENON

Scientific adviser – Korniiush H. V.

The phenomenon of competitiveness of enterprises is relevant to the development of countries and companies. High competitiveness is a crucial condition for high and stable income, development and successful functioning of businesses. The notion of competitiveness of enterprises can be defined as the ability to effectively manage different resources in a competitive market. Production and sales of competitive products are viewed as a prerequisite for a company's competitiveness [2].

Competitiveness can be measured by comparing the competitive position of companies in certain markets. It requires comparability of the evaluation parameters such as the level of production equipment, innovation and marketing policy, communication and networking, staff qualifications, export and import capabilities, etc. The main conditions that ensure the competitiveness include application of scientific approaches to strategic management; uniformity of the level of equipment, technology, economy, and management; use of modern methods of research and development; introduction of measures which make it possible to compete [1]. Competitiveness of enterprises is marked by high production efficiency (which is achieved by means of using advanced equipment and the latest technology as well as through employing highly qualified personnel) and the ability to get and retain the

top market positions (which is done by means of adopting fundamental principles of marketing management) [1]. There are two main factors of competitiveness: internal (management methods, organizational level of production processes, forecasting and planning, innovative technology, degree of customer satisfaction, etc.) and external (political situation in the country, economic ties, presence of competition, availability of raw materials, general level of technological development, etc.) [3].

All in all, competitiveness, which can exist only in a competitive environment, is the ability to produce and sell goods or provide services quickly, efficiently, in sufficient quantity, and at a high technological level. It is important to emphasize that there is no unified approach to defining this economic category in the domestic and foreign science, and consequently, each company, apart from adopting traditional ones, can create its own strategies aimed at maintaining a high level of competitiveness.

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THE INFLUENCE OF MULTINATIONAL CORPORATIONS ON THE ECONOMY OF UKRAINE

Scientific adviser – Hura A.O.

Multinational corporations are a form of international business, which nowadays plays an important role in shaping the strategy of the development of economic system of Ukraine.

According to the United Nations Conference on Trade and Development, a multinational corporation (MNC) is generally regarded as an enterprise comprising entities in more than one country which operate under a system of decision-making that permits coherent policies and a common strategy.

A multinational corporation invests the resources in expanding its activities in the international market through the establishment of subsidiaries, opening branches in other countries in order to obtain the most favorable business environment, which, in turn, leads to increasing company's profits and having a stronger economic impact on the world's national economies.

Features of MNCs are:

- production of goods or services at least in 6 countries;

- there are at least 25% of foreign workers;
- the share of foreign assets is at least 25% of the total assets of the company;
- the annual turnover is at least 1 bln. US dollars;
- the volume of sales outside the maternal company is at least 20%;
- the unified management strategy of the development of national enterprises, included in the MNC's organizational structure.

The activities of MNCs in Ukraine and the inflow of foreign investment in Ukraine are lower than in other Eastern European countries in or in the CIS.

The most attractive sectors of Ukrainian economy for MNCs are food industry, metal industry and mechanical engineering, finance, insurance and trade.

The biggest MNCs operating in Ukraine now are: Pepsi Cola (the USA), Coca Cola (the USA), Nestle (Switzerland), Unilever (the UK and the Netherlands), McDonalds Corporation (the USA), METRO Cash & Carry (Germany), Raiffeisen Bank International (Austria) and others.

MNC activities in Ukraine have both positive and negative effects.

The positive effects are: international specialization based on capital inter penetration; clusters formation; freedom of movement of factors of production and goods; access to better and cheaper resources; scientific and technical development; the development of the country's production; the expansion of innovative activity; reducing unemployment by means of creating more jobs; increasing budget revenues from taxing; expansion of trade within the country; providing goods and services of better quality; introducing international standards of production, management, etc.

The negative factors of the influence of MNCs on the economy of Ukraine are: increasing competition in the domestic market; the decline of domestic producers; the gradual destruction of national economic sovereignty connected with the emergence of supranational economic entities - MNCs; the presence of labor-intensive, energy-intensive, environmentally hazardous activities in the territory of Ukraine; outflow of capital; shortfall in budget revenues due to transfer prices; income tax evasion; the impact of MNCs on the country's economic power.

It is very important for the economy of Ukraine to determine the main trends of the development of national MNCs.

Foreign MNCs are ready to expand their activities in Ukraine, but there are some negative factors that prevent it. They are: unstable and excessive regulation; the absence of sustainable strategies and appropriate national action plan; inadequate legislation; unstable economic and political situation; high level of corruption in all spheres of economic activity; failure of the judiciary system to perform its functions properly; low purchasing power of Ukrainian consumers; the complexity of tax system.

In 2014 there was a sharp reduction of MNCs activity in Ukraine. Unfortunately, due to the unstable economic and political situation the country can expect further suspension of MNC activities and the restriction of foreign direct investments into the economy of Ukraine.

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THE PROBLEMS OF THE INTERNATIONAL LEGAL REGULATIONS TO COMBAT PIRACY IN MODERN CONDITIONS

Scientific adviser – Orlova O.O.

Piracy is an act of robbery or criminal violence by ship- boat -borne attackers upon another ship or a coastal area, typically with the goal of stealing cargo and other valuable items or properties. Those who are engaged in acts of piracy are called pirates. These days new kinds of piracy like an air piracy (attack on aircraft) and copyright piracy appear.

The earliest documented instances of piracy were in the 14th century BC, when the Sea Peoples, a group of ocean raiders, attacked the ships of the Aegean and Mediterranean States. Sea robbers were known not only as Antique Europeans. They were known in Antique Asia, Australia, America. In the Middle Ages there were strong pirates from North Africa, Persian pirates, Vikings, Turkish pirates. The Golden Age of Piracy is a common design given to one or more outbursts of piracy in the maritime history of the early modern period. In its broadest accepted definition, the Golden Age of Piracy spans the 1650s to the 1730s. It was the period that had a great impact on culture.

Piracy is one of the problems of the international community, which is looking for ways to fight with it. In ancient Rome, the punishment for pirates, like for robbers was the death penalty, by crucifixion on the cross. In the United States, the criminal prosecution of piracy is authorized in the U.S. Constitution, Art. I Sec. 8 cl. 10: ... To define and punish Piracies and Felonies committed on the high Seas, and Offenses against the Law of Nations. Whoever, on the high seas, commits the crime of piracy as determined by the law of nations, and is afterwards brought in or found in the United States, shall be imprisoned for life.

Piracy is a note in international law as it is commonly held to represent the earliest invocation of the concept of universal jurisdiction. The crime of piracy is considered a breach of *jus cogens*, a conventional peremptory international norm

that states must uphold. Those committing thefts on the high seas, inhibiting trade, and endangering maritime communication are considered by sovereign states to be *hostis humani generis* (enemies of humanity) The international community has developed many conventions dedicated to combating piracy. Article 100 of the 1982 Convention establishes the general duty of States "to cooperate to the fullest extent possible in the suppression of piracy on the high seas or in any other place beyond the jurisdiction of any State". There are rules of international air law dedicated to fighting with air piracy. Article 446 Criminal Code of Ukraine Defines this act as a crime.

Currently, the main zones of activity of sea pirates are the Guinea and Aden bays, the Malacca Strait, the South China Sea. Their actions are facilitated by political instability in the countries adjacent to the coast of these water areas, the presence of numerous convenient shelters on the shore, and intensive navigation in these areas. Significant income received by pirates from ransom for vessels, their crews and cargo, allows them to purchase high-speed boats and boats, weapons, communications, which makes their actions even more effective. The world's military fleets are not equipped to deal with sea piracy, as pirate boats are very numerous, speedy and extremely small-sized targets. Combat ships are not adapted to fight against similar targets. In addition, the fight against maritime piracy is extremely difficult for legal reasons. First, it is unclear, in whose jurisdiction are the pirates captured in neutral waters. If medieval pirates who did not have a private patent were hanged on the piers, then modern pirates, especially if they had time to throw the weapon overboard, are either simply released or handed over to the authorities of their country, where they are usually immediately at large (the most vivid example - Somalia). Secondly, the jurisdiction of captured by pirates ships is very often unclear. Basically, pirates seize ships for ransom. In May 2011, Somali pirates retained about 480 sailors and 50 vessels pending a ransom. At the same time, 1011 pirates were in prisons in 20 countries, either being convicted or waiting for a court decision (according to the UN). On average, pirates receive a ransom of 4 million US dollars per ship, and spend 300 thousand US dollars on the operation, of which 180,000 go for a bribe. Every year about a thousand ships are attacked by pirates. One of the most famous attacks is the attack on the Ukrainian cargo ship "Faina". Pirates seized the "Faina", on board which was 21 crew members: 17 of them - citizens of Ukraine, three - Russian citizens. On board the "Faina" was a dangerous cargo: 33 T-72 tanks, grenade launchers, anti-aircraft installations. . For the liberation of the ship pirates at different times required from \$ 3 to \$ 35 million. The ship was in captivity from September 25, 2008 to February 5, 2009.

From year to year the international community is paying more and more attention to this problem. I hope that the near future this problem can be solved and piracy will remain only in popular culture.

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THE PROSPECT OF THE UKRAINIAN YOUTH IN THE EUROPEAN UNION

Scientific adviser – Vemjan V.G.

The main thing in teenager`s life is education. Today we are going to tell about the perspective Ukrainian youth in European Union. Let`s consider the most famous universities of different places and Ukraine especially.

The first is about **Cambridge University**. Cambridge University is a Confederation of 31 colleges. Each college has their own property: a library, a church and others. The life and work of the colleges is governed by their own statuses and rules. Graduates of this university were such famous personalities as Charles Darwin, Isaac Newton, John Byron and a lot of others.[1].

The next is very famous **Oxford University**. Comprises of 38 colleges. The main direction of students training is: humanitarian directions, mathematical, physical, medicine, social sciences, life sciences and the environment. It is located in Great Britain.

It is very interesting for you to know about **Harvard University**. Harvard has about 2100 faculty and has about 6700 students. 75 Nobel laureates have been associated with the University. It is the biggest university in country by number of graduates.

Now, I should like to tell you about our country universities.

The first is **National Taras Shevchenko University**. It has a physics and mathematics lecture, data processing center, several astronomical observatories and libraries. [2].

The second is **Kharkiv National University Karazin**. It includes biological, geology and geography, foreign languages, historical, medical, mathematics, physics, chemical departments. Also, it has international, cultural and innovation

centers and educational research institutions.

And the last, I tell you about ***Ukrainian Engineering and Pedagogical Academy.***

It has scientific students' societies, which enable the realization of our interests. The 18 departments provide training of students on fundamental humanitarian general engineering and special disciplines.

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LEGISLATION'S PATHOLOGIES IN THE MODERN WORLD REALIAS

Scientific adviser – Razumenko T.O.

When travelling around the world, it's not always a bad idea to do your research on local laws and traditions. Not only could this keep you out of trouble, but it can also help you get the most out of your holiday. However, there are some weird and wonderful rules that surely nobody is expected to follow, so it's always best to know before you go!

You're still not allowed to get a divorce in Philippines and Vatican. These are the only two countries in the world where divorce is illegal.

Have you ever thought chewing gum may land you in prison? Yes, It happens! Chewing gum is completely illegal in Singapore since 1992. No gum is allowed to be bought or sold inside Singapore and there is a \$500 fine for spitting out gum on the streets.

Denmark is a delightful country, but even more delightful when it comes to hospitality. In Danish restaurants, you don't have to pay for your food unless, by your own opinion, you are 'full' at the end of your meal. If not, you can proceed without paying the bill at all.

It is illegal in Venice to feed pigeons with any kind of foods. They think that pigeons are root cause of many diseases and feeding them may cause to increase their breed.

This is our journey into the crazy and creative world of laws ends. Be careful traveling the world!

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SPECIFIC FEATURES OF THE AMERICAN YOUTH LIFE

Scientific adviser – Ivanenko V.V.

What do teenagers think about? How do they feel about their parents and families, dating, the media, the government, social issues, their personal safety, and other issues?

Young people in the USA also have their problems and hobbies. I would like

to tell about some of them. At American schools there are many different circles for schoolchildren, for example, a school literature society, sports society, and so on.

Many young American people are fond of sports. They attend school sports clubs. There are sports teams at schools and different competitions are organized quite often.

Besides, there are a lot of school parties. Parents help to organize them. There are “talent nights” where the schoolchildren show all their talents as to the drama or singing. Most music societies have bands or orchestras, which perform on different occasions.

Besides, lots of children and teenagers have hobbies. They join different clubs that are organized for young people having the same hobby. During their holidays young people like to travel.

There are also some political organizations, and different organization, that are connected with ecology or racial discrimination. As our youth, American young people also like to communicate with each other and spend a lot of time together. A few national studies periodically survey the attitudes, opinions, and behavior of American teenagers on a range of topics. For example, since 1993 the University of Michigan has conducted the annual study *Monitoring the Future*; the study's primary focus is monitoring drug- and alcohol-related behaviors among American secondary school students, college students, and other young adults. Market research firms can also be depended upon to conduct frequent surveys of teens, since teens have significant buying power. [1]

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INNOVATION TECHNOLOGIES IN EDUCATION

Scientific adviser – Vemjan V.G.

Education World offers new technology content every day. Now, in this information age, we can talk to each other in ways we never imagined.

Nowadays, our society needs in nonstandard thinking people, who have creative approach to the work. Their objectives are the researching of methods to become developed personality.

The interactive form of education is dominating in the process of interaction between teacher and students.

Exist such forms of education: the business and roleplay, training, discussion, debate, case-method, project method, brainstorming, portfolio, «round table», presentation, technique of situations etc. Consider some of them, are the most common.

Brainstorming. Brainstorming is a group or individual creativity

technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

Brainstorming involves working with groups of around 12 participants, including both experts and novices. Participants are encouraged to provide wild and unexpected answers. Ideas receive no criticism or discussion. The group simply provides ideas that might lead to a solution and apply no analytical judgment as to the feasibility. The judgments are reserved for a later date. [2]

Exist four general rules of brainstorming:

- Go for quantity;
- Withhold criticism;
- Welcome wild ideas;
- Combine and improve ideas.

Role plays. Role-playing refers to the changing of one's behaviour to assume a role, either unconsciously to fill a social role, or consciously to act out an adopted role.

How to Use Role Playing. It consists of 5 steps

Step 1: Identify the Situation. To start the process, gather students together, introduce the problem, and encourage an open discussion to uncover all of the relevant issues.

Step 2: Add Details. Set up a scenario in enough detail for it to feel «real».

Step 3: Assign Roles. Identify the various fictional characters involved in the scenario. Once you've identified these roles, allocate them to the people involved in your exercise; they should use their imagination to put themselves inside the minds of the people that they're representing. This involves trying to understand their perspectives, goals, motivations, and feelings when they enter the situation.

Step 4: Act Out the Scenario. Each student can then assume their role, and act out the situation, trying different approaches where necessary.

Step 5: Discuss What You Have Learned. When you finish the role-play, discuss what you've learned, so that you or the people involved can learn from the experience.

Innovative educational technology might represent a completely new way of teaching.

Useful sources of innovation technologies.

The 1-st is Computer-assisted instruction. Basically, this technology instruction allows teachers to spend more time with individual students. Meanwhile, other students in the class can work through their lessons at their own pace. This improves classroom efficiency and allows for one-on-one attention in larger classrooms. [1]

The 2-nd Part: A lot of people are connected through the Web. The innovative use of social media is the creation of “Pinterest boards” that related with education to linking with users. A commonly overlooked trend in education technology is the use of websites and social media. Some teachers have used these technologies to create a homework blog, a classroom website or student blogs. This can be seen as the technological extension of the traditional schoolhouse and

its connections with the community.

The 3-rd is software of laptop. This means schoolchildren using the device by learning basic lessons in reading, writing and arithmetic. However, they can eventually progress to program and reconfigure the laptop in any way that suits their needs.

These innovations illustrate how to practice in education and how we can tap into these ideas.

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EU AND UKRAINIAN YOUTH INTERCOMMUNICATION AND INTERACTION

Scientific adviser – Belousov A.V.

“Young people are the future!” – isn’t that a no-brainer! When meeting politicians, we often find them paying lip service to this mantra. But if you tell someone that they are the future, doesn’t it simply mean you are putting them

Luis Alvarado is president of the European Youth Forum.

Today, we are the generation that is anxious, angry and cynical about the future being offered to us. The generation that starts to say: enough!

How will our EU leaders, meeting in Rome on 25 March, live up to all their grand declarations – including Juncker’s pledge to make youth a top priority? Many argue, and rightly so, that politics has not worked out so well for young people recently; that we are on a collision course. Crises are many: from unemployment, poverty and marginalization, to racism, fake news, and climate change ... Ugh, the world seems to be spinning out of control. How can we avoid that impending doom? [1]

Europe needs to wake up. 60 years after the Treaty of Rome we have to choose. Do we want a union that feels anything but united or one where people share a common EU identity in addition to their national and regional ones? I am a fervent believer that this is a chance to reinvent the ways in which we live and who better to turn to than what The Economist termed the “generation most intolerant to intolerance”, to build the inclusive and tolerant communities of tomorrow?

Let compare some about such sphere as – Ukrainian youth and EU. If to be honest I think that it is a very silly idea to leave you country and move to another. As for me it is very awful to think that the life in all variants is better abroad than here. And the reasons why most of teens and adults go (as for example, in Poland) because of jobless.

They see a lot of pluces there for forward life and within. And I asked myself – will they do something on the new place to make their life better if they

destroy all what they had in Ukraine. By the way it is a fact of life that most part of us are – sofa warriors. If to say easier (speak a lot and to do nothing). I am sure in 100% that If we truly wanted to live without any problems, nobody could interfere us. Also I think so that we must unite and do everything what in our forces to change our own home! And you can be sure that in few years people from abroad countries will come to our country because we are best of the best. And we worth it! In conclusion of my opinion I want to sum up. If your desire isn't coming - the price has not been paid! Never give UP.

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THE INFLUENCE OF TRAVELLING ON PEOPLE'S LIFE

Scientific adviser – Vemjan V.G.

Before I started travelling, anxiety had control of my life. It sent me spiraling out of control, and left me unable to function. I had multiple panic attacks a day, caused by I don't even know what, and I didn't know how to stop them. I developed hypochondria, convinced that my mental breakdown was due to a terminal illness. I gave myself an eating disorder in a desperate attempt to remain in control of a small aspect of my life. For a period of six months I couldn't step outside my front door because doing so would cause me to break down in fear. I was well and truly broken. [1] Travel helped me to gain control of my anxiety by giving me control over my life. In the beginning, I was running away from my fears, but later, I began to run towards them.

Travel is the movement of people between relatively distant geographical locations, and can involve travel by foot, bicycle, automobile, train, boat, airplane, or other means, with or without luggage, and can be one way or round trip. Now I'd like to tell you about 9 reasons of travelling. The first reason is Learn new languages. While travelling to new places, you will surely pick up the local language. Today we live in a world where becoming bilingual can benefit you very much.

The second is make new friends. You must have often seen that while you are in the train or the plane, you often start a conversation with the person sitting right next to you and at the end of the journey you realize that you have made a very good friend.

The third one is new cuisine. When you visit a new country or city, you are bound to come across some food that you have never eaten before, Sometimes the new food that you try is so amazing that you end up asking the recipe for it.

The Next slide shows us about reconnect with your partner. If you are travelling with your girlfriend, wife, boyfriend or husband this might be the best way to reconnect with them.

It seems to me you will become more active. When you go out for a vacation you are more likely to indulge in activities like rafting, rock climbing, playing on the beach etc.

In addition you can confront your fears. If you are going on an adventure sport holiday and you are afraid of certain things for example fear of height or fear of water, this might be an excellent time to face those fears.

How does traveling reduce your stress? In my opinion travelling can take away all the stress from your life. When you travel, you are away from the boring daily routine of your life and you see new things which give your mind peace.

The next reason is to know yourself better. If you are travelling alone at a peaceful place it might be a good way for you to get to know yourself and reflect upon yourself.

The last is to take a break! Aren't we all bored by our day to day lives? Don't we at some time feel that we cannot take it anymore and we need a break? Yes, the answer lies in actually taking a break.

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SECTOR II “ACTUAL ISSUES OF PSYCHOLOGY AND PEDAGOGY”

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THE MOZART EFFECT: THE TRUTH OR FICTION?

Scientific adviser – Kompaniyets I. V.

Since nearly the beginning of human history, music has been used as a force for healing. Aristotle taught that “When we hear (music and poetry) our very soul is altered.” In modern times, scholars and doctors researched the mysterious power of music. Doctors have found that babies express preference for the same kind of music they heard while in the womb. Many studies have shown that classical music strengthens the neurons in the brain of the child, forming a strong bond between the right and left hemispheres of the brain, thereby contributing to the development of mental abilities and mastery of foreign languages. Other studies indicate that classical music not only harmonizes the psychological state of a child of any age, but even promotes the development of creativity, creative imagination, and through it the perception of different aspects of life, as well as attention and intelligence helps to reveal the inner potential, communication skills and even language development.

The term "Mozart effect" was first coined by Alfred A. Tomatis who used Mozart's music as the listening stimulus in his work attempting to cure a variety of disorders. He used the music of Mozart in his efforts to "retrain" the ear, and believed that listening to the music presented at differing frequencies helped the ear, and promoted healing and the development of the brain. In 1993, the journal

Science published the results of a study by psychologist Frances Rauscher and his colleagues at the University of California. They claimed that teenagers who listened to Mozart's 1781 Sonata for Two Pianos in D major performed better in some tests than other young people who listened to other music or no music. To give you more details about the study mentioned above, the participants were divided into three groups. One group listened to Mozart's sonnet, the second one listened to mystical music, and the last group didn't listen to any music at all. Later, the groups took the test that measures spatial cognition. The first group, who listened to Mozart, scored the best in this test, which led the researchers to conclude that "Classical music increases cognitive skills."

The unfortunate misconception that Rauscher and his friends had as a result in their studies: "This increase in cognition equals to 8-10 IQ points" created the false belief that "Classical music makes you smarter." Actually, it doesn't increase the overall IQ directly, it just boosts the audio and spatial skills. Classical music is soothing for one's soul, that understandably leads one to feel better and more peaceful. However, when we look at this sonnet by Mozart, we see that it has high frequency. As we know, while our brain waves are at the lowest frequency while sleeping, once we start learning and concentrating, the frequency increases [1].

Although it was never really proved, the Mozart Effect was all over the newspapers. The questions like "Will babies be smarter?", "Should pregnant women put music on their bellies?", "Will you be more successful if you listen to Mozart's music before exams?" started appearing everywhere. The media made this finding a bigger and bigger deal. There were headlines such as "Classical music increases IQ by 10 points," then the toy industry saw the opportunity. The families could easily make their children listen to Mozart to make them smarter, and they didn't have to pay a lot for that. Millions of CDs were sold with the name 'Mozart Effect', which reinforced the misconception even further among the public. Some of these CDs had names such as "Mozart for Parents," "Mozart to Boost Your Infant's IQ," etc. It went so far that in some of the states in USA, the CDs were distributed to parents free of charge.

Swiss psychologist Adrian Bangerter, found that the Mozart Effect received the most newspaper mentions in those U.S. states with the weakest educational systems—giving tentative support to the previously untested notion that rumours and legends grow in response to public anxiety. Concern about education was so great, in fact, that several U.S. states actually passed laws requiring state-subsidized childcare centres to play classical music or giving all new mothers a classical music CD in the hospital.

Despite the popularity of the Mozart effect, experiments on the relationship between music and spatial reasoning have produced inconsistent results, and there has been no direct evidence for enhancement of overall intelligence. That is not to say, however, that all investigation of music and cognition should be dismissed. Although classical music doesn't increase overall IQ, it boosts some cognitive functions, which are pretty important. But how? Researchers have observed that not every classical music piece has this effect, but only those that emotionally

move people. For example, depressive classical music pieces or "relaxation" songs do not have the same impact, which means that classical music works this way just because it is classical music; but some pieces have this short-term effect on people because they somehow "move" people. Such pieces boost the cognitive functions by keeping the brain awake; and similar works have similar effect [3].

Latest scientific research shows that when people listen to music, many different areas in their brain are activated. However, there is still no clear understanding about why some music pieces stimulate the brain more than others. Rauscher is both amazed by the latest developments and also says that his findings were misinterpreted and misunderstood. He states that he never said that there was a permanent increase in the IQs of the students who listened to Mozart, but he said that spatial cognition of those students was enhanced temporarily.

In conclusion, we would like to notice that the premise "Classical music makes people smarter" is completely false. However, we shouldn't misunderstand it, it doesn't mean that classical music is bad, it just means that you can't trick your way into being a genius by listening to classical music. If you want your child to have both high IQ and EQ, you have to constantly interact with them, provide them with opportunities to explore and discover and improve their awareness of self-value.

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PROBLEMS AND CAUSES OF JUVENILE CRIME

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Juvenile crime is the most large-scale and social problem of in many countries of the world. It is known that the nature of criminological situation in the country is largely provided due to the level and structure of crime among juveniles, which essentially determines the state of crime in general. The current state of the juvenile crime (persons aged 14-18 years) is a warning for the future social development and at the same time, the need to work hard for the prevention of illegal behaviour. Active search and preventive measures can localize the level of juvenile crime.

Youth nowadays, regardless of gender, social origin or country of residence, are subject to individual risks but are also being presented with new individual opportunities—some beneficial and some potentially harmful. Quite often, advantage is being taken of illegal opportunities as young people commit various

offences, become addicted to drugs, and use violence against their peers.

Statistical data indicate that in virtually all parts of the world, with the exception of the United States, rates of youth crime rose in the 1990s. In Western Europe, one of the few regions for which data are available, arrests of juvenile delinquents and under-age offenders increased by an average of around 50 per cent between the mid- 1980s and the late 1990s. The countries in transition have also witnessed a dramatic rise in delinquency rates; since 1995, juvenile crime levels in many countries in Eastern Europe and the Commonwealth of Independent States have increased by more than 30 per cent. Many of the criminal offences are related to drug abuse and excessive alcohol use.

The formation, development and changes of such a social disease of society as crime in general and juvenile crime in particular is the result of a complex of factors – social processes, circumstances, situations which determine individual criminal behaviour under certain conditions.

The intensity and severity of juvenile offences are generally determined by the social, economic and cultural conditions prevailing in a country. There is evidence of a universal increase in juvenile crime taking place concurrently with economic decline, especially in the poor districts of large cities. In many cases street children later become young offenders, having already encountered violence in their immediate social environment as either witnesses or victims of violent acts. The educational attainments of this group are rather low as a rule, basic social experience acquired in the family is too often insufficient, and the socio-economic environment is determined by poverty and under- or unemployment.

Psychologists and sociologists in their studies have investigated the problem of the juvenile crime and defined the causes of crimes. Some of the most common causes of juvenile delinquency are as follows:

1. Economic Causes. Financial crisis due to poverty gets a person involved in criminal activities. A poor parent may not be able to educate his children, and lack of education may lead to criminal thinking of a child. Homelessness makes the children spend much time outdoors together with other children deprived of normal living conditions. Lack of employment leads to criminal activities. An unemployed parent needs to run his household. When he does not find any legal opportunity to earn money he may become a participant of criminal activities to finance living of his family and involve his child. What is more, income inequality of families may lead to the situation when a child envies his classmates who have expensive things while he does not. This turns him to stealing things at shops and at school, and he becomes a thief.

2. Political causes. Domestic and foreign policy reflects on the overall situation of the country, the processes which affect all social institutions and relate to the suitable conditions for the development of socially useful behaviour of the minor. At present there is a general political instability of the internal situation in the country, due to the aggravation of powers; corruption at all levels of the public service. Among the factors which determine the development of crime may be called the failure of the authorities and law enforcement system to perform the task

of combating crime effectively and efficiently and to hold it at a socially acceptable level. Incomplete initiated reforms must be improved to make a system of law enforcement agencies be able to respond to criminal offences adequately, applying practices, with its educational and preventive nature.

3. Social environment. Social environment mirrors what teenagers value and what priorities they set. Today youngsters are more independent than the elder generation. When this tendency goes to an extreme, problems arise. Some teenagers want to throw away the traditional principles most of which were considered positive by many generations. Youngsters are reluctant to listen to the advice of adults. They behave in the way they like, so it might bring them to committing crimes. In addition, in some classes a child with a low self-esteem can experience negative influence of his friends and feel peer pressure. He is not able to resist classmates who are engaged in offending. Then the risk of his becoming an offender gets higher.

4. Family problems. The important factor of juvenile crimes is the increasing number of divorces and appearance of single-parent families. The children in single-parent families are taken less care of and they feel being neglected and isolated. The lack of parental love, family violence and abuse of children make them hostile and cynical towards everybody. Moreover, the children whose parents are drug or alcohol abused have a greater danger to follow their example. Such families have no money for normal life and their children are more likely to become offenders.

Many families do not fully implements one of the main functions – to create conditions for acceptable social development of children and forming of their motivation for socially useful activity and positive behaviour. The need to meet the material needs leads to the fact that most of the time parents spend on earnings, go for a long time to neighbouring regions or countries. So, they do not pay enough attention to their children and lose their trust and respect, the need to communicate, support. This leads to the changes of children values, satisfaction, selfish consumer values, are prevalent, which sometimes creates incentives for criminal behaviour of minors.

4. Negative influence of mass media. One of the reasons of high rates of youth delinquency is the negative influence of mass media. Some TV producers, film makers, book publishers are more concerned with profits than with the quality of production. These books, movies and violent computer games may also have negative effects on children. When teenagers are exposed to violence, aggressive ideas are introduced into their minds, which can bring harm to their mentality.

Some teenagers watch films showing murders, fights and crimes rather often, while their parents do not know about that. Gradually children learn to think that violence is an ordinary way of life, shooting and cheating are ways to succeed. Such wrong understanding has an impact on their life style. Violent computer games produce the same damaging effect on human minds.

In conclusion we suggest that causes, conditions, factors determined the criminal behaviour of juveniles indicate the need to develop a set of measures and

a national program to prevent juvenile delinquency and deviant children behaviour correction that will help to create safe conditions of social life in the country. Preventive measures and comprehensive programs should be based on the functioning of society and social institutions operating with age, psychological, ethical, physical, educational, gender and other personal characteristics of the child.

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PSYCHOLOGICAL STUDIES OF SCHIZOPRENIA: CAUSES, TREATMENT AND SYMPTOMS

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Schizophrenia is a mental disorder that usually appears in late adolescence or early adulthood. Characterized by delusions, hallucinations, and other cognitive difficulties, schizophrenia can often be a lifelong struggle.

Schizophrenia most commonly strikes between the ages of 16 and 30, and males tend to show symptoms at a slightly younger age than females. In many cases, the disorder develops so slowly that the individual does not know that they have had it for many years. However, in other cases, it can strike suddenly and develop quickly [1].

Schizophrenia affects approximately 1 percent of all adults, globally. Experts say schizophrenia is probably many illnesses masquerading as one.

Some research suggests that schizophrenia may be the result of faulty neuronal development in the brain of the fetus, which later in life emerges as a full-blown illness.

Individuals with schizophrenia may hear voices that are not there. Some may be convinced that others are reading their minds, controlling how they think, or plotting against them. This can distress patients severely and persistently, making them withdrawn and, at times, frantic.

A sizable proportion of people with schizophrenia have to rely on others because they are unable to hold a job or care for themselves. Many may also resist treatment, arguing that there is nothing wrong with them.

Some patients may present clear symptoms, but on other occasions, they may seem fine until they start explaining what they are truly thinking. The effects of schizophrenia reach far beyond the patient - families, friends, and society are affected too [2].

Symptoms and signs of schizophrenia will vary, depending on the individual.

The symptoms are classified into four categories:

- Positive symptoms - also known as psychotic symptoms. For example, delusions and hallucinations.
- Negative symptoms - these refer to elements that are taken away from the individual. For example, absence of facial expressions or lack of motivation.
- Cognitive symptoms - these affect the person's thought processes. They may be positive or negative symptoms, for example, poor concentration is a negative symptom.
- Emotional symptoms - these are usually negative symptoms, such as blunted emotions.

Below is a list of the major symptoms:

- Delusions - the patient displays false beliefs, which can take many forms, such as delusions of persecution, or delusions of grandeur. They may feel others are attempting to control them remotely. Or, they may think they have extraordinary powers and abilities.
- Hallucinations - hearing voices is much more common than seeing, feeling, tasting, or smelling things which are not there, however, people with schizophrenia may experience a wide range of hallucinations.
- Thought disorder - the person may jump from one subject to another for no logical reason. The speaker may be hard to follow or erratic.

Other symptoms may include:

- Lack of motivation (avolition) - the patient loses their drive. Everyday actions, such as washing and cooking, are neglected.
- Poor expression of emotions - responses to happy or sad occasions may be lacking, or inappropriate.
- Social withdrawal - when a patient with schizophrenia withdraws socially, it is often because they believe somebody is going to harm them.
- Unawareness of illness - as the hallucinations and delusions seem so real for patients, many of them may not believe they are ill. They may refuse to take medication for fear of side effects, or for fear that the medication may be poison, for example.
- Cognitive difficulties - the patient's ability to concentrate, recall things, plan ahead, and to organize their life are affected. Communication becomes more difficult.

Experts believe several factors are generally involved in contributing to the onset of schizophrenia.

Evidence suggests that genetic and environmental factors act together to bring about schizophrenia. The condition has an inherited element, but environmental triggers also significantly influence it.

Below is a list of the factors that are thought to contribute towards the onset of schizophrenia:

Genetic inheritance

If there is no history of schizophrenia in a family, the chances of developing it are less than 1 percent. However, that risk rises to 10 percent if a parent was

diagnosed.

Chemical imbalance in the brain

Experts believe that an imbalance of dopamine, a neurotransmitter, is involved in the onset of schizophrenia. Other neurotransmitters, such as serotonin, may also be involved.

Family relationships

There is no evidence to prove or even indicate that family relationships might cause schizophrenia, however, some patients with the illness believe family tension triggers relapses.

Environmental factors

Although there is no definite proof, many suspect trauma before birth and viral infections may contribute to the development of the disease.

Stressful experiences often precede the emergence of schizophrenia. Before any acute symptoms are apparent, people with schizophrenia habitually become bad-tempered, anxious, and unfocused. This can trigger relationship problems, divorce, and unemployment [3].

These factors are often blamed for the onset of the disease, when really it was the other way round - the disease caused the crisis. Therefore, it is extremely difficult to know whether schizophrenia caused certain stresses or occurred as a result of them.

Drug induced schizophrenia

Marijuana and LSD are known to cause schizophrenia relapses. Additionally, for people with a predisposition to a psychotic illness such as schizophrenia, usage of cannabis may trigger the first episode.

Some researchers believe that certain prescription drugs, such as steroids and stimulants, can cause psychosis.

A schizophrenia diagnosis is reached by observing the actions of the patient. If the doctor suspects possible schizophrenia, they will need to know about the patient's medical and psychiatric history.

Certain tests will be ordered to rule out other illnesses and conditions that may trigger schizophrenia-like symptoms, such as:

- Blood tests - in cases where drug use may be a factor a blood test may be ordered. Blood tests are also done to exclude physical causes of illness.
- Imaging studies - to rule out tumors and problems in the structure of the brain.
- Psychological evaluation - a specialist will assess the patient's mental state by asking about thoughts, moods, hallucinations, suicidal traits, violent tendencies, or potential for violence, as well as observing their demeanor and appearance.

Patients must meet the criteria outlined in the DSM (Diagnostic and Statistical Manual of Mental Disorders). This is an American Psychiatric Association manual used by healthcare professionals to diagnose mental illnesses and conditions.

The doctor needs to exclude other possible mental health disorders, such

as bipolar disorder or schizoaffective disorder.

It is also important to establish that the signs and symptoms have not been caused by, for example, a prescribed medication or substance abuse.

The patient must:

- have at least two of the following typical symptoms:
- delusions
- disorganized or catatonic behavior
- disorganized speech
- hallucinations
- negative symptoms that are present for much of the time during the last 4 weeks
- experience considerable impairment in the ability to attend school, carry out their work duties, or carry out everyday tasks.
- Have symptoms that persist for 6 months or more.

With proper treatment, patients can lead productive lives. Treatment can help relieve many of the symptoms of schizophrenia. However, the majority of patients with the disorder have to cope with the symptoms for life.

Psychiatrists say the most effective treatment for schizophrenia patients is usually a combination of:

- medication
- psychological counseling
- self-help resources

Anti-psychosis drugs have transformed schizophrenia treatment. Thanks to them, the majority of patients are able to live in the community, rather than stay in a hospital.

The most common schizophrenia medications are:

- Risperidone (Risperdal) - less sedating than other atypical antipsychotics. Weight gain and diabetes are possible side effects, but are less likely to happen, compared with Clozapine or Olanzapine.
- Olanzapine (Zyprexa) - may also improve negative symptoms. However, the risks of serious weight gain and the development of diabetes are significant.
- Quetiapine (Seroquel) - risk of weight gain and diabetes, however, the risk is lower than Clozapine or Olanzapine.
- Ziprasidone (Geodon) - the risk of weight gain and diabetes is lower than other atypical antipsychotics. However, it might contribute to cardiac arrhythmia.
- Clozapine (Clozaril) - effective for patients who have been resistant to treatment. It is known to lower suicidal behaviors in patients with schizophrenia. The risk of weight gain and diabetes is significant.
- Haloperidol - an antipsychotic used to treat schizophrenia. It has a long-lasting effect (weeks).

The primary schizophrenia treatment is medication. Sadly, compliance (following the medication regimen) is a major problem. People with schizophrenia

often come off their medication for long periods during their lives, at huge personal costs to themselves and often to those around them.

The patient must continue taking medication even when symptoms are gone. Otherwise they will come back.

The first time a person experiences schizophrenia symptoms, it can be very unpleasant. They may take a long time to recover, and that recovery can be a lonely experience. It is crucial that a person living with schizophrenia receives the full support of their family, friends, and community services when onset appears for the first time.

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PSYCHOLOGICAL BASES OF USING VOCABULARY CONNECTED WITH SUPERSTITIONS AND SOCIAL TABOOS

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Superstitions are also known as «folk beliefs». Most people have superstitious beliefs and practices of one kind or another, based on their cultural background.

What are superstitions? A superstition is an irrational or invalid belief about the relation between certain actions (often behaviors) and other actions. The superstitious individual erroneously believes that the future or the outcome of certain events can be caused or influenced by certain specified behaviors, despite the lack of a causal relationship in reality [1,48].

The aim of the article is to study the psychological bases of using special vocabulary connected with superstitions and social taboos.

Many superstitions emerged from the notions of «good luck» and «bad luck», the notion of «luck», however, can itself be considered as a form of superstition. Even in our modern emancipated times, old superstitious fears still lurk behind words associated with death and fatal diseases. People are not superstitious nowadays and yet they are surprisingly reluctant to use the verb *to die* which has a long chain of both solemn and humorous substitutes. E. g. *to pass away, to be taken, to breathe one's last, to depart this life, to close one's eyes, to yield (give) up the ghost, to go the way of all flesh, to go West (slang.), to kick off (slang.), to check out (slang.), to kick the bucket (slang.), to take a ride (slang.), to hop the twig (slang.), to join the majority (slang.)*.

Superstition may be expressed in the terminology of religion, giving rise to skeptical thinkers' opinion that all religion is a superstition. Greek and Roman pagans, who modeled their relations with the gods on political and social terms scorned the man who constantly trembled with fear at the thought of the gods, as a

slave feared a cruel and capricious master. Such fear of the gods (deisidaimonia) was what the Romans meant by «superstition».

The Christian religion also made certain words taboo. The proverb *Speak of the devil and he will appear* must have been used and taken quite literally when it was first used, and the fear of *calling the devil by name* was certainly inherited from ancient superstitious beliefs. So, the word *devil* became taboo, and a number of euphemisms were substitutes for it: *the Prince of Darkness, the black one, the evil one, dickens, deuce, (Old) Nick*.

The word *God*, due to other considerations, also had a great number of substitutes which can still be traced in such phrases as *Good Lord!, By Heavens/, Good Heavens!, (My) goodness!, (My) goodness gracious!, Gracious me!*

By its definition superstition is not based on reason. Many superstitions can be prompted by misunderstandings of causality or statistics. Others spring from unenlightened fears, which may be expressed in religious beliefs or practice, or belief in extraordinary events, supernatural interventions, apparitions as well as in the efficacy of charms, incantations, the meaningfulness of omens and prognostications. Any of the above can lead to unfounded fears, or excessive scrupulosity in outward observances, for example, when a person sneezed. People believed that a body without a soul was vulnerable to evil spirits and saying '*god bless*' or '*bless you*' helped keep these evil spirits away.

Mental diseases also cause the frequent use of substitutions. A mad person may be described as *insane, mentally unstable, unbalanced, unhinged, not (quite) right, not all there, off one's head, off one's rocker, wrong in the upper storey, having bats in one's belfry, crazy as a bedbug, cuckoo* (slang.), *nutty* (slang.), *off one's nut* (slang), *loony* (slang), *a mental case, a mental defective*, etc. A clinic for such patients can also be discreetly referred to as, for instance, *an asylum, sanitarium, sanatorium, (mental) institution*, and, less discreetly, as *a nut house* (slang.), *booby hatch* (slang.), *loony bin* (slang.).

Most of the superstitious beliefs are typically characterized by lack of logic, and are spread by gullible people. Superstitions are defined as irrational beliefs which stem from our lack of knowledge or the fear of the unknown. Right from Friday the 13th and eye twitching, to animals and the weather, everything seems to have a superstitious belief associated with it. More importantly, the superstitious nature of an individual is not just restricted to luck, but goes well beyond it, in the realms of ghosts, goblins, and witchcraft, as well as pseudo sciences, like astrology and alternative medicine.

Superstitions have rooted themselves so firmly in our society, that it is virtually impossible for an individual to ignore them even if he himself doesn't believe in them. While most people are superstitious to a certain extent, the same seems to have become the second nature of the rich and famous. Politicians nowadays resort to astrological predictions to see what's in store for them. It wouldn't be surprising if they start using it to decide the matters of the state tomorrow (or perhaps they already do). Such beliefs are also rampant in the sporting arena, on the silver screen, and surprisingly, even in the field of medicine.

Real-life examples of superstitious beliefs in sports include players putting their right foot first when entering the field, wearing a specific-numbered jersey, sitting on a particular seat when traveling in the team bus, and so on. Superstitious beliefs and practices are not restricted to any particular region. While Africa is famous for its voodoo culture, India has its own customs wherein animals are fed and killed to appease the gods. The traditional Chinese medicine, which boasts of curing all the ailments you have ever heard has a huge market in the West.

All in all, superstitions and social taboos are the source of emerging special words and phrases. Their use and very existence are caused either by social conventions or by certain psychological factors.

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MYSTERY OF AURORA PHENOMENON

Scientific advisers – Kupina Y.V., Chimiris Y.V.

The bright dancing lights of the aurora are actually collisions between electrically charged particles from the sun that enter the earth's atmosphere. Other planets in our solar system have magnetospheres, but Earth has the strongest one of all the rocky planets. Most aurora occur between 90 and 130 km above sea level, but some, particularly the ray-like forms, extend to several hundred kilometers up. A consequence of its great height is that the aurora is visible at horizontal distances of several hundred kilometers. The resulting colours reflect which gases we find up there, the most usual yellow-green colour coming from oxygen. Red colouring is also due to oxygen with a contribution from nitrogen. The violet we often see at the lower edge of the aurora is due to nitrogen, as is most blue colouring [2]. The charged particles originate from the sun, and it is the 'weather' conditions on the sun that decide whether or not we will see the aurora. Particles can stream out from the sun and some are captured by the Earth's magnetic field and find their way into the polar regions.

If you are standing in Alaska, Canada, or the Northern United States on a clear dark night and looking up into the sky, you may see a bright greenish-white band of light that stretches across the sky from the East to the West. You are seeing the Northern Lights, also known as the Aurora Borealis. In Roman mythology, Aurora was the goddess of the dawn, which is how the first part of the name “aurora borealis” came about. The “borealis” comes from the Greek name for the north wind, Boreas. These types of lights also occur near the South Pole, where they are known as the Southern Lights and Aurora Australis. Southern Lights' are largely only seen from Antarctica and the surrounding ocean. Of the populated regions in the southern hemisphere, the Southern Lights, may only be glimpsed

from Tasmania and southern New Zealand. Auroras are caused by solar activity. Gusts of solar wind and coronal mass ejections strike Earth's magnetic field, rattling our planet's protective shell of magnetism. Earth is surrounded by a giant magnetic bubble called the magnetosphere, which is part of a dynamic, interconnected system that responds to solar, planetary, and interstellar conditions. The Earth's magnetosphere produces something called a bow shock, which stops the solar winds from entering the atmosphere. How strong the winds are depends on the intensity of the sun [4]. However, they do contain harmful ionizing gases. It is the sun's solar wind that is responsible for the harmful particles that head towards the Earth and cause Auroras to appear. Auroras can also be seen on the other planets in our solar system. For example, A Nasa spacecraft orbiting the Red Planet has detected a mysterious aurora that reaches deep into the Martian atmosphere. Scientists have also discovered a dust cloud at high altitude, which does not match predictions. The preliminary results were presented at the 46th Lunar and Planetary Science Conference in Texas. The mission was designed to help solve the mystery of how the Red Planet lost most of its atmosphere and much of its water and other volatiles. In order not to share the same fate with Mars, it is vital to identify the aurora and the problems it may cause. A NASA sounding rocket campaign during January through March 2017, at the Poker Flat Research Range in Alaska will support the effort to better understand the space that surrounds Earth to explore beyond our home planet. Three missions, including five separate launches, explore the Earth's magnetic environment and its impact on Earth's upper atmosphere and ionosphere. Each of the three missions expands our understanding of near-Earth space, including new information about the composition of the atmosphere, as well as processes behind how the sun, solar winds, and Earth's magnetosphere affect auroras. The other effect of the aurora on the electric telegraph is generally to increase or diminish the electric current generated in working the wires. Sometimes it entirely neutralizes them, so that, in effect, no fluid is discoverable in them. The greatest auroral activity known and observed in history lived on September 2, 1859 [7]. While this incident was happening, the radio could communicate for hours without batteries, and this was the first time on record that more than a word or two was transmitted in such manner. The aurora borealis seems to be composed of a mass of electric matter, resembling in every respect, that generated by the electric galvanic battery. The currents from it change coming on the wires, and then disappear: the mass of the aurora rolls from the horizon to the zenith.

Our sun is 93 million miles away. But its effects extend far beyond its visible surface. Great storms on the sun send gusts of charged solar particles hurtling across space. When the charged particles from the sun strike atoms and molecules in Earth's atmosphere, they excite those atoms, causing them to light up. What does it mean for an atom to be excited? Atoms consist of a central nucleus and a surrounding cloud of electrons encircling the nucleus in an orbit. When charged particles from the sun strike atoms in Earth's atmosphere, electrons move to higher-energy orbits, further away from the nucleus. Then when an electron

moves back to a lower-energy orbit, it releases a particle of light or photon. This priceless beauty is actually a result of the solar storms that will bring the end of the world.

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MAIN FEATURES OF TIME MANAGEMENT

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Have you ever wondered how it is that some people seem to have enough time to do everything that they want to, whereas others are always rushing from task to task, and never seem to finish anything?

Is it just that the former have less to do? No, it's much more likely that they are using their time more effectively and practicing good time management skills.

Time management is not very difficult as a concept, but it's surprisingly hard to do in practice. It requires the investment of a little time upfront to prioritize and organize yourself. But once done, you will find that with minor tweaks, your day, and indeed your week and month, fall into place in an orderly fashion, with time for everything you need to do.

The Key to Good Time Management is understanding the difference between Urgent and Important. 'Urgent' tasks demand your immediate attention, but whether you actually give them that attention may or may not matter. 'Important' tasks matter, and not doing them may have serious consequences

for you or others.

For example:

- **Answering the phone is urgent.** If you don't do it, the caller will ring off, and you won't know why they called. It may, however, be an automated voice telling you that you may be eligible for compensation for having been mis-sold insurance. That's not important.
- **Going to the dentist regularly is important** (or so we're told). If you don't, you may get gum disease, or other problems. But it's not urgent. If you leave it too long, however, it may become urgent, because you may get toothache.
- **Reading funny emails or checking Facebook is neither urgent nor important.** So why is it the first thing that you do each day?

This distinction between urgent and important is the key to prioritizing your time and your workload, whether at work or at home. Try using a grid, like the priority matrix, to organize your tasks into their appropriate categories:

The Priority Matrix	
How important is the task?	High Importance
	Low Importance
How urgent is the task?	High Urgency
	Low Urgency
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Action: Do First	Action: Do Next
Action: Do Later <i>(if and necessary)</i>	No Action: Don't Do

Remember, too, that you and your health are important. Just because you have lots to do doesn't mean that doing some exercise, going for a 10-minute walk or making time to eat properly is not important. You should not ignore your physical or mental health in favour of more 'urgent' activities.

Urgency and/or importance is not a fixed status. You should review your task list regularly to make sure that nothing should be moved up because it has become more urgent and/or important.

Further Principles of Good Time Management is to keep tidy. For some of us, clutter can be both a real distraction and genuinely depressing. Tidying up can improve both self-esteem and motivation. You will also find it easier to stay on top of things if your workspace is tidy.

Top Tip for Tidying:

- **Keep**, if you need to keep it for your records, or do something with it. If it needs action, add it to your task list.
- **Give away**, if you don't want it, but someone else might be able to use it, and/or it is work that can and should be delegated.
- **Throw away** (or recycle) for things that have no value to you or anyone else.

Pick your moment! All of us have time of a day when we work better. The best thing is to schedule the difficult tasks for this time. However, you also need to schedule in things that need doing at particular time, like meetings, or a trip to the post office. Another useful option is to have a list of important but non-urgent small

tasks that can be done in that odd ten minutes between meetings: might it be the ideal time to send that email confirming your holiday dates?

Don't procrastinate, but do ask why you're tempted! If a task is genuinely urgent and important, get on with it. If, however, you find yourself making excuses about not doing something, ask yourself why. You may be doubtful about whether you should be doing the task at all. Perhaps you're concerned about the ethics, or you don't think it's the best option. If so, you may find that others agree. Talk it over with colleagues or your manager, if at work, and family or friends at home, and see if there is an alternative that might be better.

Don't try to multi-task! Generally, people aren't very good at multi-tasking, because it takes our brains time to refocus. It's much better to finish off one job before moving onto another. If you do have to do lots of different tasks, try to group them together, and do similar tasks consecutively.

Stay calm and keep things in perspective! Perhaps the most important thing to remember is to stay calm. Feeling overwhelmed by too many tasks can be very stressful. Remember that the world will probably not end if you fail to achieve your last task of the day, or leave it until tomorrow, especially if you have prioritized sensibly.

Going home or getting an early night, so that you are fit for tomorrow, may be a much better option than meeting a self-imposed or external deadline that may not even matter that much.

Take a moment to pause and get your life and priorities into perspective, and you may find that the view changes quite substantially!

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PLAY AS AN IMPORTANT PART OF OVERALL HUMAN DEVELOPMENT

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Have you ever noticed how medical doctors, psychologists, and other wellness experts uniformly agree that exercise can improve our mood and overall health? It's almost as if they're saying it's the golden ticket to good health. If this is true (and we have lots of evidence to support it) why do we have so much resistance to their advice?

Could it be because exercise feels more like work, than play? What if the real golden ticket to good health is playing?

To look deeply at play and to place it in evolutionary, biological, cultural and contemporary context is to partially answer the question, what, really does it mean to be fully human? Or, to state it another way, if play is lost or missing, in a complex changing and demanding world, are there serious negative consequences individually and culturally that affect all who miss out on it? The eminent play scholar, Joe Frost, in his compelling book, "A History of Childhood Play and Play Environments" tellingly shows that the diminution, modification, and/or disappearance of play during the latter 20th and beginning of the 21st century is

presenting a crisis threatening our societal overall welfare [1].

Why is play so important? Let's deconstruct it for a moment. To start with, it's associated with childhood, laughter, fun, and freedom. For many of us, childhood was a time in our lives when we effortlessly ran, rode bikes, jumped on trampolines, and slid into homebase. (As you can see, we got a ton of exercise – without making any effort to exercise.)

If you find it hard to take play seriously, consider this: renowned American psychologist, Abraham Maslow, included *play* among fourteen being-values we need to fulfill our ultimate potential. Maslow defined play with these words: fun, joy, amusement, gaiety, humor, exuberance, and effortlessness [2].

The urge to play is embedded within all humans, and has been generated and refined by nature for over one hundred million years. With the flood of information from many disciplines it is now possible to specify and integrate many of play behavior's contributions to overall human development and long-term survival. Where tradition has often relegated play as non-essential or at least a very elective human luxury, that general cultural misperception is no longer viable. In this essay, the focus will not be on what is being discovered and validated as the benefits of play, such as self regulation, curiosity, increased perseverance, progressive mastery and optimism, but the emphasis will be on the effects of play deprivation [4].

You may have noticed that the word *play* doesn't necessarily involve moving our physical bodies. We can play a card game or video game; we can play by telling jokes, going to the movies, yes, even by coloring in a coloring book. To use play as a "consciousness hack" however, we can find two ways to play – one that's mental and one that's physical – dancing, yoga, swimming, tennis, hula-hooping, and so on. By letting your inner child take a seat at the grown-up table, you'll not only have more fun, studies show that it reduces stress. Researchers have even found that play is a "powerful deterrent, even an antidote to prevent violence".

But what of those whose lives have been overwhelmed by the demands of contemporary responsibilities, and who would enjoy more play, have a personal history of healthy childhood play, but now just can't seem to find time for it? The consequences of prolonged personal adult play deficiencies are privately evident and have been shared repeatedly in many studies. Though early play may have been their heritage, the consequences of adult play deprivation are: lack of vital life engagement; diminished optimism; stuck-in-a-rut feeling about life with little curiosity or exploratory imagination to alter their situation; predilection to escapist temporary fixes...alcohol, excessive exercise, (or other compulsions); a personal sense of being life's victim rather than life's conqueror [3].

To sum up, at any age assessment of play and the recognition of its deficiency, along with the provision of the conditions necessary for its sustenance are basic requirements for health, wellness and full expression of what it means to be human. By making time to play, you'll find the golden ticket in your very own hand.

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THE PROBLEM OF LANGUAGE BARRIER OVERCOMING

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Communication requires an investment of time and effort. The process may have difficulty of overcoming the language barrier. It may occur while visiting different countries, at multinational meetings and even at school. Language difficulties influence our life. Lack of proficiency in English (the most widespread language in the world) can be a major concern for people as it relates to asking for and receiving assistance.

You know the phrase "It's Greek to me". People must understand each other for communication to work. When two people cannot understand one another, they experience a language barrier. A language barrier can occur within a language or between speakers of different languages.

Difference in language is the most obvious barrier. For example, Ukrainians go to China. They do not understand Chinese and most people in China do not understand Ukrainian. Therefore, when the person speaks, the communication is worthless, as the other person does not understand it.

These are some of the most common causes of language barriers in communication: physical and psychological. Physiology is the state of human body and mind. Physiological barriers of communication occur due to the physical condition of a person. It includes sensory dysfunction and other physical dysfunctions.

Psychological barriers affect communication more as information is formed in the brain and is sent by people with various psychological condition, which differs from one moment to another.

Every person's mind is unique and communication does not work like that in machines or in numbers. Communication is successful when the communicators trust each other but each person has his own perception of reality shaped from mental and sensory experiences. Attitude is the established way in which we think and feel about things and ideas which also creates a psychological communication barrier. Various other emotions like fear, nervousness, confusion, mistrust and jealousy affect communication process. Moreover, the language barrier greatly

influences the educational process, what is more essential is to find ways to bridge the gap between a native language and a foreign one being studied.

Speaking about language learners, we may state that the unfamiliar vocabulary as well as idioms used in a language present language difficulties for new speakers of all languages.

The same problem is with dialects: while two people may technically speak the same language, dialectal differences can make communication between them difficult.

In addition, what about pidgin, the simplified language used between people who do not speak common language? The words and phrases can create misunderstandings. For instance, the abbreviation “LOL” used to mean “Lots of Love” before now changed to “Laugh Out Loud”. If a person says LOL, the second person can interpret the meaning in any way they want or from their understanding. People use both the abbreviations according to the context and need.

Jargons are also a problem. They might be different according to different professions, specialty and technical field of a person and are only used by people in similar profession that might be a cause for language barrier.

Similarly, the use of slang also makes communication ineffective.

Grammar and spelling becomes a barrier in communication as people from different parts of the world can be using it differently even in a particular word. Similarly, grammar and spelling mistakes create a huge communication barrier in written communication.

Foreign language students must be motivated to grasp a new language and although they may experience certain psychological inconveniences in the process they are just an inseparable part of learning that needs to be overcome and is present in every sphere of education apart from language learning. Modern psychology shows that the core problem lies in the way the human brain operates. Approximately by the age of seven the speech center of a child’s brain is formed. Native language is “recorded” in that one center. After that learning, a new language requires extra “storage space” and a new center is being created. Instead of a direct communication, the new language information firstly goes to that new center, then to the original one where a native language is stored, to be processed. Then it goes back to the new center for the synthesis to be communicated as a foreign speech. It takes much time and causes communicational difficulties known as the language barrier. To bridge the gap the educational process must be similar to the natural conditions of language learning.

To solve the problem of overcoming the language barrier especially while learning or teaching we should speak slowly and clearly, slow down speaking speed, try and communicate slowly in English. If you do not understand, do not be scared to ask for clarification. Make sure you understood what has been said and that they have to.

Use reflective listening (e.g. “so what you’re saying is that ...”). Use questions to check understanding. Be patient. If you are learning a new language, it

takes time, and you should make an effort to test yourself in situations that are out of your comfort zone. Do not get frustrated at slow progress, and make sure you keep going with it. Do not be afraid of making mistakes, your goal is to solve communicative problem. Relax and smile, your communicator will be glad to help positive person. Our vocabulary is of two types: active and passive. If you understand but cannot say a word, you should up your passive vocabulary. It is possible by repeating and roleplaying topic dialogues. Shadow reading will also help you. While watching the film try to imitate the phrases repeating them several times.

To be successful in learning your goals should be real, every step or stage should have the aim. Do not stop learning or teaching, otherwise you forget the language. Learn by heart is boring, read books, watch films, write emails, listen to music, and use each possibility to practice the language.

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PSYCHOLOGICAL FEATURES OF LIES' RECOGNITION

Scientific adviser – Yarygina V.V.

Psychological features of lies' recognition are a very important topic in modern psychology. Today, it is an object for scientists, because this question hasn't studied enough. So, it is *topical*.

There is an experiment: Craig smiles confidently and answers 'yes' to the question while rubbing the back of his ear. The interviewer continues to ask him questions about his CV. Darren Stanton is sitting quietly next to the interviewer throughout the interview. Mr Stanton says nothing, but intensely studies Craig as he answers each question. Craig knows a little, but he has been hired by the company to tell them when interviewees are lying. After Craig has left, Mr Stanton points out which of his answers were lies and which were truthful. By analysing Craig's body language, such as when he rubs his ear, he is able to distinguish between lies and the truth. Stanton, now known as «the human lie detector», picked up these skills during the time he was working as a forensic psychologist and a police officer. Studies have shown that in an average 10 minutes'

conversation, people tell at least 3 'lies'. Our bodies give off a mixture of subconscious signals and signs which cannot be concealed even by the cleverest of liars. According to Stanton, most of these lies are told to avoid hurting someone's feelings or in awkward situations. They are simply a part of human nature. If this is true, what can the average person do to know if they are being spun a yarn [1]? Mr Stanton gives his top tips for spotting a fibber in action [1].

Look me in the eye, but not for too long...

It is often said that liars are unable to look you straight in the eye. This can be true and they may rub their eyes, for instance, to avoid eye contact. But it may surprise you to know that really good liars often overcompensate by maintaining eye contact longer than normal in order to convince you they're telling the truth. If they hold eye contact for longer than normal in order to convince you they're telling the truth. If they hold eye contact for longer than six seconds, be suspicious about what they are telling you.

Busy hands...

While telling a lie, people often instinctively use their hands to touch their faces, scratch their heads or cover their mouths which show their discomfort. Sometimes they will even hold an object in front of them such as a book to create a subconscious barrier to hide behind.

Right or left-handed...

Whether a person is right - handed or left-handed also plays a role when telling lies. Right-handed people tend to look right when lying while left-handed people tend to look left.

Face to face...

Most liars will have a telltale sign on their face such as going as white as a sheet, or the exact opposite – blushing. Such changes are subconscious responses to stress brought on by lying. Also, look out for micro-expressions, little nervous twitches or muscle spasms around the eyes, cheeks or neck which flash across people's faces, giving away their true emotions. Someone may be smiling at you, for example, but suddenly you spot their eyelids, eyebrows and the corners of their mouths dropping. This could mean they are actually feeling sad. Be warned, though – micro-expressions last for less than a second, so they're really tricky to spot.

Above all, trust your instincts! If you think someone is trying to pull the wool over your eyes, you're probably right. Having said that, don't take things too far. Your friends might scratch their heads while they're talking to you, but maybe it's just itchy [2].

So, there are a lot of psychological features of lies' recognition. We can recognize lies by eyes, hands, etc. It's a very interesting and instructive topic which is worth studying.

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WHY DO PEOPLE BELIEVE IN SUPERNATURAL EVIL FORCES?

Scientific adviser – Bezkorovaina O.L.

Nowadays it has become a Halloween tradition to watch scary movies throughout the month of October. The tradition is well-known under the name of Shocktober in many American and European families. Inevitably, we end up viewing a number of films that involve evil spirits and demonic possessions. Like a lot of fans, we don't take these stories seriously. We just enjoy the fantasy. However, surveys suggest that many people, particularly those who describe themselves as highly religious, believe evil spirits are more than a fictional creation. But why? Do people gain any psychological benefits from believing that evil supernatural forces are real?

Scientists at the University of Florida have studied how religious beliefs contribute to perceptions of meaning in life [2]. Not surprisingly, researchers reliably find that religious beliefs help people find and maintain meaning. In general, the more religious people are, the more they believe their lives are meaningful. Religious beliefs make people feel like their existence is purposeful, that they are being watched over by benevolent supernatural agents (God, guardian angels), and that they are a part of a larger and meaningful cosmic drama. Not surprisingly then, when people are struggling with difficult life challenges that make them feel uncertain, stressed, or scared, religious beliefs serve an important psychological function. They restore and protect a sense of meaning in life.

Supernatural beliefs about evil forces and spirits may increase meaning because they support a broader worldview about the supernatural world[5]. That is, if there are forces of evil then there are probably forces of good. So people might be motivated to believe in evil supernatural agents and forces because they want to believe in benevolent supernatural agents and forces and the two go hand in hand. If this is true then one would expect that when people are struggling to find meaning in life they would be inclined to believe in the existence of evil forces, but only if they are the type of people who hold more positive supernatural beliefs such as the belief in a loving God.

Modern psychologists have recently explored and found support for this idea. In one study, administered questionnaires assessing religiosity and perceptions of meaning in life then presented research participants with a task that involved reading a profile of a young man who murdered his sister and responding to questions concerning the causes of his actions[1]. These questions specifically assessed the extent to which participants attributed his actions to non-supernatural causes (e.g., having an abusive father) or supernatural causes involving evil forces (e.g., having an evil spirit).

Highly religious participants who reported feeling like their lives lacked meaning were the most likely to believe that evil supernatural forces influenced the murderer's actions. In other words, it was the people who needed meaning (those

lacking it) and who derived meaning from supernatural beliefs. So, highly religious people were the most attracted to a supernatural explanation of a horrible crime. These individuals were more likely to believe that the murderer had a dark soul. They were less likely to attribute his actions to non-supernatural causes such as growing up in an abusive household[3].

Humans have long been fascinated by stories about magical forces for good and evil. These stories can be found in many of our religious traditions. Lots of the research has focused on the psychological benefits of the good side of supernatural beliefs. Beliefs about the power of prayer, positive energy, a loving God, and guardian angels give people comfort and a sense of security. The research suggests that there are benefits to the evil side as well. Beliefs about evil spirits and dark forces can be terrifying but they also reinforce broader beliefs about the existence of the supernatural. Good and evil forces are two sides of the same coin. Highly religious people invest in supernatural beliefs to affirm meaning when facing life experiences that threaten meaning. It is proved that these people don't only turn to more positive beliefs about benevolent forces when they are seeking meaning in life. Meaning can also be found in the less emotionally pleasant beliefs concerning the existence of forces for evil[4].

So, it seems that modern psychologists do know the answer to the question why people believe in scary stories, ghosts and all those monsters. Supernatural evil forces contribute to the very important feeling that our life is meaningful.

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LOVE LANGUAGES IN MODERN PSYCHOLOGICAL RESEARCH

Scientific adviser – Bezkorovaina O.L.

Love is one of the most important feelings in the world – and the most confusing. Both secular and religious thinkers agree that love plays a central role in our life. We are told that “love is a many-splendored thing” and that “love makes the world go round.”

Psychologists have concluded that to feel love and be loved is a primary human emotional need. For love, we will climb mountains, cross seas, traverse desert sands, and endure untold hardships. Without love, mountains become

unclimbable, seas – uncrossable, deserts – unbearable, and hardships – our plight in life [3].

We also use the word *love* to explain behaviour. “I did it because I love her.” At the heart of mankind’s existence there is the desire to be intimate and to be loved by another one.

Modern American psychologist Gary Chapman claims that people use many different love languages to express their feelings. Chapman’s own life experiences, over thirty-five years of pastoring and marriage counseling, led him to publish his first book in the Love Language series, “The 5 Love Languages: The Secret to Love That Lasts” [1; 2].

According to Gary Chapman’s research, if we want to understand our lovers better, we should learn what love language is more suitable for them.

Love Language 1: Words of Affirmation

It is a well-known fact, that when we receive affirming words we are far more likely to be motivated to reciprocate and do something our spouse desires. Psychologists do not suggest verbal flattery in order to get your spouse to do something you want. The object of love is not getting something you want but doing something for the well-being of the one you love.

Another dialect is encouraging words. The word *encourage* means “to inspire courage.” All of us have areas in which we feel insecure. We lack courage, and it often hinders us from accomplishing the positive things that we would like to do. Encouragement requires empathy and seeing the world from your spouse’s perspective. We must first learn what is important to our spouse. The latent potential within your spouse in his or her areas of insecurity may await your encouraging words [2].

Love Language 2: Quality Time

By “quality time,” psychologists mean giving someone your undivided attention. It doesn’t mean sitting on the couch watching television together. It means sitting on the couch with the TV off, looking at each other and talking, giving each other your undivided attention.

A central aspect of quality time is togetherness which involves focused attention. The activity in which we are both engaged is incidental. The important thing emotionally is that we are spending focused time with each other [2].

Like words of affirmation, the language of quality time also has many dialects. One of the most common dialects is that of quality conversation. By quality conversation, Gary Chapman means sympathetic dialogue where two individuals are sharing their experiences, thoughts, feelings, and desires in a friendly, uninterrupted context. Quality conversation requires not only sympathetic listening but also self-revelation.

Love Language 3: Receiving Gifts

A gift is something you can hold in your hand and say, “Look, he was thinking of me,” or, “She remembered me.” You must be thinking of someone to give him a gift. The gift itself is a symbol of that thought [4].

It doesn’t matter whether it costs money. What is important is that you

thought of him or her. And it is not the thought implanted only in the mind that counts, but the thought expressed in actually securing the gift and giving it as the expression of love.

Visual symbols of love are more important to some people than to others. That's why individuals have different attitudes toward wedding rings, for example, some never take the ring off after the wedding. To the individual whose primary love language is receiving gifts, the cost of the gift will matter little, unless it is greatly out of line with what you can afford.

Physical presence in the time of crisis is the most powerful gift you can give if your spouse's primary love language is receiving gifts [2].

So, if your spouse's love language is receiving gifts, try a parade of gifts and present your spouse a gift every day for one week; discover the value of "handmade originals"; keep a "Gift Idea Notebook"; offer the gift of presence; present your spouse a book and agree to read it yourself; give him or her a lasting tribute, a living gift, and so on.

Love Language 4: Acts of Service

If your spouse's love language is acts of service, the following actions will help you: do some major acts of service like washing the car, cooking a meal, painting a bedroom, or washing the deck, and then post a sign that reads, "To (spouse's name) with love," and sign your name; if you have more money than time, hire someone to do the acts of service that you know your spouse would like for you to do, such as the housecleaning, the car washing, the laundry; give your spouse a love note accompanied by the act of service every three days for a month; ask your spouse to make a list of ten things he or she would like for you to do during the next month; ask your spouse to tell you the daily acts of service that would really speak love to him or her [2; 3].

Love Language 5: Physical Touch

We have long known that physical touch is a way of communicating emotional love. Of the five senses, touching, unlike the other four, is not limited to one localized area of the body. To the person whose primary love language is physical touch, the message will be far louder than the words "I love you". A slap in the face is detrimental to any child, but it is devastating to a child whose primary love language is touch.

Implicit love touches require little time but much thought, especially if physical touch is not your primary love language and if you did not grow up in a "touching family."

If your spouse's primary love language is physical touch, nothing is more important than holding her as she cries. Your words may mean little, but your physical touch will communicate that you care. So, if touches are very important to him or her, the following pieces of advice will come in handy: walk up to your spouse, hug him or her and say, "Have I told you lately that I love you? You are the greatest!"; as you walk from the car to the shopping mall, reach out and hold your spouse's hand; while eating together, let your knee or foot drift over and touch your spouse; while your spouse is seated, walk up behind him or her and

initiate a shoulder massage; when family or friends are visiting, touch your spouse in their presence; when your spouse arrives at home, meet him or her one step earlier than usual and give your mate a big hug [2].

Psychologists claim that very often a person has several languages of love, so it is quite important to bear in mind all of them. Besides that, do not forget your own love languages. So, love and be loved!

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SENSE OF HUMOR AS A COMPONENT OF PLAYFULNESS

Scientific adviser – Lukianova A.V.

A full understanding of the phenomenon of playfulness requires knowledge of play and playfulness across the life.

The aim of the article is to study the phenomenon of playfulness as a component of sense of humor.

Many authors investigate a theory of play based on Darwin's concept of sexual selection and hypothesize that playfulness becomes a highly desired characteristic. The authors suggest that for males, playfulness in females signals youth and, hence, fecundity; for females, playfulness in males signals no aggressiveness. There are natural limits on the lengths to which males can go to attract females.

Men may provide women with expensive gifts or equip themselves with expensive cars or clothing to demonstrate their skill at acquiring goods and necessities. Women may wear garments or use makeup designed to enhance their looks and make themselves appear younger, healthier, and more desirable.

Both females and males favor playfulness in potential mates because it offers a relatively unambiguous signal of reproductively important information. Men would be more interested than females in the physical attractiveness of potential mates while females would consider earning capacity in possible mates to be more important than would males.

So what is playfulness? Playfulness is defined as a property of the personality that can provide it with the maximum social adaptability while preserving the most expressed individual identity in the most varied difficult life situations. Paulet Gitard [1, 55] determines that playfulness should have many benefits, including adaptability, openness to new ideas, learning,

growth, and a tendency to interpret situations as challenges rather than threats. Playfulness in adults relates to positive psychological functioning.

One of the components of playfulness is a sense of humor. A sense of humor is a psychological feature of a person, which consists in observing contradictions in the surrounding world and evaluating them from a comic point of view. Many theories argue that the purpose of humor is to relieve tension and stress, and also to encourage new interpretations of situations. Foreign researchers, such as Dworkin E.S., Efran J.S., Landy D., Mettee D, Singer D.L.[2, 11-76], emphasizing the social orientation of the sense of humor, noted that humor and laughter play the role of "lubricants" in society, helping to reduce the level of aggression and hostility, and to switch conflict situations into a game plan. Considering the sense of humor as a coping strategy and a protective mechanism (Rukh V., Martin R.A., Lefcourt H.M.) puts in the center of his attention the role of humor in the processes of adaptation, overcoming stress, in relieving emotional tension, in mental and physical illnesses. A sense of humor is considered a sign of a healthy personality, one of the mature protective mechanisms. However, not always a sense of humor promotes adaptation, has a therapeutic effect. Using a sense of humor can also contribute to an illusory solution to a problem or avoiding its solution. So, in playfulness's context, a sense of humor helps to see more new options for solving this or that difficult life situation.

In every case, however, psychological researchers have demonstrated that play is a researchable phenomenon, in all of its various manifestations, and as a component of sense of humor. The psychological study of play will provide an even deeper understanding and greater appreciation of the enduring phenomenon of playfulness as a component of sense of humor.

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STUDENTS' CREATIVITY LIFE IN THE MODERN SOCIOCULTURAL CONTEXT

Scientific adviser – Razumenko T.O.

Referring to the Thematic philosophical dictionary -values are natural and cultural objects, processes, relationships that have positive significance for a person. Values arise as a result of the relationship between a person and an object in which the positive value of the object is determined for the person and his environment. Values are built in a certain hierarchy.

The life is the main value of a man. Since without existence there were no

values. Individual lives only when he sees, hears, feels, realizes the outside world.

The health is the next in the hierarchy of values. It determines the quality of human life. The better health individual has then the more saturated, diverse his life, the greater the person's opportunities and another values.

Values are divided into spiritual and material.

Material values promote life. They divide into the simplest (food, clothing, housing, household items and public consumption); and higher order (tools and material means of production).

Spiritual values form and develop the inner world of people, their spiritual enrichment. They include conscience, kindness, love, respect. It cannot be said that each person's spiritual and material values are equivalent.

The relationship is the third value of this hierarchy. Since only in communication we understand the value of people and things, we understand our system of values.

There are elements of this hierarchy. They are suitable for everyone. They are:

1. Love for oneself. It's not egoism. If you accept yourself, other people will stretch to you. And we only can enjoy life if we love oneself.

2. Warm and strong relationships with people, on which our whole life is built. We always have relations with surrounding us people in our weekdays. And this influence at us and our life. If our relations are reliable, our life will be easily, and you can more believe people.

3. A close beloved person, the other half, occupying a special place in your heart. Everyone needs a couple. Only feeling support of your sweetheart you can perform feats and getting better.

4. Creating a home. Where always very warm and comfortable in any weather and any situation. Because it's very important to have a place where you can feel security and calmly, where you can spend time with close friends, relatives or with pets or on one in quiet pleasant native atmosphere with cup of cacao or tea telling interesting stories.

5. Love for children. To grow good children with perspective future is very important. Because children are our continuation and our the main trace in our life.

6. Love to the Motherland - the place where you were born and spent your childhood. This is one of the most important factors in the formation of personality. And love to our relatives, parents.

7. Work or other public activities. Of course, the work is very important. We depend of money. However happiness can't be bought for money we can bought pets or house or trip to home what make us more happily.

8. Friends and like-minded people. These people who will always be able to support you at any time and help you with advice or business in any given situation.

9. Rest. The rest allows us to find peace and balance, to concentrate on ourselves. You can read book, sleep, walk, watch film, speak with friends and relatives or watch for animals and beautiful views.

10. Purpose. The presence of a true goal is an inevitable condition for a full-

fledged human life. Life without purpose is boring, empty and monotonous. It helps us to grow up, improve yourself and our life.

The person's vital values are very important in his destiny. Because decision-making, the fulfillment of life's purpose, and relationships with other people depend on them.

Everyone has got his own system of values, priorities. But not everyone realize them. Sometimes people use values of others. Confuse them. More often this leads to experiences, doubt and dissatisfaction with life. Everyone should be sure in his system of values and then he can easily to arrive at a vital decision and won't go off one's life way.

The values of each person are individual. For one important things are money, clothes, big house. For the other it's important to live, have fun, live spiritually. We can't appraise them. Because we all are different.

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PERFECTIONISM IN YOUTH'S LIFE POINTS: MODERN TENDENCIES

Scientific adviser – Razumenko T.O.

Perfectionism is often mistaken for 'being perfect' or 'doing something perfectly'. Many people assume that it must be a good thing. Other people think of being a perfectionist as being something negative and embarrassing. So is it a good or a bad thing?

Researchers have shown that parts of perfectionism are helpful, and parts are unhelpful. Perfectionism can take a grip anywhere in life, but it is particularly evident in certain areas. The material realm for a start. There can be a yearning for an environment that is entirely neat, clean, harmonious and beautiful. Romantic life is similarly marked by deep longings for perfection. There is the aspiration to be wholly understood by someone who combines beauty, wisdom, grace and kindness. We may similarly dream of the perfect family. There is intense perfectionism around art as well: we may want to paint a picture which perfectly shows mood.

We are perfectionists because our imaginations are so adept at conjuring up improved images of life. This is very useful and necessary in many situations. We need to be able to imagine good scenarios so as to gain the energy and focus to try to bring them about.

Ideally, the imagination would be limited to prompting ambitions which were within practical reach. But the imagination inherently overshoots. It isn't good at tailoring its suggestions to an accurate assessment of both our personal

abilities and how hospitable the outer world might be to our desires.

We're typically invited to imagine that the mature, wise life is one that has shed all links to perfectionism. The very term 'perfectionist' is generally used as a criticism: to point out when someone sets unnecessarily, even ridiculously, high standards for themselves and others. It is in the same territory as fussy, pedantic and obsessive.

But perfectionism is not always wrong. And, strikingly, when we encounter things we do consider perfect (like, perhaps, the music of Bach), we don't usually call their creators perfectionists.

Good perfectionism means being able to tolerate the torments of imperfection – in oneself and others – for long, tumultuous periods. Success means having to forgive oneself the horrors of the first draft.

The trick is to accept that good enough can be good enough. Perfectionists assume that it is only the flawless version of something that is worth having. They feel: if we are late, the evening can't be a success. If the car is scratched, I can't enjoy driving it; if the room is untidy, I can't love my home. To cope, they need to learn how imperfect something can be and yet still retain a great deal of its charm.

Finally, we pay a high price for our furtiveness about our own setbacks. We dwell in a glossy world in which being successful seems almost the equivalent to being an acceptable person. We don't want to look foolish and don't want other people to write us off as failures. But failure in most areas is the (secret) norm. We misjudge how common are our tribulations. Admitting imperfection is part of learning how to have a slightly less damaged and slightly less punitive inner life.

In conclusion, perfectionism isn't bad. Perfectionism isn't good so much. Perfectionism is the engine of progress in a reasonable amount, but in excess becomes destructive to the human psyche. Sometimes you can afford to do something wrong. We all can't be perfect. So why not enjoy your imperfection?

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HUMAN'S MEMORY. POSSIBILITIES OF IMPROVEMENT

Scientific adviser – Orlova O.O.

It has been considered that the efficiency of our life depends on our personal abilities and skills. One of these vital skills is the ability of our brain to memorize information. The human's life cannot be imagined without memory; it helps people to act in the environment.

Memory is the faculty of the mind by which information is encoded, stored, and retrieved. Memory is vital to experiences and related to limbic systems, it is the retention of information over time for the purpose of influencing future action.

Since information processing perspective there are three main stages in the formation and retrieval of memory:

- Encoding or registration: receiving, processing and combining the received information
- Storage: creation of a permanent record of the encoded information in the

term or long term memory

- **Retrieval, recall or recollection:** calling back the stored information in response to some cue for use in a process or activity.

Our memory is also connected to another meaningful process as Attention and Imagination. There are facts and techniques which can help remember better.

Pay attention. You can't remember anything if you have never learned it, and you can't learn anything—if it is not encoded into your brain—if you don't pay enough attention to it.

Involve as many senses as possible. Try to relate information to colours, textures, smells, and tastes. The physical act of rewriting information can help to imprint it onto your brain. Even if you're a visual learner, read out loud what you want to remember.

Relate information to what you've already known. Connect new data to the information you have already remembered, whether it's new material that builds on the previous knowledge, or something as simple as an address of someone who lives in a street where you've already known someone.

For more complex material, focus on understanding of basic ideas rather than memorizing isolated details. Practice explaining the ideas to someone else in your own words.

Rehearse information you've already learned. Review what you've learned the same day you've learned it, and at intervals thereafter. This "spaced rehearsal" is more effective than cramming, especially for retaining what you've learned.

Use mnemonic devices to make memorization easier.

A mnemonic is a device that allows easy storage and simple retrieval of information from your long-term memory. For example: people tend to remember the unusual, the funny and/or the personal ones the best.

1. Visual image – Associate a visual image with a word or a name to help you remember them better. Positive, pleasant images that are vivid, colorful, and three-dimensional will be easier to remember.

Example: To remember the name Rosa Parks and what she's known for, picture a woman sitting on a park bench surrounded by roses, waiting for her bus to pull up.

2. Acrostic (or sentence) – An invented sentence where the first letter of each word is a cue to the idea you need to remember.

Example: The order of planets from the sun: "My Very Excellent Mother Just Served Us Nine Pizzas." Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune, Pluto.

3. Acronym – An acronym is a word that is made up by taking the first letters of all the key words or ideas you need to remember and creating a new word out of them.

Example: The word "HOMES" to remember the names of the Great Lakes: Huron, Ontario, Michigan, Erie and Superior.

4. Rhymes and alliteration – Rhymes, alliteration (a repeating sound or

syllable), and even jokes are a memorable way to remember more mundane facts and figures.

Example: English alphabet song.

5. Chunking – Chunking breaks a long list of numbers or other types of information into smaller, more manageable chunks.

Example: Remembering a 10-digit phone number by breaking it down into three sets of numbers: 555-867-5309 (as opposed to 5558675309).

6. Method of loci – Imagine placing the items you want to remember along a route you know well, or in specific locations in a familiar room or building.

Example: For a shopping list, imagine bananas in the entryway to your home, a puddle of milk in the middle of the sofa, eggs going up the stairs, and bread on your bed.

To sum up, we have considered some facts and techniques about our memory which can help to work better, to be healthier and happier. One common thing that you have to remember is to practice more and more working over you memory.

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THE ROLE OF DANCE ART DIVERSITY IN THE MODERN WORLD

Scientific adviser – Razumenko T.O.

Why do people dance? They do it for different reasons but probably the most expected answer is that they dance because they simply like it. It is difficult to say when dance became an important part of human culture.

Dance has been used during different ceremonies, rituals and celebrations since prehistoric times. Dance plays a vital role in many of the world's religions. People have used dance in praise of their gods, in celebration of the seasons, and simply as an outward expression of joy or grief. Native Americans could not imagine their lives without dancing. It was an essential part of their culture and heritage.

For many of us dance is an excellent opportunity to have fun, to express our emotions, to relieve stress, to experience music and to improve our health and fitness level.

Dance can be also a form of nonverbal communication as it helps two people say 'I love you' to each other. That is why many couples celebrate their unions with a wedding dance which is the symbol of their love and affection. A wedding dance is an unforgettable experience and a person remembers this happy moment during all his or her life.

There are many interesting dancing styles and everybody can find something to his liking. There are dancing styles that can be practiced alone (solo dance), as a couple (partner dance), or as a part of a much larger group (group dance).

Ballet is popular with many people and it is best known for its unique features and techniques. Ballet began to develop in Italy and later it appeared in France. The art form went on to be developed in Russia and France, and these countries were the first to present it as an avenue of public entertainment.

The waltz is a ballroom and folk dance. When the waltz was first introduced into the ballrooms of the world in the early years of the Nineteenth Century, it was met with outraged indignation, for it was the first dance where the couple danced in a modified Closed Position – with the man's hand around the waist of the lady. It first became fashionable in Vienna around the 1780s and spread to many other countries.

The different **waltz dance styles** include classic American waltz, International style waltz, Viennese waltz, Cajun waltz and many others.

Tango is often associated with love, passion and romance. This dance form originated in Buenos Aires, Argentina and Montevideo, Uruguay and it became popular in Europe in the early years of the 20th century. Tango has influences from Spanish and African cultures. Tango was in its early days the dance of the poor, the lower class, the dispossessed, and many of those were bandits and criminals. In fact quite a few early tango songs are in **Lunfardo**, which was the language of the criminals that evolved into the Buenos Aires street lingo. In the year 2009, UNESCO declared Tango as an intangible cultural heritage of humanity, bringing together people of different mindset and different cultures. Today, there are many tango dance styles, including Argentine Tango, Uruguayan Tango, Ballroom tango (American and International styles), Finnish tango, Chinese tango, and vintage tangos.

Today many young people, especially boys, are fond of break dancing. It is a street dance style that evolved as part of the hip hop movement among African American and Latin American youths during the early 1970s.

Break dancing originated in New York City during the late 1960s and early 1970s from martial arts moves developed by street gangs. The moves, originally learned as a form of self-defense against other gangs, eventually evolved into the complex and athletic moves that characterize modern break dancing. It is normally danced to funk or hip hop music. Break dance is highly improvisational and physically demanding. It allows dancers to display their skills by showing extremely difficult and complicated elements.

Many people dedicate their lives to dancing and spend years perfecting their dancing skills. But it is not necessary to be a professional. The most important thing is just to love dancing.

There are many reality television shows such as 'Dancing with Stars' and movies such as the one with Richard Gere 'Shall We Dance' that have made ballroom dancing popular and appealing to the average person.

Dance fills our body with energy and makes us feel happier. Dancing is a

wonderful way to exercise while having fun.

Besides, it has a lot of health benefits:

- it increases your muscle tone,
- lowers blood pressure,
- relieves stress and releases endorphins .
- it helps us burn calories and lose weight.

Dance for yourself, your body, mind, emotions. Dance is a language that we have. It's a breath of fresh air, freedom and the end of wild drive that will fill your body and soul.

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VIEW OF A PSYCHOLOGIST ON DIABETES

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Psychosomatics (dr.-Greek ψυχή – soul and σῶμα – body) – a direction in alternative medicine (psychosomatic medicine) and psychology, studying the influence of psychological factors on the onset and progress of somatic diseases. Psychosomatic diseases are illnesses, the causes of which are to a greater extent the mental processes of the patient than directly any physiological causes. If a medical examination can't detect a physical or organic cause of the disease, or if the disease is the result of emotional states such as anger, anxiety, depression, feelings of guilt, than the disease can be classified as psychosomatic.

Even in Greek philosophy and medicine, the idea of the influence of the soul and spirit on the body was widespread.

Sigmund Freud investigated psychosomatic diseases, which formed his theories about the unconscious mind and repression. Many known diseases were previously classified as "hysterical" or "psychosomatic", for example, bronchial asthma, allergies, imaginary pregnancy and migraines. Psychosomatic illness can result from problems in relationships, stress or other non-physiological causes, often caused by external factors or people.

There are five emotions on which psychosomatic theory is based: sorrow, anger, interest, fear, joy. Let's now talk about causes of psychosomatic reactions.

According to the classification of psychologist Leslie Lecron, the causes of psychosomatic reactions can be:

Conflict - the formation of a psychosomatic symptom can lead to internal conflict between different parts of the individual.

Language of the body - in some situations the body physically reflects the state that could be expressed by one of the figurative phrases of the series: "this is a single headache", "I don't digest it," "because of this my heart is out of place", "My hands are tied". Then a certain organ hurts, it is difficult to breathe, migraines occur, the work of the gastrointestinal tract is disrupted, and so on.

Motivation or conditional benefit, experience of the past, identification - a physical symptom can be formed due to identification with a person who has a similar symptom or disease. As a rule, this happens with a strong emotional attachment to this person.

Self-punishment – in some cases, the psychosomatic symptom performs the role of unconscious self-punishment. This punishment is associated with real, and often imaginary, guilt that tortures a person.

Let's now turn to Diabetes.

Even 1,500 years before the ancient Egyptians in their medical treatise "Papyrus Ebers" described diabetes as an independent disease. The great doctors of Ancient Greece and Rome tirelessly meditated on this mysterious disease.

The physician Aretaius came up with the name "diabetes" – in Greek, "flow, I pass through." The scientist Celsus argued that the indigestion of the stomach was to blame for the onset of diabetes, and the great Hippocrates diagnosed it by trying the patient's urine for taste. By the way, the ancient Chinese also knew that with diabetes, urine becomes sweet. They came up with an original method of diagnosis with the help of flies (and wasps). If the flies sit on the saucer with urine, then the urine is sweet, and the patient is sick.

Diabetes mellitus is a chronic disease that develops as a result of absolute or relative insufficiency of the pancreas hormone insulin. It is necessary to bring glucose to the cells of the body, which enters the bloodstream from food and provides tissue with energy. With a lack of insulin or insensitivity to body tissues, the level of glucose in the blood rises - this condition is called hyperglycemia. It is dangerous for almost all body systems.

Diabetes mellitus type 1 is a condition in which, for some reason, beta cells of the pancreas die. It's these cells that produce insulin, so that their death leads to an absolute deficiency of this hormone. Such diabetes is more often found in childhood or adolescence.

According to modern ideas, the development of the disease is associated with a viral infection, inadequate functioning of the immune system and hereditary causes. But it doesn't inherit diabetes itself, but only predisposition to it.

Diabetes mellitus type 2, as a rule, develops after 30-40 years in people who are overweight. In this case, the pancreas produces insulin, but the body cells cannot respond to it correctly, their sensitivity to insulin is reduced. Because of this, glucose can't penetrate into tissues and accumulates in the blood.

Psychosomatic explanation of diabetes

A person, who has diabetes, for a long time, feels unhappy, thinking that no

one likes him. At the same time, there may well be people who sincerely love him, but a person doesn't want to notice it. He trapped in loneliness, raises food in the cult, provoking more weight and everything that accompanies him.

Sometimes the thought: "Nobody loves me" arises from the fact that a person without the demand of relatives plans their life, trying to do well to everyone and not realizing that it is impossible. The desires to realize their good plans, show how much a person craves care and love, and the reality in which ideas fail, causes disappointment and guilt.

Diabetes also occurs against a background of deep sorrow, anguish, when life loses its colours and taste - in order to return them, a person begins to eat sweet. But the food doesn't dull the sense of loss and doesn't make life more pleasant, because the patient needs feelings. The subconscious believes that the easiest way to get them is to get sick, since in childhood it is during this period that the child is given the most attention.

By the way, diabetes in a child appears precisely because he lacks parental care in everyday life. If questions, pranks are not able to attract the attention of parents, it makes a serious illness.

Emotional blocking.

The pancreas is located in one of the energy centers of the human body - the solar plexus. Any violation of the functions of this gland is a sign of problems in the emotional sphere. The energy center, in which the pancreas is located, controls emotions, desires and intellect. A diabetic patient is usually very impressionable, he has many desires. As a rule, he wants something not only for himself, but for all his loved ones. He wants everyone to get his piece of cake. He is a very devoted person, but his expectations are unreal.

He tries to take care of everyone who gets in his field of vision, and blames himself if other people's lives go wrong, as he conceived. Diabetic patients are characterized by intense mental activity, as he constantly thinks about how to implement their plans. But behind all these plans and desires lies deep sadness, caused by an unfulfilled thirst for tenderness and love. The child has diabetes, when he doesn't feel enough understanding and attention from the parents. Sadness creates an emptiness in his soul, and nature doesn't tolerate emptiness. In order to attract attention, he falls ill.

Mental blocking.

Diabetes tells you that it's time to relax and stop trying to control absolutely everything. Let everything be done in a natural way. You no longer have to believe that your mission is to make everyone around happy. You show dedication and perseverance, but it may be that the people you are trying for want something different and do not need your good deeds. Feel the sweetness of the present, instead of thinking about your future desires. Until today, you preferred to believe that everything you want is not just for you, but for others.

Realize that these desires are primarily yours, and admit all that you have been able to achieve. Think also about the fact that even if in the past you didn't realize some great desire, it doesn't stop you from evaluating the smaller desires

that are manifested in the present. A child with diabetes should stop believing that his family rejects him, and try to take his place on his own.

Physiological symptoms of "sweet" disease: thirst (patients can drink 3-5 liters and more fluid per day); frequent urination (both during the day and at night); dry mouth; general and muscle weakness; increased appetite; itching of the skin (especially in the genital area of women); drowsiness; increased fatigue; poorly healing wounds; sharp weight loss in patients with type 1 diabetes mellitus; obesity in patients with type 2 diabetes mellitus.

Positive note of warning!

Prevention of diabetes should begin as early as possible. An adult should independently monitor the conditions of the life and nutrition. Children should be under the strict supervision of their parents in this regard.

Healthy diet. Physical activity. Avoid stress. Such a measure will be an excellent prevention of all diseases, not just diabetes. Avoid contact with negative people. If this is unavoidable, control yourself and remain calm. This can be helped by auto-training or by trainings and consultations with specialists. Topical advice from the same area - no cigarettes. They only create the illusion of comfort, but in reality it isn't. In this case, nerve cells and the hormonal background still suffer, and nicotine enters the body, contributing to the development of diabetes and its subsequent complications, and this is **VERY DANGEROUS!**

Be carefully! Check blood glucose level once in half a year.

With all the severity of the disease, I really want to believe that diabetes can be overcome if you find its source and work with it. Now we come to the final phase of.

Recommendations for those who are sick or familiar with diabetes:

1. Learn to relax and leave attempts to control your loved ones. They will be happy if they have the opportunity to plan their own lives independently. It's important to enjoy the present moment, to feel the emotional sweetness of life, and not the physical sweetness of eating. Having begun to take care of himself first of all, a person will feel how much easier he has become.

2. Understand that there are loving people around. Perhaps they don't express their feelings as clearly as you want, but these feelings are there.

3. If you don't have enough emotions, manifest them yourself: don't be afraid to hug and kiss a loved one, say: "I love you, I miss you." Sincere emotions will find a response.

4. Make a dream come true. Life seems gray, because you don't allow yourself to realize an old desire – no matter whether large or small. Correct it to feel the taste of life.

5. Tell the child that he is loved, start paying more attention to him, more often saying that you love, show it. No! No! No! Tell the diabetes goodbye!

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THE PROBLEMS AND PECULIARITIES OF CRIMINALS' BEHAVIOUR AS AN ASPECT OF LEGAL PSYCHOLOGY

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Legal psychology is a section of psychology the subject of which is psychological features of activity which are related to law. For example, the realization of justice (the participant's behaviour in a criminal process), the lawful and unlawful behaviour (the formation of the criminal's personality and the features of criminal's behaviour), also the officers work and other legal services.

Currently, legal psychology is a diversified discipline and it includes:

- forensic psychology
- criminal psychology
- investigational and operational psychology
- correctional psychology
- psychology of victims

Forensic psychology is the section which studies the psychological aspects of the trial, for example, the psychological impact of the prosecutor's speech, the judge's speech, the lawyer's speech, the witness's behaviour and testimony in court.

The next branch is criminal psychology, a section which studies the psychological characteristics of the criminal's personality, the typical psychological portraits of criminals, the motivation for criminal's behavior in general and other types of crime (for example violent crime, self-serving crime, group crime and so on.).

Investigative and operational psychology is a section which studies the psychological aspects of investigation and disclosure of crimes: tactics of examining the place of an incident, interrogation, an investigate experiment, giving testimony at the scene and identification.

Correctional psychology is the section which deals with the problems of psychological effectiveness of various types of criminal punishment, the psychology of convicts and the development of the psychological basis for re-education.

Psychology of victims is a section which is dedicated to the victim's

personality and behaviour, the features of "recognition" of a criminal by the victim, the interaction between victims and offenders during the crime.

The features of criminal behaviour is one of the sections of the criminal psychology. The personality of a criminal is the personality of a person committed a crime because of his psychological features, antisocial views, negative attitude to the stereotype of the lifestyle or other reasons which only the person who commits a crime can understand. The concept "Criminal Personality" is studied by various specialists: philosophers, sociologists, teachers, lawyers and psychologists. They study the inner, subjective world of a person, the features of his personality, and the features of their formation in the process of life. According to several authors, the analysis of the personal qualities of the criminal explains the reason for offender's behaviour and also allows to establish the motive of the crime more accurately.

There are a lot of essential differences between criminal's personality and law-abiding person's personality:

- the first is the social danger. Offenders are able to harm public relation and surrounding people.
- the second is the antisocial views, opinions, interests and so on.
- the third is the inability to predict their future. A lot of offenders live for one day and don't have plans for the future.
- the next is aggressiveness. They become aggressive because of any little things.

These traits are typical for most criminals, but not for everyone.

Such groups of offenders are singled out:

- The first group is criminals with mercer art orientation. The main factor in the behaviour of this group of criminals is the mercenary motives combined with psychological features, which are pushing him or her to break the law. This group includes thieves, shoplifters, burglars and swindlers. They steal because of deception or abuse of trust. They have such personal qualities like a high level of behaviour control, low aggressiveness, developed communication skills and social adaptation.

- The second group is criminals with violent orientation. This group includes attackers and vandals. The important factor in their behavior is contemptuous attitude to people's life and health. The main personal traits of criminals of this category are aggressiveness, cruelty, willingness to harm people, ill-considered behavior, low self-control, the presence of alcoholism, drug abuse or mental illness.

- The third group is offenders with mercenary-violent orientation, this group includes murders and muggers. This group of criminals has mercenary personal qualities combined with violent personal qualities. For example, resistance for negative emotions, fast execution of desires and needs, low intellectual and strong-willed control, aggressiveness.

It is considered that many things on the Earth happen because of the Moon. These are floods, the hair growth, insomnia and so on. Moon's sphere of influence

is truly unlimited. Superstitious people are even convinced that a full moon pushes a person to commit a suicide. University of criminology and criminal law in Sweden has made the statistics of crimes committed for twenty years. And they were surprised: it turned out that on days when the Moon was in full phase, there were really more murders and crimes. Scientists compared the number of murders committed on the first day of each lunar phase with the second quarter of the full moon and the last quarter. For the last twenty years, out of a total of 184 murders, 10 murders were committed on the first day of the full moon, on the first day of the new moon - 8, the second quarter-3 murders, the last quarter- 7. As for suicides (there were more than murders - 188), the results look like this: on the first day of the full moon 8 suicides were committed, on the first of the new moon - 6 suicides, on the first days of the second quarter -6, on the first day of last quarter- 5. However, the scientists argue that there are more murders and suicides committed on the full moon days, but a statistic test of the criminal's relationship shows us that it's by chance, not by the influence of the moon. The moon full or not is always in the sky.

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DISSOCIATIVE IDENTITY DISORDER

Scientific adviser - Eriomenko O. N.

Today the special focus will be on Dissociative identity disorder. It's a rare mental disorder characterized by at least two distinct and relatively enduring identities or dissociated personalities. These personalities can have different sex, age, nationality, ideology. However the patient doesn't know about existence of alter ego and he can't even remember about the actions which were performed by his alter ego.

Dissociative disorders, including DID have been attributed to disruptions in memory caused by psychological trauma or other forms of stress, for example:

- Permanent physical, sexual or moral abuse
- Psychological traumas of childhood and prepubescent years
- Consequence of natural disaster, war, inventory loss and others.

The main symptom of this disease is a “presence” of some alter egos in one person. There can be hundreds of these personalities. And if a person has been suffering from this disease for many years, more alter egos will appear.

This disorder is met quite rare but it is very impressive in its appearance.

In 1977 an American Billy Milligan who was previously convicted for rape and mugging was arrested again on suspicion in rape of three women. During a court process it was found out that Milligan was suffering from dissociative identity disorder. The psychologists who were working with him discovered 24 alter egos among whose there was found a 3 years old girl Christine, 23 years old Yugoslav communist Ragen who made him to rob and 19 years old lesbian Adalana – exactly she was an initiator of the rapes. Milligan was sent to the asylum and in 10 years he was released. Since the end of 1990s his friends lost all contacts with him and they didn’t know about his location.

There is no cure which could solve the problem of this disease but psychotherapeutic cure can weaken clinical signs of the disease, for example periodic preventive appointments of the psychotherapist after the period of treatment, evasion of mental stress, discontinuation of alcohol and drug ingestion.

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EDUCATION ABROAD. ADVANTAGES AND DISADVANTAGES

Scientific adviser – Kochina V.V.

Education has become the most important part of everyone’s one. It is said to be a life enhancer as well as it brings a great respect for the society. An individual is said to be fit in this world only if he/she is well educated. And as the expectation and importance of education increases, students wish to pursue their education in foreign countries. There are various reasons behind pursuing an education in abroad. Like for example, students moves out of the hometown for reasons like better social exposure, good educational methods, foreign language fluency, exposure to latest trends in technology and overall a better lifestyle.

Advantages of Studying Abroad:

1. Advanced learning techniques

There are many foreign countries which offer new² and better learning techniques to educate the present generation. Comparatively, these new learning techniques impress the present generation to take up studies in abroad. There are many countries which also has good laboratories with world-class facilities which provide a good atmosphere for doing research.

2. Developing independent lifestyle

Studying abroad does not only highlights the learning curve but also

improves a self-sufficient attitude and also helps the student to develop an independent lifestyle. For example, when a student gets educated in their hometown they do not get a chance to understand how to live a life independently and also dependence will make them feel very comfortable only in their circle. In this way, studying in abroad will help them know to adopt and live independently.

3. Good exposure to various cultured people

When studying in hometown, students will get to the only origin of a particular group of the country. Alternatively, when they take education abroad they tend to meet people from the various cultural background, people speaking a different language and totally a mixed culture of the environment. In this way, students studying in abroad will have a good exposure to multicultural people.

4. Better job opportunities

Because of the higher education standards in abroad and the advanced technology environment, students who study in abroad have better job opportunities and higher job roles in their hometown. This is one of the major reason parents wish to make their children study in abroad.

5. Chances of interacting with top most successful people in their field of study

There are many universities in foreign countries who spend huge money to hire the most successful people in the field as guest lecturers or for part time interaction with students. This kind of exposure will surely motivate the parents to make the students study in abroad to meet and grow with the most talented and successful people.

6. Pay scale is very higher compared to education in hometown

When comparing the pay scale of the students who is graduated in abroad with the students graduated from hometown there is a huge difference. Because of the practical knowledge, and better learning techniques in abroad, organizations believe it is worth to hire students from abroad with a good pay scale. This reasons surely adds o the advantages of studying in abroad.

7. Financial learning curve is higher

One of the most worthy advantages of studying abroad is developing independent skills to manage the own finances. Regardless, of any abroad program like scholarship, grant or personal source of income the students get lots of opportunities to maintain and handle their own finances. To add to it, whichever country it might be students gets an opportunity to understand and learn a new form of currency, pay their own bills, and total travel expenses etc.

8. Getting a chance of exploring the working lifestyle of foreign countries

In most of the foreign countries, students get a chance to work part time as the syllabus is not very heavy. And moreover due to the heavy expenses in study abroad program students tend to explore new part-time job opportunities which help them meet the foreign county's working lifestyle and traveling to different parts of the foreign land.

Disadvantages of Studying Abroad:

1. Very expensive

There is a lot of expense involved in studying in abroad compared to studying in hometown. Right from the travel expense, accommodation to university fee structure it is very high expensive. This is one major reason students hesitate to take up education in abroad.

2. Difficulty in communicating with people

Communication is one major of the major hurdle for most of the students studying in abroad. It is not about a trouble between fellow mates but also, sometimes students might not understand what lectures speak and trying to communicate. This sometimes might lead to depression among the students about the whole process of getting educated. So, this is considered as one major hurdle of studying in abroad.

3. Feeling of loneliness and home sick

Not every student can only concentrate on studies when they leave abroad. As the environment is very new, new faces all around might cause homesickness and disturb. Because of unfamiliarity students tends to avoid gatherings and choose to stay alone. This sometimes affects them to a greater extent. Henceforth, this is considered a disadvantage of studying in abroad.

4. Chances of facing racism harassment

This disadvantage might or might not be very common. But it is still prevailing in many parts of the world. Few students around the world are still facing racism harassment in the university or the place they stay. As it cannot be taken very light racism attacks have stopped many students from choosing studies abroad.

5. Too much expectations

It is a natural tendency among the organizations or the society to develop more expectations once they find your graduation from abroad. This sometimes turns out be a pressure and might make the student outperform then really what they are in academics. Hence, due the society pressure and more expectations students get scared to chose studying in abroad.

6. University credits might not be valid or accepted everywhere

Every country has their own accredit rules. And it cannot be expected to be accepted in every country. There are lot many chances few university accredits are not accepted in all countries. This might cause a loss after knowing this later after graduation. Hence, in order to avoid this kind of risks people avoid choosing to study in abroad.

9. No frequency in transport in all parts of the worlds

Students studying in abroad might have lots of commitment or emergencies to reach their hometown. And there are still countries who do not have frequent flights and also it might be every expensive on immediate travel bookings

Even though there are lots of disadvantages listed, always studying in abroad has more advantages than disadvantages. Always the positives of studying in abroad had outweighed the disadvantages. Nothing comes so easy. Education in

abroad might have lots of disadvantages but still all these negatives can be overcome by the positive outlook. Hope this post helps to bring a clarity between the advantages and disadvantages of studying in abroad.

SECTOR III “SIGNIFICANT HISTORICAL EVENTS. CULTURAL DIVERSITY IN THE MODERN WORLD”

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THE TATTOO PHENOMENON IN MODERN CULTURE

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According to many researches, it has become more common to get a tattoo. Once tattoos were reserved for special subgroups, such as seamen and motorcycle gang members (bikers), but now getting tattoos is prevalent in other segments of the population. A tattoo sends a signal about identity, belonging to a group and/ or decoration. Tattoos have been used in many places around the world for thousands of years, and tattoos have come into existence spontaneously and practiced in completely different cultural, geographic and climatic situations.

Tattoos are known from ancient Egypt, from South America, as mentioned from Eskimos in Greenland and Canada, and from Africa and the Pacific Ocean region, where they were very common.

Tribal tattoos, also known as ethnic tattoos or magic tattoos, have had markings that were characteristic for the section of the population in question. Among the Maoris and Inuit's, tattoos have most often been designed as linear face tattoos carried out by pricking pigment into the skin or inserting it with blackened threads. In Africa, they have most often been designed as linear body tattoos cut into the skin with the possible intention of scarification; that is, scar formation, and in Asia there have been many different forms carried out using a variety of techniques and have been placed on very different parts of the body. In many cultures, tribal tattoos have been for men, women and children. Tattoos have often been carried out when a person reached a certain age, as a mark that the person has had a kind of confirmation of being included in the tribe's communal life and responsibility, or as a sign that the tattooed person was now to be considered as adult and sexually mature.

Tattoos are a kind of body art, which is used to present and express the modern person's sense of self. Previously, tattoos were a sign of social marginalisation, but with the large prevalence that has taken place over the last 20-30 years, it has become mainstream, particularly among young people, and it has become part of middle class culture. However, there is still a tendency to moralise in the society that what has to do with tattoos, and thus there is a focus on the aberrant characteristics that are found in psychological studies of people with tattoos.

In this perspective, it is no wonder that over the last 20-30 years, the

Western world has experienced a dramatic prevalence of practices that are used for designing the body and thus modify the signals that are sent to one's surroundings. Body design comprises part of a rapidly expanding industry that lives on procedures that modify the body, done voluntarily and without medical indication. The procedures that modify the body may be more or less permanent and more or less invasive, and are intended to create or maintain an identity. The use of cosmetics, hair colouring, artificial nails or eyelashes are examples of reversible procedures, while, for example, self-injuring behaviour in the form of cutting or branding oneself, plastic surgery, silicone injections in the lips, breast implants, the operation of foreign objects into the body, such as 'horns on the forehead' and so-called body art with a large number of variations are examples of more permanent changes to the body [1].

Body art includes tattoos, piercing and scarring, where especially the skin and body surfaces are in focus. By modifying the surface of the body, which forms the boundary between the self and culture, the individual can revise signals to the surrounding world in a way that emphasises the individual's story about himself or herself. Some people even speak of using the 'skin as a canvass' or about a 'social skin', which can both create and express culture.

Tattoos reflect time and society, and change as they change. Even though tattooing of the tattooed person is experienced as living in the moment and is a type of photograph on the skin of the time and the person, tattoos are still a practice that comes and goes in waves over decades and centuries. Since the time of the seafarers, tattoos have definitely been part of international culture. Tattoos are often heartfelt by the person, who knows that they are permanent and who therefore is typically careful about the choice of design. Because they are self-elected and have the properties of a permanent decoration on the person's own skin, tattoos are deeply anchored in popular ownership, where it is difficult for authorities to become involved. Tattoos still have a significant element of provocation with regard to society and its control and setting of norms. In the past and in the present, tattoos signify: "I am who I am" [2].

There are so many reasons people consider permanently marking their bodies. There are also many things to consider when making this decision. The most common reasons that people give while getting tattooed are as follows:

1. To identify themselves. Most people get tattooed to mark a significant aspect of themselves or their life. This can be done with a simple tattoo symbol, or a more detailed design based on a favourite movie or character or any other significant piece. To get a tattoo with meaning a person needs to think deeply about it.

2. To honour loved ones. Many people choose to honour their family and loved ones in a tattoo design. Most people prefer to use black and grey tattoo colours for this purpose, but multicoloured pictures are popular too. There are also specific variants of tattooing, such as verse tattoos, or copying of somebody's handwriting that turned into a script tattoo. There is also a possibility to add the ashes of a deceased's remains into tattoo ink and then insert into the skin. Ancient

cultures have long carried the remains of their loved ones through body ink.

3. For style. Tattoos are also favoured for making a fashion statement. They help to express person's unique and individual style by any form of body art or modification and adornment.

4. For prison and gangs. The prison tattoos and designs are used amongst gang members to affiliate themselves with one another on the street. Prison-made tattoos are a form of communication for inmates who live in a situation that forbids most other means of self-expression. These messages, which are easily "read" by other inmates, tell a lot about the wearer, including gang membership, status in prison, family relationships, special life events, spiritual beliefs and personal values.

5. For profit. Some people sell their bodies for prime advertising space. Companies pay people for tattooing their logos on a body and this can cost for about \$15000 per small picture. However, these types of tattoos, while profitable, are also most likely to end with regret.

Many studies show that people with tattoos are generally more outgoing and willing to take risks that people without them, which is a point when dealing with influencing tattoo culture in order to prevent discomfort and complications that result from tattoos. For some people, the risk and transgressive aspects of getting tattoos is part of the fascination of doing so. For these tattooed people, information campaigns based on rationality and common sense will not have the same appeal. From a disease and complication prevention point of view, it is important to know the subcultures there are in the tattoo environment because they must be addressed differently with different messages and types of campaigns.

In conclusion, we must admit that tattoo is permanent, and it is its permanency that makes it a phenomenon in modern culture because you can create your own story to tell the world about your identity yourself and, at the same time, challenge the possibility of constantly recreating yourself, which is a characteristic of modernity.

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NIKOLA TESLA LIFE AND LEGACY

Scientific adviser – Balabai I.S.

Nikola Tesla is often called one of history's most important inventors, whose discoveries in the field of electricity were way ahead of his time and

continue to influence technology today. Despite his accomplishments, however, Tesla died penniless and without the accolades that he would ultimately earn over a century later.

The “genius who lit the world” is now commemorated with an electrical unit called the Tesla, has a place in the inventor’s hall of fame, streets, statues, and a prestigious engineer’s award in his name, but in life he wasn’t always so successful. Many Tesla ideas have applications in today’s life, and some are waiting for future applications.

Brilliant scientist, terrible businessman

Nikola Tesla was born in 1856 in a town called Smiljan, today part of Croatia but then located within the borders of the Austro-Hungarian Empire. His father was a priest and his mother, despite not having any formal education, tinkered in machinery and was known for having a spectacular memory.

Tesla’s career as an inventor began early; while working at the Central Telegraph Office in Budapest, at the age of just 26, he is reported to have first sketched out the principles for a rotating magnetic field — an important idea still used in many electromechanical devices. This major achievement laid the groundwork for many of his future inventions, including the alternating current motor and ultimately led him to New York City in 1884, lured by Thomas Edison and his groundbreaking engineering factory, Edison Machine Works.

It is often said that as brilliant a scientist as Tesla was, he was an equally terrible businessman, unable (or possibly unwilling) to see the commercial value behind his ideas. Thomas Edison was both an inventor *and* a business mogul focused on the bottom line, and he often clashed with Tesla over methods and ideology. It was also unlikely, perhaps, that two minds so brilliant could coexist in peace for very long and, indeed, Tesla quit Edison Machine Works only a year later.

Tesla’s creativity was given free rein at the new laboratory he established, Tesla Electric Light and Manufacturing, where he experimented with early X-ray technology, electrical resonance, arc lamps and other ideas. Moves to Colorado and then back to New York coincided with other great scientific feats, including advances in turbine science, the installation of the first hydroelectric power station at Niagara Falls and, most importantly, the perfection of his alternating current system.

Through it all, the compulsive, eccentric and often sensational Tesla provided terrific sound bites for reporters, speaking frequently to the press about new, futuristic ideas up to a few years before his death, when he became a recluse. Tesla died in 1943, broke and alone in a New York City hotel room.

Tesla’s legacy has experienced a resurgence of sorts in recent years, thanks to a handful of supporters who have popularized his work in the media, in the hopes of having a Nikola Tesla science museum built on the grounds of a former laboratory on Long Island, New York.

Innumerable patents

The exact number of patents held by Tesla is disputed, as some likely remain

undiscovered, historians believe. He is thought to be responsible for at least 300 inventions (many related to each other), in addition to countless unpatented ideas that he developed over the course of his career.

Alternating current

Perhaps Tesla's most famous and important idea, alternating current (AC), was an answer to his old boss Edison's inefficient — as Tesla put it — use of direct current (DC) in the new electric age. While DC power stations sent electricity flowing in one direction in a straight line, alternating currents change direction quickly, and could do so at a much higher voltage.

Indeed, Edison's power lines that crisscrossed the Atlantic seaboard were short and weak due to DC, while AC was able to send electricity much farther afield. Though Thomas Edison had more resources and an established reputation, Tesla's AC power grids eventually became the norm. Several dozen of Tesla's patents were related to alternating current science.

The Tesla Coil

Since named for its inventor, this impressive machine transforms energy into extremely high voltage charges, creating powerful electrical fields capable of producing spectacular electrical arcs. Besides the lightning-bolt shows they can put on, Tesla Coils had very practical applications in wireless radio technology and some medical devices. Tesla experimented with his coils in the last years of the 19th century.

The true father of radio

Tesla tinkered with radio waves as early as 1892, debuting a radio wave-controlled boat in 1898 with great fanfare at an electrical exhibition at New York's Madison Square Garden. Expanding on the technology, he patented more than a dozen ideas related to radio communication, before Italian inventor Guglielmo Marconi leapt ahead of a financially unstable Tesla and completed the first transatlantic radio transmission (a bit of Morse code, sent from England to Newfoundland) on the back of Tesla's science. Marconi and Tesla's battle for intellectual recognition waged for decades before the U.S. Supreme Court ultimately revoked some of Marconi's patents in 1943, restoring Tesla as the father of radio, at least legally.

Tesla quotes

"Money does not represent such a value as men have placed upon it. All my money has been invested into experiments with which I have made new discoveries enabling mankind to have a little easier life."
— "A Visit to Nikola Tesla" by Dragislav L. Petković in *Politika* (April 1927)

"The scientific man does not aim at an immediate result. He does not expect that his advanced ideas will be readily taken up. His work is like that of the planter — for the future. His duty is to lay the foundation for those who are to come, and point the way. He lives and labors and hopes."

— "Radio Power Will Revolutionize the World" in *Modern Mechanics and Inventions* (July 1934)

"The scientists of today think deeply instead of clearly. One must be sane to think

clearly, but one can think deeply and be quite insane.”

— “Radio Power Will Revolutionize the World” in *Modern Mechanics and Inventions* (July 1934).

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ALAN MILNE’S «WINNIE THE POOH» AND ITS INFLUENCE ON THE DEVELOPMENT OF A CHILD’S PERSONALITY

Scientific adviser – Yarygina V.V.

Alan Milne is a very popular author among children and adults. His books influence on the development of children’s personalities a lot. This question hasn’t been studied enough. Therefore, it is *topical*.

Alan Alexander Milne was born in London on January 18, 1882. He was the youngest of three brothers named, David Barret Milne and Kenneth John Milne. His father, John Vine, was a school teacher and his mother, Sarah Maria, was a housewife. And to no surprise, Alan Alexander could read at the age of two. Alan Alexander first attended Westminster School and then Cambridge on a mathematics scholarship. In 1903, Milne went to London to write. In 1906, he became the editor of *Punch* magazine. He continued on with this position for eight years. Within this time he wrote his first book; three collections of his contributions to the magazine were also published [4].

In 1913 he married Dorothy de Selincourt, known to friends as Daphne. In 1915, during World War I, he enlisted in the Royal Warwickshire Regiment and served in France. During his military service he wrote three plays, all of which were seen on the London stage.

After the war he chose not to return to *Punch*, choosing to have the freedom to write when he wanted too.

On August 21, 1920 Christopher Robin Milne was born. A.A. Milne's the only son. Christopher became an inspiration to his father [1].

When Christopher Robin was a year old, he was given a stuffed bear. Christopher first named this bear Edward bear. And later, Christopher received a tiger, pig, and a donkey. The creation of bringing these toys to life is actually credited to Daphne Milne.

During the First World War troops from Winnipeg (Manitoba, Canada) were being transported to eastern Canada, on their way overseas to Europe where they should join the Second Canadian Infantry Brigade. When the train stopped at White River, Ontario, a lieutenant called Harry Colebourn bought a small female black bear cub for \$20 from a hunter who had killed its mother. He named her «Winnipeg», after his hometown of Winnipeg, or «Winnie» for short.

Winnie became the mascot of the Brigade and went to Britain with the unit. When the Brigade was posted to the battlefields of France, Lt. Colebourn took Winnie to the London Zoo for a long loan. Formally Colebourn presented the London Zoo with Winnie in December 1919 where it became a popular attraction and lived until 1934 [4].

The bear was also very popular by Christopher Robin, son of author A.A. Milne. It was his favorite at the zoo, and he often spent time inside the cage with it. The bear was Christopher Robin's inspiration for calling his own teddy bear Winnie...

One day, Christopher's father, A.A. Milne, and an artist named Ernest H. Shepard, decided that these animals, and two other imaginary friends, Owl and Rabbit, would make fine characters in a bedtime story. From that day on, Pooh and his friends have had many fanciful adventures, from Piglet's encounter with a Heffalump to Eeyore's loss of his tail. These stories have been embraced by millions of children and adult readers for more than 70 years [1].

«Winnie-the-Pooh» was published on October 14th, 1926, the verses «Now We are Six» in 1927, and «The House at Pooh Corner» in 1928. All these books were illustrated in a beautiful way by E.H. Shepard, which made the books even more magical .

The artist visited Cotchford Farm, the Milne country home in Sussex, where he sketched the child, the stuffed animals, and the surrounding countryside.

The world of «Winnie-the-Pooh» is as popular among children today as when it was first created. «Winnie-the-Pooh» has appeared in twenty-one languages, among them Hebrew Afrikaans, Esperanto, and Latin.

This deluxe volume brings all of the Pooh stories together in one full-color, large-format book. The texts are complete and unabridged, and all of the illustrations, each gloriously recolored, are included. Here are the beloved stories of Pooh stuck in Rabbit's doorway, of gloomy Eeyore and his nearly forgotten birthday, of playing Poohsticks on the bridge, and so many more [3].

The real Winnie-the-Pooh won't be found on a video, in a movie, on a T-shirt or a lunchbox. Since 1987, the real Pooh and four of his best friends – Eeyore, Piglet, Kanga, and Tigger – have been living at The New York Public Library.

Anyone can visit the real Winnie-the-Pooh and his pals. Every year thousands of children and their parents have come to see them. They have recently

moved from their previous home in the Central Children's Room to grand new quarters in the Schwarzman Building at Fifth Avenue and 42nd Street and will be on display in the Children's Room beginning in Spring 2009. Pooh and his friends are as happy as when they lived in the 100 Acre Wood [2].

So, Alan Milne's «Winnie-the-Pooh» is a very kind and interesting book which is popular among children and adults. It influences on the development of childrens' personalities and makes kids happier and kinder.

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THE DEVELOPMENT OF SPECIAL FEATURES IN BASKETBALL

Scientific adviser – Remizantseva K. O.

Basketball is a non-contact team sport played on a rectangular court by two teams of five players each. The objective is to shoot a ball through a hoop 18 inches (46 cm) in diameter and 10 feet (3.048 m) high that is mounted to a backboard at each end of the court. The game was invented in 1891 by Dr. James Naismith, who would be the first basketball coach of the Kansas Jayhawks, one of the most successful programs in the game's history.

The game has many individual techniques for displaying skill – ball-handling, shooting, passing, dribbling, dunking, shot-blocking, and rebounding. Basketball teams generally have player positions, the tallest and strongest members of a team are called a center or power forward, while slightly shorter and more agile players are called small forward, and the shortest players or those who possess the best ball handling skills are called a point guard or shooting guard. The point guard directs the on court action of the team, implementing the coach's game plan, and managing the execution of offensive and defensive plays (player positioning).

Basketball is so breathtaking spectacular and exiting sport. The game was created by Maya long time ago. They called it Poktapok. However modern basketball appeared only on the 15th of January 1892. First players threw a ball into a peach basket.

First Basketball field was surrounded by an iron cage, but it was so traumatic that soon it was denied. First Basketball had only 13 rules, today there are more than 200 ones.

There are some interesting facts about the game. Manute Bol and Muggsy Bogues, 231 and 160 sm, are the tallest and the shortest NBA players. Latrell Spruel, the professional Basketball player, denied 21 million

contract because of his greediness. He didn't play after that anymore, because couldn't find a team. Michael Jordan is the most famous Basketball player ever. He is a true basketball legend; his games were really amazing. His jumps were so high and slams so effective that NBA banned them as an unfair benefit.

Basketball is a really active and healthy sport. It improves different types of muscles. Quick moves increase your cardio characteristics, speed and reaction. You also have to keep in mind tactics and be a part of team. You will develop peripheral vision and determination as well.

Nowadays Basketball is underestimated in Ukraine. Our country doesn't encourage our sportsman to train. For example, in the USA you can get a place in University if you are just a good player. So we would like to make basketball more popular and motivate more people to play this amazing game.

Navas Henry, Preparatory Faculty, KhAI

PERSONAL AIRPLANES ARE FUTURE MEANS OF TRANSPORT

Scientific adviser – Kupina Y.V., Chimirtis Y.V.

There are self-driving cars, there are drones, and then there is the Vahana project, an Airbus-funded venture that hopes to build the first certified passenger aircraft that doesn't require a pilot.

The idea is reminiscent of flying car designs from the 1950s: as urban areas grow ever more congested, their citizens need easy-to-operate, inexpensive craft that can take off and land vertically, delivering them safely to their destination and avoiding the traffic chaos below [1].



The Vahana engineers are working at A3, Airbus's Silicon Valley incubator, and they believe that there's no better time like the present to implement that decades-old dream. According to a Medium post last month, they hope to have a full-size prototype before the end of 2017, and a market able design by 2020 [4].

The battery-powered planes would essentially be aerial taxis, following pre-determined flight paths and avoiding obstacles on their way to drop off and pick up passengers. Conceptual design drawings show room for just one passenger underneath a retractable canopy reminiscent of a fighter jet.

Borrowing a safety feature from light aircraft like the Cirrus SR20, the Vahana plane would include a parachute that would deploy in the event of a severe malfunction.

Uber, too, is intrigued by the idea of personal aircraft that can take off and land vertically. It envisions using the roofs of buildings as makeshift airports, reducing congestion on the ground. Like UberPool, Uber planes would carry groups of people going to nearby destinations [2].

There is already some cooperation between Airbus's Silicon Valley outpost and Uber, with the two companies working together to develop a new business model for helicopter operators, according to CNN.

Ultimately, Uber, Airbus, and any one else who wants to revisit the 1950s dream of inexpensive personal airplanes with modern technology will have to contend with the same issues facing the self-driving car industry: winning over the trust of government regulators and the traveling public.

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KANZASHI – THE ART OF SATIN RIBBONS

Scientific advisor – Remizantseva K.O.

The word “Kanzashi” has two meanings. Originally it was a women's hair decoration that is worn with a kimono. Now this word means the technique of craft that is based on folding pieces of fabric in a special way.

The element of the character “牙” (kiba), the value is “Fang”. Element “言” (ivaku) – “to utter” or “to say”. Together the meaning of the character is read as “sticks of bone, which reflect the actions and status of a person who wears them”.

The art of Kanzashi was invented in Japan in the Jomon period (13 000 to 300 years BC). The Japanese used only hair pins as decorations. They are had forms of long sticks which were made of animal fangs, bones, turtle shell, metal and valuable tree species.

In the development process, there are different varieties of kanzashi: Tama-

kanzashi, Bira, Bira-Bira and tsumy-kanzashi. Tsumy-kanzashi is a complex, multi-tiered application and garlands of flowers, leaves and butterflies made of silk. The modern world knows only that one like a kanzashi.

The master must do very delicate and long work to make kanzashi. However, in addition to fabrics, the master still has a lot of other tools, for example, glue, scissors, special forceps.

When the master becomes a professional, the amount of tools is increased.

But it's worth it! So it is possible to make so many beautiful things with the help of this art. You can make decorations, toys for children and other useful items.

In Japan, if you look at the kanzashi you can determine the status of women. Also, depending on events and time of a year, you could use only certain style of kanzashi. Some kanzashi cost even more than the kimono

In our country, it is a way to decorate ourselves and our surrounding. As for needles this is a way to show their skills.

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THE GREATEST GENERALS OF THE WORLD: PAST AND PRESENT

Scientific adviser – Balabai I.S.

Armed forces of any country are most essential element which not only provide territorial protection to the country but also stabilize the nation in critical condition like earthquakes, bad weather conditions and storm to rescue the residents and shelter them under shield.

Chief of General staff or the military commander or military generals are those people who control the million of troops under single order and can be considered to be more influential personalities in the world. When we talk about the best military generals we consider their decision making, commands, and way to tackle enemies, bravery, and deep eye of national and international concerns.

There are several commanders in past which can be described as the most excellent and exceptional generals following their strategies and tactics to destabilize the enemy. There have been many discussions of the greatest generals of history.

3,000 years of history was combed through to identify the greatest military commanders whose battlefield prowess, impact on the conduct of war in their respective eras, or significant contributions to the development of warfare helped create the world we live in today. There have been many men who have achieved great successes through their military knowledge and actions. But only a select few military geniuses can truly be considered the greatest military commanders who ever lived.

So here is the list of Top 7 Best Military Commander Generals in the World.

7. Thutmose III

Egypt's greatest warrior Pharaoh, he campaigned further than any Egyptian leader before or after. He was known for his bold and aggressive strategic approach. His lightning marches gained him the initiative from his numerically

superior enemies, and he used mobility, combined arms, and bold action to overcome all enemies. He practiced "blitzkrieg" thirty-three centuries before Guderian.

6. Georgy Zhukov would lead the Red Army in liberating the Soviet Union from the Axis Power's occupation and advancing through much of Eastern Europe to conquer Berlin during World War II. After the fall of Germany, Zhukov became the first commander of the Soviet occupation zone in Germany.

He was a Russian career officer in the Red Army who had a great importance in all the major operations conducted on the European front, including the conquering of Berlin. He is the most decorated general in the entire Russian history, after playing key roles in such battles as: the battle of Moscow, the defense of Stalingrad the battle Kursk and the operation Bagration.

5. Gaius Julius Caesar (13 July 100 BC–15 March 44 BC) – Julius Caesar was a Roman General and politician. He played a major role in the events that led to the end of The Roman Republic and the rise of The Roman Empire. Julius Caesar is considered by historians as one of the greatest military commanders in history. Julius Caesar showed his excellent generalship in the wars like the Conquest of Gaul, his outnumbered victory at Pharsalus, Thapsus, and Munda. Under leadership of Caesar Rome extended its territory to the English Channel and the Rhine. He also became the first Roman general to cross Rhine and conducted the first invasion of Britain. Later in his life he centralized bureaucracy of the Republic and eventually proclaimed himself as "dictator in perpetuity". He was assassinated by a group of rebellious senators led by Marcus Brutus in the Theatre of Pompey where around 60 men participated in his assassination and he was stabbed 23 times. The famous Latin Phrase "I came; I saw; I conquered" is attributed to him which he used in a letter to the Roman Senate after he had achieved a quick victory in his short wars.

4. Napoleon Bonaparte was a French military and political leader who rose to prominence during the French Revolution and led several successful campaigns during the Revolutionary Wars.

Simply a titan of military history. His enemies like his allies were all in awe of his boldness and talent. Sure, he lost battles, but a great general is not judged on the battles he lost, but the battles he shouldn't have won. And Napoleon from day one of his military career defied the odds.

He was a godlike figure whose amazing charisma and military genius brought him victory after victory on the European continent, and in Egypt. He was the Alexander the Great of his time, the modern Caesar, and none could stand against him. His great flaw that ultimately led to his defeat was his belief in his own invincibility, that grew out of previous military victories that he had won.

Napoleon has certainly done much more good for the world than bad. Many people label him a tyrant and military dictator, and in some ways he was. However he was the embodiment of the French Revolution. He was building an empire, but at the same time he was spreading the ideals of liberty, equality, and brotherhood, bred out of the French Revolution. He freed enslaved peoples in Croatia and

Poland (so much that his name is mentioned in the Polish national anthem) and wrote a law code that remains with France to this day.

3. Hannibal Barca

Arguably the greatest general of antiquity, Hannibal faced and nearly overcame the greatest power of the ancient world, Rome, on its own soil. He was master of all of the military arts but one: in matters of strategy, tactics, and (the most important) logistics he has no superior. However, unlike Alexander, he never conducted a truly great siege; though he did take some strong places. His inability to besiege and capture Rome ultimately doomed his efforts to failure. Strategically he took a great many risks, but all were calculated and the ground work carefully prepared for success. He understood that Rome could only be defeated if deprived of its recruiting grounds in Italy; and braved the Alps to take the war to his enemy and shatter their Italian alliances. Though he ultimately failed in this, he never lost a battle till his last; and was able to defeat every army the Romans sent against him. Tactically he was a master, and in this he is unsurpassed in ancient history. But perhaps his greatest feat was not getting his army over the Alps (however impressive this was); but in maintaining that army on enemy soil for 13 years. In this he was neither aided nor resupplied from home; relying only upon his own genius and resource. To the very end, his army (largely mercenaries with no national tie to bind them) stayed loyal and followed wherever the master led.

2. Genghis Khan (1162 – August 18 1227), born Temüjin, was the founder and Great Khan of the Mongol Empire, which became the largest contiguous empire in history after his death.

He was the founder of the Mongol Empire - the largest contiguous empire in history. The Mongol Empire occupied a substantial portion of central Asia. He achieved this through uniting many of the nomadic tribes and confederations in northeast Asia and strategically raided much of the area in China and throughout Asia. The Mongol Empire would go on to include most of Eurasia and substantial parts of Eastern Europe, Central Asia and the Middle East. Ghengis Khan waged successful campaigns against the Western Xia and Jin dynastys as well as the Khwarezmid Empire through excellent military intelligence and tactics.

Genghis Khan ruled the largest contiguous empire in the world to date: The Mongol Empire. It pretty much covered almost ALL of Asia and some parts of Eastern Europe. The Mongols pretty much killed anyone who got in their way and nobody could've stopped them. Even the Abbasid Islamic Empire couldn't stop them. Of course they were defeated off by the Mamluks, but remember the only reason they didn't conquer Western Europe was because their king got sick. Otherwise, who knows how the history of the world could've changed considering that Western Europe pretty much took over the entire world.

1. Alexander the Great

By every measure of generalship Alexander excelled all others. His performance set the bar by which all others generals have been measured ever since. In battle or in siege, he was ever victorious; leading his army in four very great battles and as many great sieges. He habitually led from the front, which

makes the control he exercised in battle all the more impressive. For personal courage and prowess he has no superior among the Great Captains. Strategically, his campaigns were masterfully conducted; so much so that he made it look easy. Many later would-be conquerors, from Crassus to Julian the Apostate attempted (and failed) to emulate his achievement. Of his strategic operations, no less an expert than Napoleon concluded: he "calculated with depth, executed with audacity, conducted with wisdom". A master of logistics, in 10 short years he crossed the ancient world, conquering an empire that stretched from the Adriatic Sea to the Indus River in India; and from the Danube River to the upper-reaches of the Nile. Only once, in Gedrousia, did his army run short on supplies; and that because plans to supply his forces by sea came awry. Not only a Great Captain of War, he was a very great leader of men. Even his enemies, once defeated, admired and joined him as faithful subjects. His charisma is unmatched, and his army was fiercely devoted to their leader. They followed him across the known world, through scorching deserts and over the highest mountains in the world (the Hindu Kush). In India they found themselves in an alien land, facing monstrous beasts the like of which men of the west had never seen (elephants). Yet they never lost confidence in their young king-and-commander; and he led them to his greatest tactical masterpiece at the Hydaspes River against King Porus. Finally, exhausted, they refused to march further east; his only defeat. Had he lived longer (he died at 33) he might well have conquered both Carthage and Rome.

Thus, an individual can play a significant role in the destiny of the whole country. It is necessary to remember this, to be interested in the history of great people whose decisions affected the course of events of their states and even the whole world.

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WORLD EXPERIENCE IN SOLVING WASTE PROBLEMS

Scientific adviser – Kholodniak O.V.

Most of people don't think much about garbage, especially if they live in industrialized cities. But Lviv tragedy shocked the whole country last year and turned our attention to the one of the most urgent-to-solve problem. According to ecologists garbage sorting and recycling is nothing more than a myth to

Ukrainians. Nearly all discard stuff ends up at landfills regardless whether it is glass, wood or paper. Ukraine does have one garbage recycling plant located in Kyiv. This facility was built in 1986 and continues to operate today converting waste to alternative energy sources. It recycles nearly 700 tons of garbage a day, this is enough to provide three hundred blocks of flats with hot water. By contrast 700 tons add up to just a quarter of the daily amount of trash tossed away in Kyiv living landfills to struggle with the intake of more than 2,000 tons of waste. So mostly all garbage is thrown out to the disposal dumps. At the same time European states recycle up to 80% of waste where as we do no more than 6%. Presently there are 6000 official landfills listed in Ukraine though ecologists say that number actually is closer to about 10,000 and that is what causes them to sound the alarm; because the current amount of waste cover Ukrainian land is nearly 48 billion tons nowadays. More than five percents of Ukraine territory are covered with garbage [5]. For instance, imagine a country sized as Montenegro is totally under waste that is going to decompose there for the next hundred years or not decompose as most metals and plastics take thousands of years to break down. It makes us think about durable solutions.

Talking about experience of European countries let's have a look at Helsinki, Finland. They are building a system of pneumatic tubes. Citizens sort their waste and put it in different bins or tubes and then it flies through these tubes to screw tanks. Those tanks have sensors that alert when tanks are full and crew must empty them out. They can track where this waste came from, that meant to know who is generating the most garbage and those people or plants get charged more for collection services. But the problem what to do with all these landfills remains.

The idea that may be the perfect solution is plasma gasification, a process of breaking down waste molecule bounds having heated it up to 25 000 degrees and freeing the component atoms. They become either a synthetic gas or molten slag. The best thing about is that synthetic gas can be turned into fuel, electric power and thermal energy. This is clean destruction of waste which prevents hazardous things from reaching landfills and having harmful impact on environment. It enables air emissions to be cleaner than landfills and some incinerators. But there are also disadvantages as high operational costs, frequent maintenance and limited plant availability [3].

Another solution is zero waste programs. It has already been adopted by some countries, regions, cities in Japan, Australia, Sweden, Finland, the Uk and the USA. Kamikatsu is one of Japanese cities where people took the concept of recycling so seriously that are going to become 100% zero waste town by 2020. In the very beginning, Kamikatsu was doing open incineration. But people could see that's really hurting the environment and health of the people, so the zero waste town program was created. Since it began in 2003, 80% of the town's garbage gets recycled, reused, or composted, the rest goes to a landfill. One of the main challenges was to gain the understanding of the people, as garbage must be separated into 34 categories, which is massive and really time-consuming. Citizens

must wash, clean, sort, and then bring all of the materials to the city's recycling center where monitors make sure it's being done properly. There are signs on each of the tanks tell consumers what their trash will be recycled into, and how much that process can cost or earn the community. The city also has shops where residents can bring in and take used items for free. There's also a factory where local women make products out of discarded items. Businesses all over Kamikatsu have incorporated ways to become zero waste. They are cutting, by doing the recycling, the cost into one third compared to when they burned everything. Citizens are trying to totally change their lifestyles, to not to produce any waste. This idea might seem like utopia on the example of this city but it found its implementation in bigger cities like San Francisco, the USA .

San Francisco is also challenged to become zero waste by 2020. And now this is the main ambition for all of the city's recyclables. In 2009, the city passed a law requiring residents and businesses to sort their waste into recyclables, compostables, and landfill trash. This law was initiated by a private company called *Recology*. Now this company handles the whole process. Within seven years San Francisco diverted 80% of its waste away from landfills, and its success has been getting global attention. Government representatives from all over the world visit this facility to learn about how to replicate the system. For instance, San Francisco now collects 650 tons of food scraps, yard trimmings, and other organic waste every day. That material is brought to plants to be turned into compost. At first all the waste is looked through to delete items that are not supposed to be processed. After the waste is ground up and screened for plastic and other bits of trash, the organic matter left over gets watered and aerated. In about 60 days, the compost is complete and sold to local organic farmers and vineyards. So this way waste becomes feed for new crops [1; 2].

Talking about countries Sweden gained the best results implementing zero waste idea with more than 99% of all country household waste is recycled in one way or another now compared with only 38% of household waste were recycled in 1975. Most Swedes separate all recyclable waste in their homes and deposit it in special containers in their block of flats or take it to a recycling station. They are encouraged to keep separating their newspapers, plastic, metal, glass, electric appliances, light bulbs and batteries. Many municipalities also encourage consumers to separate food waste. And all of this is reused, recycled or composted. Newspapers are turned into paper mass, bottles are reused or melted into new items, plastic containers become plastic raw material; food is composted and becomes soil or biogas through a complex chemical process. Rubbish trucks are often run on recycled electricity or biogas. Wasted water is purified to the extent of being potable. Special rubbish trucks go around cities and pick up electronics and hazardous waste such as chemicals. Pharmacists accept leftover medicine. Swedes take their larger waste, such as a used TV or broken furniture, to recycling centres on the outskirts of the cities. In 2014, Sweden even imported 2.7 million tons of waste from other countries to convert it into energy. At the same time government agencies and corporations together with private companies developed an action

plan for waste prevention, including how to encourage producers to make products that last longer. The agency also considers proposing a tax reduction for some repairs. Some Swedish companies have voluntarily joined in the struggle. For example, H&M has begun accepting used clothing from customers in exchange for rebate coupons. The Optobag company has developed a machine that can separate coloured waste bags from each other. People throw food in a green bag, paper in a red one, and glass or metal in blue. But the main Sweden government and businesses challenge is to have citizens not only sort garbage, but also generate less of it. Adopting Australian 3R's law (Reduce, Reuse, Recycle) experience government encourages Swedes to think twice before buying items or throwing them away as they may get a lease of new life elsewhere. It also raises people awareness about consumption. For instance, in such a developed countries as the USA and Australia over 8 billion worth of food waste is created each year. That makes 40% of food end up in the bin. People often refuse to eat food with past expiry date because they don't understand the expiration date is a suggestion of when to use a product. In terms of safety some products could be eaten weeks or months after 'Use By'-date. Expired Food Restaurant Trader Joe's ex-president Dough Rauch came up with an excellent idea to reduce food wasting and educate consumers on true meaning of expired opening a new chain of stores selling out of expiry date food for reduced prices [4].

People have already heard enough about environmental problems, these issues often cover the front pages on newspapers across the world. But we really should start to care about. There is a list of effective solutions on different levels. On governmental level Sweden is leading the way in the waste-to-energy solutions, where rubbish is used as a fuel to generate power. The European country has become so efficient in the process that it's now importing rubbish from other countries. On regional level more recycling facility points are opened and provided with innovative technologies as bins that simplify recycling or pneumatic tubes to collect garbage to tanks. Organic waste is processed into compost to be sold to local farmers. Businesses adopt green production reducing their expenses. On personal level people are encouraged to sort their garbage, bring to recycle point, use responsible avoid buying unnecessary products, boost their awareness about proper consumption.

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THE LOST CONTINENT OF LEMURIA

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The Legend of Lemuria is one of an ancient lost civilization which existed prior to and during the time of Atlantis. Lemuria, or Mu, is a mythical continent that allegedly was located in the Pacific Ocean area or the Pacific Ring of Fire. Today we read about accelerating natural disasters in that area - earthquakes, tsunamis - dormant volcanoes becoming active - as the tectonic plates continue to shift. This takes us to creation myths - thousands of flood stories around the world - the destruction of a continent and civilization by water, and the creation of something new to replace it in the cycles of time by the consciousness hologram that creates the illusion that this is all real.

The islands within the Ring of Fire have ancient monuments, petroglyphs, and caves that hold clues to one of many ancient civilizations that once existed there - the most famous Easter Island. The legends of Easter Island speak of 'Hiva' which sank beneath the waves as people fled.

Samoans speak of a place called Bolutu. It was stocked with trees and plants bearing fruits and flowers, which were immediately replaced when picked. On Bolutu men could walk through trees, houses, and other physical objects without any resistance. The Maoris of New Zealand still talk about arriving long ago from a sinking island called Hawaiki linked with Samoan legends.

As with myths about Atlantis - Lemuria's sister continent on the opposite side of the world - legends speak of gods who came from the sky to create civilizations - which takes us to Ancient Alien Theory.

Spiritually we associate that area with dolphins and their connection to other worlds and entities (aliens) who monitor the planet and either create the accelerating natural disasters or prevent them from destroying it. This all seems to be part of a greater plan as the journey of humanity evolves into something else. Some speculate that the Lemurians were at some point telepathically linked to the dolphins. - their tones called "Dolphin Codes."

The Rig Veda speaks of "the three continents that were"; the third was home to a race called the Danavas.

A sunken land called Rutas was an immense continent far to the east of India and home to a race of sun-worshippers. Rutas was torn asunder by a volcanic upheaval and sent to the ocean depths. Fragments remained as Indonesia and the Pacific islands, and a few survivors reached India, where they allegedly became the elite Brahman caste.

Lemuria or Mu is the name of a hypothetical continent that allegedly existed in one of Earth's oceans, but disappeared at the dawn of human history. The concept and the name were proposed by 19th century traveler and writer Augustus Le Plongeon, (1825-1908), who claimed that several ancient civilizations, such as those of Egypt and Mesoamerica, were created by refugees from Mu - which he located in the Atlantic Ocean. Egypt was founded by Queen Moo, a refugee from the land's demise. Other refugees supposedly fled to Central America and became the Mayans.

After his investigations of the Maya ruins in Yucatan, Le Plongeon claimed that he had translated ancient Mayan writings, which supposedly showed that the Maya of Yucatan were older than the civilizations of Greece and Egypt, and additionally told the story of an even older continent. Le Plongeon then identified this lost land with Atlantis, and turned it into a continent which had supposedly sunk into the Atlantic Ocean.

Le Plongeon's concept was popularized and expanded by his friend, Anglo-American explorer, James Churchward (1851-1936), though he believed Mu was once located in the Pacific. In books such as *The Lost Continent of Mu* (1931), wrote that the Motherland stretched from the Hawaiian Islands to Fiji and from Easter Island to the Marianas. Churchward gave a vivid description of Mu as the home of an advanced civilization, the Naacal, which flourished between 50,000 and 12,000 years ago, was dominated by a "white race" that was superior in many respects to our own.

The Cayce readings refer to a lost continent in the Pacific by several names, but most often it is called Lemuria. Lemuria sank into the sea. The original Lemurians were thought projections not physically beings. It made them higher in frequency and closer to the Creator's energy vibration level. Their souls came to Earth to experience the physical vibration. They were about nine feet tall, had scaly skin with an aqua cast, which changed from blue to green in conjunction with two seasonal cycles each year. They breathed through their skin, not lungs. Their eyes were large with vertical pupils.

Today, scientists dismiss the concept of Mu and other lost continents as physically impossible, since a continent cannot sink nor be destroyed by any conceivable catastrophe, especially not in the short period of time required by this premise.

Moreover, the weight of all archaeological, linguistic and genetic evidence is contrary to the claim that the ancient civilizations of the New and Old Worlds have a common origin. So, the very "facts" that the theory was conceived to explain are now seen to be false.

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THE MOST POPULAR FEMALE MONARCHS IN THE UK

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Monarchy is the oldest form of government in the United Kingdom. In a monarchy, a king (male) or queen (female) is Head of State. They are also referred to as the Monarch, The Sovereign and Her or His Majesty. The monarchy plays an important role in the history and development of the countries that form the present-day British state.

The position of the monarch in Britain is a perfect illustration of the contradictory nature of the constitution. From the evidence of written law only, the Queen has almost absolute power, and it all seems very undemocratic.

The most popular female monarchs was Elizabeth I. Elizabeth I's reign developed into a love affair with her people, and with every eligible man, conducted in many different moods: teasing, flirtatious, romantic, haughty, procrastinating. In 1588 it reached its ecstatic climax when together they defied the Armada sent by Philip of Spain to subdue them. She promoted the Church of England as a compromise between religious extremes, and she was herself tolerant of private differences of belief. For 20 years she resisted entreaties to have her cousin, Mary Queen of Scots, put to death: only Mary's flagrant plotting to seize the throne with a foreign, Catholic force rendered her execution unavoidable. Elizabeth had amorous friendships, but never married. She employed outstanding ministers, but never allowed herself to be dominated.

Also a bright representative of the British monarchy was Queen Victoria reigned for longer than any of her predecessors. She rescued the monarchy from the contempt in which it was held for several decades before 1837, and became the grand unifying figure, at once majestic and domestic, in a Britain that dominated the globe.

Here was an empress who had a startling affinity with the middle class: the class to which even the aristocracy felt it must now defer. Her views about politics, and especially about foreign affairs, were so strong, and expressed with such partisan sincerity, that it was impossible to kick her upstairs, to the less exciting region above politics that her successors came to occupy.

Her personality was of "irresistible potency", as her greatest biographer, Lytton Strachey, put it. But though Victoria was passionate, she possessed also a devout desire for self-improvement, fully shared by her husband, Prince Albert, who was from Coburg. Her early death on 14 December 1861 led her to retire for many years from public life.

Also the most popular female monarch was Anne (1665–1714) may seem a

surprising choice as one of England's best queens but, as the first monarch of a united Great Britain, she deserves her place.

Anne was the younger daughter of the Catholic James II and VII. She helped to spread rumours that James's son, 'the Old Pretender', had been smuggled into his mother's chamber in a warming pan at his birth in 1688.

When her Protestant brother-in-law, William of Orange, invaded, Anne joined him against her father. She was a virtual invalid by the time she succeeded William in 1702, but presided over an important period in British history, including the Duke of Marlborough's victories in the War of the Spanish Succession, and the Act of Union of 1707, which established her as queen of Great Britain. Although she endured 17 pregnancies, Anne left no heir, and her Protestant cousin, George of Hanover, succeeded her in 1714.

Caroline of Ansbach was one of the most politically influential queen consorts, and is popularly considered to be the power behind George II's throne. She was highly intelligent, managing affairs in such a way that her husband never suspected her true influence. In 1727, for example, when George decided to replace his father's prime minister, Sir Robert Walpole, with his own candidate, Caroline was able to quietly persuade her husband that it was his idea that Walpole should remain. She worked closely with Walpole throughout the reign, with the pair meeting to discuss policy privately before raising it with George, manipulating him to ensure that he followed their wishes. She also acted as regent during the king's absences in Germany.

Although he was never faithful, George was devoted to Caroline – on her deathbed when she urged him to remarry, he refused, saying he would only have mistresses. He was devastated when she died in 1737.

Victoria (1819–1901) was one of the most famous representative of British monarchy, who came to the throne as an 18-year-old in 1837, holds the record as Britain's longest-reigning monarch. Her reign of more than 60 years saw great changes: she presided over the peak of Britain's power and influence, while her nine children married into most of the royal houses of Europe.

Victoria married her cousin, Prince Albert, in 1840, and remained devoted to him for the rest of her life – she entered perpetual mourning following his death in 1861. She was, however, able to retain control of her affairs, regularly meeting with her prime ministers, as well as becoming empress of India in 1876. She reached the peak of her popularity at her golden jubilee in 1887 and diamond jubilee in 1897. Old age finally caught up with the queen on 22 January 1901, when she died at Osborne House on the Isle of Wight.

Elizabeth Bowes-Lyon (1900–2002)-while Victoria was Britain's longest-reigning monarch, the longest-lived queen was Elizabeth Bowes-Lyon (better known as the Queen Mother), who was 101 when she died in 2002. Her husband, George VI, became king unexpectedly in 1936 following the abdication of his elder brother, Edward VIII. The couple proved a successful team, with Elizabeth coming into her own during the Second World War. Hitler is supposed to have called her the most dangerous woman in Europe and, from the outset, she strove to

improve British morale. She refused to allow her two daughters to be evacuated, while declaring that she could “now look the East End in the face” when Buckingham Palace was bombed.

Elizabeth spent half a century as Queen Mother after her husband’s death in 1952, during which time she was arguably the most popular member of the royal family.

So, Monarchy, form of government in which sovereignty is vested in a single person whose right to rule is generally hereditary and who is empowered to remain in office for life. The power of this sovereign may vary from the absolute to that strongly limited by custom or constitution. Monarchy has existed since the earliest history of humankind and was often established during periods of external threat or internal crisis because it provided a more efficient focus of power than aristocracy or democracy, which tended to diffuse power.

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MODULAR CLOTHING AS A WAY TO IMPROVE PEOPLE’S LIVES

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Fashion is an individual statement of expression for each of us. One Japanese fashion designer said: “Now everything looks so “haute couture”, so expensive that it is time to apply brand new paradigms and ways of thinking, to create something highly original”. Modular clothing is a simple and efficient innovative approach to making clothes. Not everyone can afford expensive garments, but everyone can create his or her own style, using convertible clothing.

In recent years there has been a growing interest in the principles of modularity in the realms of industrial design, fashion and textiles due to its substantial benefits such as ease of assembly and disassembly, customization, and cost effectiveness. One more important reason for many designers to employ these principles is that modular dressing is characterized as being environmentally friendly in production.

Modular clothing is a kind of wardrobe system with interlocking pieces, worn every which way and loose, therefore the clothes can be styled to look either simple or sophisticated, either casual or formal. Modular clothing items come in easy-care knit fabrics (such as supreme, futer, and interlock) and are usually relatively cheap. Colors are basic, usually white, black, nude, beige, and red with some seasonal variations.

This type of clothing has “apparent” methods of construction, such as box pleats, panels, waistbands, and hemlines that are joined with detachable fastenings. For instance, to create an interlocking skirt or dress, a number of square- and star-

shaped modules are pieced together via small patches of wool which eliminates the need for a yarn. The resulting mosaic-like garments can be worn in a variety of dynamic ways, so one can get by with fewer articles of clothing and yet never experience fashion ennui. Since each outfit can be worn in multiple ways, a single design offers a rich wardrobe morphing from a classic work sheath one minute to a red-carpet-ready dress the next. As fashions and proportions change, modular principles allow women to adjust the styling of their clothes without renovating their wardrobes.

In conclusion, it is worth emphasizing that modular clothing principles offer infinite design possibilities based on numerous variations in tessellation. Modular systems of textiles enable to create pieces of clothing with a second “life” owing to their capacity for reinvention. In the future, it is likely that the innovative modular dressing practice will involve collaboration engaging the designer and the customer beyond the existing boundaries.

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HEALTHY EATING AS A HEALTHY LIFE STYLE

Scientific adviser – Kholodniak O.V.

Healthy eating is one of the constituent parts of a healthy life style. Our overall health strictly depends on what we eat. Healthy eating along with physical activity help to maintain a healthy weight and avoid certain health problems, but moreover it can also have a profound effect on our mood and sense of wellbeing. Studies have linked eating a typical Western diet – filled with processed meats, packaged meals, takeout food, and sugary snacks – with higher rates of depression, stress, bipolar disorder, and anxiety. Eating an unhealthy diet may even play a role in the development of mental health disorders such as ADHD, Alzheimer’s disease, and schizophrenia, or in the increased risk of suicide in young people [1; 2; 3].

As a result the tasks of switching to healthy eating brining into a healthy way of life are of special topicality in our time.

The aim of our research is to elucidate the most common tips of healthy eating that would be the most appropriate and useful for all people.

Healthy eating (or healthy diet) provides the body with essential nutrition: fluid, adequate essential amino acids from protein, essential fatty acids, vitamins, minerals, and adequate calories. The requirements for a healthy diet can be met from a variety of plant-based and animal-based foods. A healthy diet supports energy needs and provides for human nutrition without exposure to toxicity or excessive weight gain from consuming excessive amounts [1].

Various nutrition guides are published by medical and governmental institutions to educate the public on what they should be eating to promote health. Nutrition facts labels are also mandatory in some countries to allow consumers to choose between foods based on the components relevant to health.

The idea of dietary therapy (using dietary choices to maintain health and

improve poor health) is quite old and thus has both modern scientific forms (medical nutrition therapy) and prescientific forms (such as dietary therapy in traditional Chinese medicine) [1].

The basic principles of good diets are so simple that they can be summarized in just ten simple tips:

1. **Eat varied food.** Vitamins, microelements and minerals are always necessary for health. They are contained in different products. That's why the more varied food we eat, the more varied set of useful elements our organism gets.

2. **Eat more than three times a day.** Eat breakfast, dinner, supper and smaller meals throughout the day. A healthy breakfast can jumpstart your metabolism, while eating small, healthy meals (rather than the standard three large meals) keeps your energy up.

3. **Don't skip food taking.** Firstly, our organism becomes exhausted, we begin to feel tired. Secondly, after skipping food taking, we eat much more meal next time and it is harmful for our health.

4. **Emphasize on Fruits & Veggies.** Choose red, orange, and dark-green vegetables like tomatoes, sweet potatoes, and broccoli, along with other vegetables for meals. Add fruit to meals as part of main or side dishes or as dessert. The more colorful our plate is, the more likely we are to get the vitamins, minerals, and fiber our body needs to be healthy

5. **Include a variety of whole grains in your healthy diet.** An easy way to eat more whole grains is to switch from a refined-grain food to a whole-grain food. For example, eat whole-wheat bread instead of white bread. Read the ingredients list and choose products that list a whole-grain ingredients first. Look for things like: "whole wheat," "brown rice," "bulgur," "buckwheat," "oatmeal," "rolled oats," quinoa," or "wild rice."

6. **Reduce the amount of salt and sugar in food.** Sodium is an ingredient that is frequently added to food to improve taste, even though our body needs less than one gram of sodium a day (about half a teaspoon of table salt). Eating too much salt can cause high blood pressure and lead to an increased risk of stroke, heart disease, kidney disease, memory loss, and erectile dysfunction. It may also worsen symptoms of bipolar disorder. Too much sugar, as well as creating weight problems, causes energy spikes and has been linked to diabetes, depression, and even an increase in suicidal behaviors in young people. Reducing the amount of candy and desserts we eat is only part of the solution as sugar is also hidden in foods such as bread, cereals, canned soups and vegetables, pasta sauce, margarine, instant mashed potatoes, frozen dinners, low-fat meals, fast food, and ketchup. Our body gets all it needs from sugar naturally occurring in food so all this added sugar just means a lot of empty calories.

7. **Eat some seafood.** Seafood includes fish (such as salmon, tuna, and trout) and shellfish (such as crab, mussels, and oysters). Seafood has protein, minerals, and omega-3 fatty acids (heart-healthy fat). Adults should try to eat at least 250 grams a week of a variety of seafood. Children can eat smaller amounts of sea food, too.

8. **Replace dangerous trans-fats with healthy fats** (such as switching fried chicken for grilled fish) will make a positive difference to your health. Switching animal fats for refined carbohydrates, though (such as switching your breakfast bacon for a donut), won't lower your risk for heart disease or improve your mood.

9. **Drink plenty of water.** Water helps flush our systems of waste products and toxins, yet many people go through life dehydrated – causing tiredness, low energy, and headaches. It's common to mistake thirst for hunger, so staying well hydrated will also help you make healthier food choices. Coffee, tea and other sweet beverages should be drunk separately.

10. **Refuse from fast food, prepare more meals at home.** Fast food causes overweight and depression. Cooking more meals at home can help to take charge of what we're eating and better monitor exactly what goes into our food [3; 4; 5; 6].

Thus, our food choices each day affect our health – how we feel today, tomorrow, and in the future.

Every one should try to balance different nutrients and foods, such as grains, vegetables, protein foods and dairy products. Eating a variety of foods from each food group helps a person get all the important nutrients. A person should not eat too little or too much of particular foods.

Good nutrition is an important part of leading a healthy lifestyle. Combined with physical activity, our diet can help us to reach and maintain a healthy weight, reduce our risk of chronic diseases such as diabetes, hypertension, heart disease, some types of cancer, and, of course, it can promote our overall health.

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OPHIUCHUS AS THE 13TH ZODIAC SIGN – MYTH OR REALITY?

Scientific adviser – Kholodniak O.V.

Stars and constellations investigation and their influence on human lives have attracted people since the old days. There are many sources about the Zodiac

which reflect its importance and influence on a man almost in all nations of the world. But while analyzing a lot of these sources a lot of inaccuracies and contradictions have been revealed.

Nowadays a question about the amount of Zodiacs became topical, because some scientists are inclined to distinguish not 12, but 13 zodiac signs.

The aim of our research is to study different approaches concerning the differentiation of the amount of Zodiacs, to analyze the possibility of distinguishing the 13th zodiac sign and its influence on 12 traditional zodiacs.

In ancient times, astronomers did not fully understand how Earth, the Sun, and the stars moved. Nor did they have any idea the Universe is so vast. But they were keen observers of the sky and tried very hard to make sense of it.

People had already imagined that the constellations might be important symbols, telling stories of their gods and other myths. It was not a big step to suppose that the changing positions of the constellations at different times of the year might be important to people and events on Earth.

The Babylonians lived over 3,000 years ago. They divided the zodiac into 12 equal parts – like cutting a pizza into 12 equal slices. They picked 12 constellations in the zodiac, one for each of the 12 "slices." So, as Earth orbits the Sun, the Sun would appear to pass through each of the 12 parts of the zodiac. Since the Babylonians already had a 12-month calendar (based on the phases of the Moon), each month got a slice of the zodiac all to itself.



But even according to the Babylonians' own ancient stories, there were 13 constellations in the zodiac. Other cultures and traditions have recognized as many as 24 constellations in the zodiac. So the Babylonians picked one, Ophiuchus, to leave out. Even then, some of the chosen 12 didn't fit neatly into their assigned slice of the pie and slopped over into the next one.

Now, 3,000 years later, the sky has shifted because Earth's axis (North Pole) doesn't point in quite the same direction. The constellations are different sizes and shapes, so the Sun spends different lengths of time lined up with each one. The line from Earth through the Sun points to Virgo for 45 days, but it points to Scorpius for only 7 days. To make a tidy match with their 12-month calendar, the Babylonians ignored the fact that the Sun actually moves through 13 constellations, not 12. Then they assigned each of those 12 constellations equal amounts of time. Besides the 12 familiar constellations of the zodiac, the Sun is also aligned with Ophiuchus for about 18 days each year. The constellation of Ophiuchus occupies most (November 29 – December 17) of the sign of Sagittarius (November 23 – December 21) [1; 2; 3].

Ophiuchus is a large constellation located around the celestial equator. Its name is from the Greek Ὀφιοῦχος Ophioukhos; "serpent-bearer", and it is commonly represented as a man grasping the snake that is represented by the

constellation Serpens [3].

In mythology, Ophiucus is identified with the healer Asclepius, the son of Apollo, who was able to bring the dead back to life. Realizing his power, Hades convinced Zeus to kill Asclepius with a lightning bolt, and he was placed into the stars as a constellation after his death.

People born under the sign of Ophiuchus progress well throughout life. An Ophiuchus is a seeker of wisdom and knowledge. They have a flamboyant dressing sense, favouring bright colours and wearing of pleaded dresses. Personality traits of Ophiuchus are between Scorpio and Sagittarius. Ophiuchus persons are extremely curious, open to change, passionate and very jealous too. Also other Ophiuchus personality traits include explosive temper, good humor, secretive, egotistical, thirst for knowledge and sexually magnetic [4].

Nowadays it is well-known that the Zodiac in astrology and the Zodiac in astronomy are completely different notions, which are connected with different coordinate systems.

The zodiac was in use by the Roman era, based on concepts inherited by Hellenistic astronomy from Babylonian astronomy of the Chaldean period (mid-1st millennium BC), which, in turn, derived from an earlier system of lists of stars along the ecliptic. The construction of the zodiac is described in Ptolemy's vast 2nd century AD work, the *Almagest*.

Although the zodiac remains the basis of the ecliptic coordinate system in use in astronomy, the term and the names of the twelve signs named after constellations are today mostly associated with horoscopic astrology [2; 5].

The zodiacal signs are distinct from the constellations associated with them, not only because of their drifting apart due to the precession of equinoxes but also because the physical constellations take up varying widths of the ecliptic, so the Sun is not in each constellation for the same amount of time. Thus, Virgo takes up five times as much ecliptic longitude as Scorpius. The zodiacal signs are an abstraction from the physical constellations, and each represent exactly one twelfth of the full circle, or the longitude traversed by the Sun in about 30.4 days.

The path of the Sun actually passes through thirteen constellations recognized by ancient Babylonian, Greek, and Roman astronomers (including in Ptolemy's *Almagest*) and the modern International Astronomical Union. Because the Babylonians had a 12-month lunar calendar, they chose twelve and divided the year up evenly. The thirteenth was left out: Ophiuchus, the bottom part of which interjects between Scorpio and Sagittarius [2].

Occasionally this difference between the astronomical constellations and the astrological signs is mistakenly reported in the popular press as a "change" to the list of traditional signs by some astronomical body like the IAU, NASA, or the Royal Astronomical Society. Professional astronomers generally consider astrology a pseudoscience which has been disproven by scientific experimentation. For example, in drawing a distinction between astrology and scientific astronomy, NASA notes that "No one has shown that astrology can be used to predict the future or describe what people are like based on their birth dates" [1].

Summing up all above mentioned, it should be noted, that the constellation ‘Ophiuchus’ actually exists and can be single out among other zodiac sings to detail their characteristics, but its existence slightly influence on traditional 12-sings zodiac system as it is a result of centuries-old observations of constellations, events in people’s life depending on planets locations, people’s fates depending on dates of births and so on.

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THE MOST INTERESTING PROFESSIONS IN THE WORLD

Scientific adviser – Vasylieva M.P.

Being undergraduate students we spend a lot of time thinking about the future and choosing our future careers. There are a lot of interesting professions in the world. Let’s have a look at a few professions that are considered the most interesting.

To get the perfect job, you strongly need to possess the qualities and extraordinary features to appear as a prominent candidate. There are various independent job opportunities available that match your skills and provide a chance to secure a lifetime position.

Let’s take a quick look at the most interesting jobs you can have.

Body Painter

Body painters usually work at fairs, festivals or other events that draw large numbers of people. Some specialize in face painting, which is especially popular among families with children. Other body painters may work at concerts or music festivals, offering their services to adults. Most body painters work on a freelance basis, but they should earn pretty good.

Bereavement Coordinator

While these workers aren’t generally the ones breaking the bad news to people, they’re managing the social workers who do. They’ve also worked tirelessly to come up with a system that makes an impossible situation as painless as possible. This job requires a college degree, and bereavement coordinators develop and implement programs to assist the survivors of people with terminal

illness. They work at hospitals, hospice, and nursing homes. Bereavement coordinators usually work in a high-stress field among emotionally distraught people going through some of the worst times in their lives. But their opening towards sheer strangers surely makes them really brave people.

Clinical Ethicist

Issues such as “Right to Live,” stem cell research and cloning can often be found in the day’s biggest headlines. Emotions run high on both sides of these important topics and they often spill over into the political arena as well. A clinical ethicist takes an unbiased, non-partisan approach to examining each of these issues and providing input that helps shape how patients, their families, doctors, and hospitals deal with these difficult situations. Most ethicists will need a master’s degree or doctorate related to medical ethics, and a minimum of at least five years experience.

Chocolate Engineer

If you love designing things and have fantasy towards being an engineer then you can become Chocolate Engineer. Here you have not to deal with heavy machineries and tools, all one has to do is design and make chocolates. The job of a chocolate engineer is to create an assortment of delicious chocolate recipes.

Island Caretaker

Ben Southall, 39, of Petersfield, beat out nearly 35,000 applicants from around the world for the dream assignment to swim, explore and relax on Hamilton Island in the Great Barrier Reef, while writing a blog to promote the area. He was selected for the \$111,000 gig – a six-month contract to serve as caretaker of a tropical Australian island. He now has to live rent-free in a three-bedroom villa, complete with a pool. Before getting the job he had to spend four days on the island for an extended interview process, which required applicants to snorkel through crystalline waters, gorge themselves at a beachside barbecue and relax at a spa. He also had to demonstrate his blogging abilities, take swimming tests and sit through in-person interviews.

Brewmaster

A brewmaster is the person that creates beer. Their job is to bring beer from the stages of creative genius all the way to the consumer.

First a brewmaster creates a recipe that they think will be delicious and a big seller too. Next the brewmaster has to visit farms to select the raw ingredients – yeast, grains, barleys, hops. Then he has to test his recipes. This requires cleaning all of the equipment – vats, kettles, fermenters, kegs, bottles – clean equipment means better taste. Next, they have to test the recipes. This means evaluating ingredients, mixing hops, mashing, pitching yeast, and finally taste testing. This process can take a long time because a brewmaster wants to make a great beer.

Many brewmasters even attend school to master this art. If you want professional training at brewing beer, look into the Institute of Brewing & Distilling and the Siebel Institute of Technology. Major universities like University of Wisconsin or University of California at Davis also offer brewing courses. The bigger brewmasters usually have degrees in chemistry.

Flight Attendant

Being a flight attendant is very interesting and exciting and the best perk you can have is free flights! Some airlines have minimum and maximum height requirements, and you can't be too large to walk down the aisle facing forward. Speaking a second language will make you more appealing to international airlines. It's basically like making a statement regarding your becoming a public figure over night. Flight attendants earn a good salary.

Nail Polish Namer

This is what everyone will definitely include in any interesting jobs quiz. Any woman who paints her nails has probably wondered where those unique – and sometimes silly – nail polish names come from. As it turns out, there's no one answer. Some companies leave it all up to the higher-ups – Essie Weingarten of the famous "Essie" brand christens all of the polishes, for example – while others employ creative professionals in the advertising or marketing departments to do the job. Forget your medical, engineering or accounting careers now!

Veterinary Acupuncturist

Acupuncture is part of traditional Chinese medicine that involves using needles to stimulate different parts of the body. The needle placement depends on what the aim of the acupuncture is – for example, it can be used to treat chronic pain, fertility issues, allergies, and other syndromes. Interestingly, acupuncture can also be used to treat ailments in animals. Veterinary acupuncture is most often used on dogs, cats, cows and horses, but can also be used on smaller animals like birds, ferrets and rabbits. There are a lot of cases in which veterinary acupuncture really helped!

Sommelier

A sommelier, or a wine steward, usually works at an upscale restaurant and is in charge of everything related to the business' wine collection. Customers who have questions or need recommendations ask the sommelier, and he/she picks out precisely the right wine to go with their meal. But in addition to the public-facing part of a sommelier's job, he/she may also travel to vineyards to identify wine, buy wine from distributors, monitor the condition of the wine cellar, and work with restaurant chefs to prepare appetizing food and drink pairings. Although a college degree is not always a prerequisite, most sommeliers have many years of experience and some will complete training and certification programs.

Either way, there's a lot more to becoming a successful sommelier than watching *Sideways* over and over again. In other words, this one you can't really have over night, but it can be quite provocative, especially for men, who supposedly cope better with alcohol resistance than women. This is the only legal pretext to work and drink you'll ever find. It's the kind of job that defies any teaching.

Those were just a few jobs we consider the most interesting. Some of them can be done on a permanent basis, others may become hobbies. Of course, graduates may always develop their skills and talents and even change their occupation. Some of them choose to become private entrepreneurs. We hope our

report made you look at your future prospects from a different angle and, may be, influenced your plans for the future.

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PHENOMEN«OSCAR» AS A FEATURE OF CINEMATOGRAPHY

Scientific adviser – Yarygina V.V.

Academy Award, in full Academy Award of Merit, byname Oscar, any of a number of awards presented annually by the Academy of Motion Picture Arts and Sciences, located in Beverly Hills, California, U.S., to recognize achievement in the film industry. The awards were first presented in 1929, and winners receive a gold-plated statuette commonly called Oscar. This question hasn't studied enough.

Therefore, it is *topical*.

It is interesting to know, that winners are chosen from the following 24 categories: best picture, actor, actress, supporting actor, supporting actress, directing, original screenplay, adapted screenplay, cinematography, production design, editing, original score, original song, costume design, makeup and hairstyling, sound mixing, sound editing, visual effects, foreign-language film, animated feature film, animated short, live-action short, documentary feature, and documentary short. The academy also presents scientific and technical awards, special achievement awards, honorary awards, the Jean Hersholt Humanitarian Award, the Irving G. Thalberg Memorial Award (for excellence in producing), and the Gordon E. Sawyer Award (for technological contributions), although these are not necessarily awarded annually [1].

To be eligible for an award in a given year, a film must be publicly exhibited for paid admission for at least one week at a commercial theatre in Los Angeles county between January 1 and midnight of December 31 of that year. Exceptions to this rule include foreign-language films, which are submitted by their country of origin and need not have been shown in the United States. Documentaries and short films have different eligibility requirements and are officially submitted by their producers, whereas music awards require the musical artist to file a submission form [2].

We should remember, that only members of the Academy of Motion Picture Arts and Sciences may nominate and vote for candidates for the Oscars. The academy is divided into various branches of film production, and the nominees in each award category are chosen by the members of the corresponding branch; thus, writers nominate writers, directors nominate directors, and so forth. The entire

academy membership nominates the candidates for best picture and votes to determine the winners in most of the categories. Aside from bestowing international recognition and prestige, an Academy Award can play a crucial role in the success of the major winners. The best picture award, for example, can significantly increase the box office earnings of the winning film. For actors and directors, the award often results in higher salaries, increased media attention, and better film offers [1].

When the academy was founded in 1927, the awards committee was only one of several that had been formed by the new organization. The idea of presenting awards was considered but not immediately pursued, because the academy was preoccupied with its role in labour problems, its efforts to improve the tarnished image of the film industry, and its function as a clearinghouse for the exchange of ideas about production procedures and new technologies. It was not until May 1928 that the academy approved the committee's suggestions to present Academy Awards of Merit in 12 categories—most outstanding production, most artistic or unique production, and achievement by an actor, by an actress, in dramatic directing, in comedy directing, in cinematography, in art directing, in engineering effects, in original story writing, in adaptation writing, and in title writing.

The first awards covered films that had been released between August 1, 1927, and July 31, 1928. The awards were presented on May 16, 1929, in a ceremony at the Hollywood Roosevelt Hotel. The entire membership of the academy had nominated candidates in all categories. Five boards of judges (one from each of the academy's original branches – actors, writers, directors, producers, and technicians) then determined the 10 candidates with the most votes in each category and narrowed those 10 down to 3 recommendations. A central board of judges, which consisted of one member from each branch, selected the final winners [2].

By the time of the second annual awards ceremony, on April 3, 1930 (honouring films from the second half of 1928 and from 1929), the number of categories was reduced to seven, and the two major film awards were collapsed into one, called best picture. The academy has since continued to make frequent alterations in rules, procedures, and categories. Indeed, so many changes have been made through the years that the only constant seems to be the academy's desire to remain flexible and to keep abreast of the industry's evolution. Among the most significant changes have been the decision in 1933 to alter the eligibility period for award consideration to the calendar year and the addition of the supporting actor and actress categories in 1936 [3].

Originally the names of the award winners had been given to the press in advance with the stipulation that the information not be revealed until after the awards presentation. However, the Los Angeles Times printed the names of the 1939 winners in an early evening edition before the ceremony, draining the event of all its suspense during one of the industry's biggest years. Thus, since then, the winners' names have been a closely guarded secret until the official announcement

at the awards ceremony. The Academy Awards were first televised in the United States in 1953, and since 1969 they have been broadcast internationally. By the late 20th century, the ceremony had become a major happening, viewed by millions. Notable hosts over the years included Bob Hope, Johnny Carson, and Billy Crystal. Red-carpet interviews also became an integral part of the event, with much attention focused on the attendees' ensembles[2].

The design for the award statuette – a knight standing on a reel of film and holding a sword – is credited to Metro-Goldwyn-Mayer (MGM) art director Cedric Gibbons. Sculptor George Stanley was commissioned to create the original statuette based on Gibbons's design. For many years the statuettes were cast in bronze, with 24-karat gold plating. During World War II the statuettes were made of plaster because of metal shortages. They are now made of gold-plated britannium. The design, however, has remained unchanged, with the exception of the pedestal base, the height of which was increased in 1945. The statuette stands 13.5 inches (34.3 cm) tall and weighs 8.5 pounds (3.8 kg).

The origins of the statuette's nickname, Oscar, have been traced to three sources. Actress Bette Davis claimed that the name derived from her observation that the backside of the statuette looked like that of her husband Harmon Oscar Nelson. Columnist Sidney Skolsky maintained that he gave the award its nickname to negate pretension. The name has also been attributed to academy librarian Margaret Herrick who declared that the statuette looked like her Uncle Oscar. The true origin of the nickname has never been determined[3].

So, phenomenon Oscar as a feature of a modern society plays a very important role in the life of art. Winners are chosen from the 24 categories: best picture, actor, actress, cinematography etc. for the best achievements in different branches.

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MERLIN IN MYTHS AND MODERN FICTION

Scientific adviser – Balabai I.S.

Who is Merlin?

Most people today have heard of Merlin the Magician, as his name has been popularized over the centuries and his story has been dramatized in numerous novels, films, and television programs. The powerful wizard is depicted with many magical powers, including the power of shapeshifting and is well-known in mythology as a tutor and mentor to the legendary King Arthur, ultimately guiding him towards becoming the king of Camelot. While these general tales are well-known, Merlin's initial appearances were only somewhat linked to Arthur. It took many decades of adaptations before Merlin became the wizard of Arthurian legend

he is known as today.

The very name of Merlin conjures up images of magic and mystery. Perhaps even more than King Arthur, the real character and person of Merlin remains obscure, lost in centuries of tales told and retold. The Merlin of legend is at once a master of enchantments, a prophet and a kingmaker. To understand the real Merlin, however, it is necessary to forget our modern conception of wizards and magicians, derived from Shakespeare's Prospero, Tolkien's Gandalf and T.H. White's amiable but bumbling Merlin. These are recent inventions. If it is accepted that Merlin lived in the age of King Arthur (in the fifth or sixth century), he would have been a combination of a priest and a witch doctor, more akin to a shaman or druid than a wizard as such. There appear to be two contesting theories about the origin of Merlin: firstly that he was a composite of several different individuals and secondly that there was only one real Merlin, who was actually called Myrddin Emrys, and that he was a Welsh bard and soothsayer who died in the sixth century.

Merlin (Merlin Emrys in Welsh) is one of the most fascinating figures in the Welsh literature and the Arthurian legend. Merlin is a man of mystery and magic; contradiction and controversy surrounded his life.

Merlin wore many hats: he was a wizard or sorcerer, a prophet, a bard, an adviser and a tutor. He appeared as a young boy with no father. He appeared as an old, wise man, freely giving his wisdom to four successive British kings. He had even appeared as a madman after bloody battle, and had fled into the forest and learned how to talk to the animals, where he became known as the Wild Man of the Woods. Merlin was the last of the druid, the Celtic shaman, priest of nature, and keeper of knowledge, particularly of the arcane secrets.

How Merlin was created

MERLIN, Arthur's adviser, prophet and magician, is basically the creation of Geoffrey of Monmouth, who in his twelfth-century *History of the Kings of Britain* combined the Welsh traditions about a bard and prophet named Myrddin with the story that the ninth-century chronicler Nennius tells about Ambrosius (that he had no human father and that he prophesied the defeat of the British by the Saxons).

Some early legends claimed that Merlin was the son of a demon and of a human woman. Only half human, Merlin was mysterious and unpredictable, sometimes helping the human race but sometimes changing his shape and passing long periods as a bird, a cloud, or something else. He also desired and seduced women. By the 1200s, however, the influence of Christianity was reshaping the Arthurian legends, and Merlin became a more respectable figure—a wise old man who supplied moral guidance as well as magic.

It is common belief that Merlin was created as a figure for Arthurian legend. While Merlin the Wizard was a very prominent character in the stories of Camelot, that is not where he originated. Writer Geoffrey of Monmouth is credited with creating Merlin in his 1136 AD work, *Historia Regum Britanniae* – *The History of Kings of Britain*. While a large portion of *Historia Regum Britanniae* is a historical account of the former kings of Britain, Merlin was included as a

fictional character (although it is likely that Geoffrey intended for readers to believe he was a figure extracted from long-lost ancient texts). Merlin was paradoxical, as he was both the son of the devil and the servant of God.

Arthur's helper and adviser

In the legend of Vortigern, the king was trying to build a temple on Salisbury Plain, but it kept falling down. He was told that to prevent this, he would have to first sprinkle the ground beneath the tower with the blood of a child who was born without a father. Ambrosius was thought to have been born without a father, so he was brought before Vortigern. The boy Ambrosius told the king of a vision in which he had seen a red dragon and a white dragon fighting in a pool under the temple's foundation. From this, he predicted that the red dragon of Wales (King Vortigern) would be defeated by the white dragon of Britain (King Uther Pendragon), which later happened. The magician then built the temple himself, using his magic to bring standing stones. Ambrosius convinced Vortigern that the tower will only stand with Ambrosius as a leader, and Vortigern gave Ambrosius the tower, which is also the kingdom. That, according to legend, was how Stonehenge was built. Geoffrey retells this story with Merlin as the child born without a father, although he retains the character of Ambrosius.

Merlin Ambrosius became the ally of Uther and used his magic to enable Uther to spend a night with another king's wife. The child born of that union was Arthur. Merlin predicted that he would be a great king who would one day unite all of Britain.

Entrusted with Arthur's upbringing, Merlin prepared the boy for kingship. Some accounts say that the wizard fashioned the magical sword Excalibur that proved that Arthur was the rightful king. According to other stories, Merlin also created the Round Table around which Arthur's knights sat. He was Arthur's helper and adviser in many things. Yet even Merlin could not prevent the final crumbling of the knights' fellowship and the fall of Arthur, as recounted in every version of the Arthurian legends.

The inclusion of Merlin into Arthurian legend

In Geoffrey's version of the story, he includes a long section containing Merlin's prophecies, along with two other stories, which led to the inclusion of Merlin into Arthurian legend. These include the tale of Merlin creating Stonehenge as the burial location for Ambrosius, and the story of Uther Pendragon sneaking into Tintagel where he fathered Arthur with Igraine, his enemy's wife. This was the extent of Geoffrey's tales of Merlin. Geoffrey does not include any stories of Merlin acting as a tutor to Arthur, which is how Merlin is most well-known today. Geoffrey's character of Merlin quickly became popular, particularly in Wales, and from there the tales were adapted, eventually leading to Merlin's role as Arthur's tutor.

Many years after Geoffrey's *Historia Regum Britanniae*, Robert de Boron composed a poem called *Merlin*. Boron's Merlin has the same origins as Geoffrey's creation, but Boron places special emphasis on Merlin's shapeshifting powers, connection to the Holy Grail, and his jokester personality. Boron also

introduces Blaise, Merlin's master. Boron's poem was eventually re-written in prose as *Estoire de Merlin*, which also places much focus upon Merlin's shapeshifting. Over the years, Merlin was interspersed through the tales of Arthurian legend. Some writings placed much focus upon Merlin as Arthur's mentor, while others did not mention Merlin at all. In some tales Merlin was viewed as an evil figure who did no good in his life, while in others he was viewed favorably as Arthur's teacher and mentor.

Untimely death

Eventually, from the various tales emerged Merlin's downfall, at the hands of Niviane (Vivien), the king of Northumberland's daughter. Arthur convinces Niviane to stay in his castle, under Merlin's encouragement. Merlin falls in love with Niviane. However, Niviane fears Merlin will use his magical powers to take advantage of her. She swears that she will never fall in love with him, unless he teaches her all of the magic he knows. Merlin agrees. Merlin and Niviane depart to return to Northumberland, when they are called back to assist King Arthur. As they are returning, they stop to stay in a stone chamber, where two lovers once died and were buried together. When Merlin falls asleep, Niviane places him under a spell, and traps him within the stone tomb, where he dies. Merlin had never realized that his desire for Niviane, and his willingness to teach her his magical ways, would eventually lead to his untimely death.

Role in today's storytelling

From Merlin's inception through the writings of Geoffrey, the wizard appeared in many subsequent tales, stories, and poems. Today, Merlin is most well-known for being the wizard who tutored and taught the young Arthur, before he grew to become the King of Camelot. It was under Merlin's counsel that Arthur became the king that he was. While this legend continues on today, it is interesting to see the many variations of Merlin, from an evil wizard, to a shapeshifter, to one who met his downfall from teaching his powers to the woman he loved. This powerful and versatile character caught the attention of many people centuries ago, and continues to play a prominent role in today's storytelling.

In the modern period Merlin's popularity has remained constant. He figures in works from the Renaissance to the modern period. In *The Idylls of the King*, Tennyson makes him the architect of Camelot. Mark Twain, parodying Tennyson's Arthurian world, makes Merlin a villain, and in one of the illustrations to the first edition of Twain's work illustrator Dan Beard's Merlin has Tennyson's face. Numerous novels, poems and plays center around Merlin. In American literature and popular culture, Merlin is perhaps the most frequently portrayed Arthurian character.

To sum it up, that there is no matter if Merlin really existed, because nobody can doubt his influence on our history. Even as a legend, he was an example of wisdom, courage and fortitude for his contemporaries and descendants from ancient times to the present days.

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THE HISTORY OF “RED HOT CHILLY PEPPERS”

Scientific adviser – Vasylieva M.P.

Young people usually have a lot of hobbies. Moreover, one distinctive feature of the modern youth is their desire to express themselves. Music has always been a hobby that brought young people together. Let's have a look at the history of the group which started in the 1980s and is still very popular among the modern youth.

Red Hot Chili Peppers, also sometimes abbreviated as RHCP, are an American funk rock band formed in Los Angeles in 1983.

Currently, the band consists of founding members: vocalist Anthony Kiedis and bassist Flea (who was named the second best bass player ever), longtime drummer Chad Smith, and former touring guitarist Josh Klinghoffer.

Red Hot Chili Peppers' musical style has been characterized under funk rock, alternative rock, funk metal and rap rock, with influences from hard rock, psychedelic rock and punk rock.

Themes within Kiedis' repertoire include love and friendship, teenage angst, good-time aggression, various sexual topics and the link between sex and music, political and social commentary, romance, loneliness, globalization and the cons of fame and Hollywood, poverty, drugs, alcohol, dealing with death, and California.

Red Hot Chili Peppers have 12 studio albums and they are one of the best-selling bands of all time with over 80 million records sold worldwide

They have been nominated for sixteen Grammy Awards, of which they have won six, and are the most successful band in alternative rock radio history, currently holding the records for most number-one singles (13), most cumulative weeks at number one (85) and most top-ten songs (25) on the Billboard Alternative Songs chart. In 2012, they were inducted into the Rock and Roll Hall of Fame.

I, myself, enjoy the songs of RHCP and listen to them very often.

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BATTLECRUISER CONGO IS THE OLD PRIDE OF THE JAPANESE FLEET

Scientific adviser – Vasylieva M.P.

Nowadays there has been a new wave of interest in military history. What interests us is the types of weapons. There are very many of them. We can observe some real weapons in military and historical museums while others can be seen only in the forms of models or in the pictures. In the following article we would like to describe one of the most famous ships of the Japanese Fleet IJN Kongō.

IJN Kongō was a Japanese battleship, the lead ship of a series of four ships. It was originally accepted into the Navy as a battlecruiser, but after the upgrade from 1929 to 1931 it has been reclassified as a battleship. The battleship participated in the operations of the First World War and the Second World War. The ship sunk in 1944 being hit by the American submarine USS Sealion.

The Battlecruiser of Kongō was a type of battle cruisers of the Imperial Japanese Navy. There were only four of them — IJN Kongō, IJN Hiei, IJN Kirishima, IJN Haruna.

The history of ships such as Kongō dates back to 1909, when she was drafted 19 000-ton battle cruiser with a 305-mm by major caliber artillery. Although the funds had already been given, the project remained unrealized, because England reported about the beginning of construction of the battle cruisers — "super-dreadnought" of type Lion, armed 343-mm guns of the main caliber. Not wanting to be lagging behind, Japanese designers embarked on a radical redrafting of the ship, but lack of experience forced them to turn to the British for technical assistance. This was facilitated by 1902 Treaty of Alliance between Japan and England. Leading British shipyard showed great interest in cooperation, because it was clear that the construction of such a large ship in Japan is not feasible and ordering the construction will accrue to the project developer. The Japanese gave preference to the firm "Vickers Ltd." and signed the contract in October, 1910.

Construction and testing. Starting work on private linear cruisers Japan focused on the main artillery. The initial plan for placing the towers of the main caliber on the new project was similar to the German linear cruiser SMS Moltke — one 2-gun turret in the bow of the ship, two 2-gun turret in the stern and two Paasilinna in the middle of the hull. Later the project was revised in a bow and a stern were placed in two 2-gun turret and one in the middle of the ship. This placement of the main artillery formed the basis for future project IJN Kongō. However, the Japanese expected a nasty surprise. In 1909, shortly after IJN Kongō drawings and specifications were approved and the funds for the construction were

given, the British Navy started building battlecruiser HMS "Lion". The Japanese were forced to make new changes in IJN Kongo design, and also to seek cooperation with the British in the project realization.

After some hesitation the Japanese decided to give preference to the project of Sir George Tarstone (eng. Sir George Thurston) from the company "Vickers Ltd". Giving the order for the construction of the IJN Kongō, the Japanese fleet, not without a reason, hoped to get the latest achievements of the British shipbuilding technology, production machines and artillery, and then assemble all this in Japan.

Armament. The main armament of the Kongō class was 8 artillery shells 356 mm/45 caliber mounted in pairs in a 4 well-protected tower. The tower allowed to lift the guns on -5 / + 20 degrees. In addition to the guns of the main caliber, the cruiser was fitted with a secondary armament. Sixteen 6-inch 50-caliber guns mounted in individual casemates on the sides of the body on the upper deck. The ship also had a 4 76 mm anti-aircraft guns. After the modernization of the 1930-ies all 76 mm guns were replaced by 8 40-caliber 127 mm dual-purpose, and also was added 8x25 mm anti-aircraft gun.

History of service. Keel cruiser IJN Kongō was put down on 17 January 1911, on the slipway of the shipyard in barrow, UK. On May 18, 1912, the ship launched. All work was completed and the ship was handed over to the customers on August 16, 1913. After the transfer to the Japanese side, IJN Kongō went to Plymouth, where she was prepared for the long-term transition to Japan and 28 August 1913, went to Yokosuka where she arrived on 5 November 1913. IJN Kongō was the last warship built outside Japan. After being assembled, she was enlisted in the First division of battleships. After commissioning the First World War in which Japan took the side of the enemies of Germany. For the entire period of the war, the ship was once used for the military operation involving the escort, after leaving the port on 26 August and returning on 12 September 1914. From 1917 to 1941, the ship went through several upgrades of which two have been large, from 20 October 1928 to 20 September 1931, the ship was reclassified as a battleship. In January 1936 - the ship became the fastest battleship.

The second world war. On the eve of the war, on 15 August 1941 IJN Kongō along with the "sisters" were a part of the Third division of battleships, and after the exercise, the division was divided into two parts. IJN Kongō joined the Second division along with the same type of IJN Haruna, the Fourth division of cruisers (Takao IJN, IJN Atago IJN Maya) and eight destroyers. These were the forces of the South connection under the command of Vice Admiral Kondo, Nobutake.

On 2 Dec 1941, the ship, the connection arrives at the port at Pescadores Islands. On the same day she received the famous signal: "Begin climb mount Niitaka". This signal marked the beginning of the war. On March 26, in the framework of the "Operation C" (RAID in the Indian ocean) IJN Kongō goes to sea in a compound, which includes four of the battleship Kongō, the aircraft carriers IJN Akagi, IJN Hiryū, the IJN Sōryū, IJN Shōkaku, IJN Zuikaku, IJN

heavy cruiser IJN Tone and Chikuma, light cruiser IJN Abukuma, and the destroyers and tankers. On April 23, the connection was returned to Metropolis and on the same day the ship was in the docks for repairs in and out of the docks on 2 May 1942. After the course of individual combat training from 3 to 18 May she participated in the maneuvers from 19 to 23 May with the ships of the 2nd and 3rd fleets, a battleship took part in operation "MI" - the capture of Midway Atoll, which ended in complete failure.

From 15 September to 11 October everything was pretty calm for the battleship. It took part only in the cover-up operations in the area of Guadalcanal.

In mid-November IJN Kongō was involved in undercover operations by shelling the airfield Henderson. At this time, the first ships of the IJN Kirishima and IJN Hiei were killed. By mid-December, the situation on Guadalcanal began to deteriorate rapidly and the Japanese high command decided to evacuate the troops from the island and from 30 January to 9 February 1943 IJN Kongō was involved in the evacuation of the island.

Death. On 21 November 1944 at 03:00, IJN Kongo was torpedoed by American submarine USS "Sealion" with 4 torpedoes. The battleship had to slow down to 11 knots. At 05:00 IJN Kongō stopped. At 05:24 there was a strong explosion. Cellars detonated ammunition. 1200 people were killed, together with the commander of the Third division of battleships, and the commander of the ship. The destroyers were picked up by 237 people. Battleship IJN Kongō was killed 60 miles North of Kunging (Isle of Formosa). On 20 January 1945 the ship was struck from the Navy list.

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THE DAY OF MARTIN LUTHER KING: HISTORICAL DIGRESSION

Scientific adviser – Yarygina V.V.

Martin Luther King (born January 15, 1929 – April 4, 1968) was an American Baptist minister and activist who was a leader in the Civil Rights Movement. He is best known for his role in the advancement of civil rights using nonviolent civil disobedience based on his Christian beliefs. Today, it is an object for scientists, because this question hasn't been studied enough. Therefore, it is *topical*.

King became a civil rights activist early in his career. He led the 1955 Montgomery bus boycott and helped found the Southern Christian Leadership Conference (SCLC) in 1957, serving as its first president. With the SCLC, King led an unsuccessful 1962 struggle against segregation in Albany, Georgia, and helped to organize the 1963 nonviolent protests in Birmingham, Alabama. King also helped to organize the 1963 March on Washington, where he

delivered his famous "I Have a Dream" speech[2].

On October 14, 1964, King received the Nobel Peace Prize for combating racial inequality through nonviolent resistance. In 1965, he helped to organize the Selma to Montgomery marches, and the following year he and SCLC took the movement north to Chicago to work on segregated housing. In the final years of his life, King expanded his focus to include opposition towards poverty and the Vietnam War, alienating many of his liberal allies with a 1967 speech titled "Beyond Vietnam."

In 1968, King was planning a national occupation of Washington, D.C., to be called the Poor People's Campaign, when he was assassinated by James Earl Ray on April 4 in Memphis, Tennessee. King's death was followed by riots in many U.S. cities. Ray, who fled the country, was arrested two months later at London Heathrow Airport [4].

King was posthumously awarded the Presidential Medal of Freedom and the Congressional Gold Medal. Martin Luther King Jr. Day was established as a holiday in numerous cities and states beginning in 1971, and as a U.S. federal holiday in 1986. Hundreds of streets in the U.S. have been renamed in his honor, and a county in Washington State was also renamed for him. The Martin Luther King Jr. Memorial on the National Mall in Washington, D.C., was dedicated in 2011 [3].

In March 1955, Claudette Colvin, a black fifteen-year-old pregnant schoolgirl in Montgomery, refused to give up her bus seat to a white man in compliance with Jim Crow laws, which were local regulations in the Southern United States that enforced racial segregation. King was on the committee from the Birmingham African-American community that looked into the case; because Colvin was pregnant and unmarried, E. D. Nixon and Clifford Durr decided to wait for a better case to pursue.

On December 1, 1955, Rosa Parks was arrested for refusing to give up her seat on a city bus. The Montgomery bus boycott, urged and planned by Nixon and led by King, soon followed. The boycott lasted for 385 days, and the situation became so tense that King's house was bombed. King was arrested during this campaign, which concluded with a United States District Court ruling in Browder against Gayle that ended racial segregation on all Montgomery public buses. King's role in the bus boycott transformed him into a national figure and the best-known spokesman of the civil rights movement.

In 1957, King, Ralph Abernathy, Fred Shuttlesworth, Joseph Lowery, and other civil rights activists founded the Southern Christian Leadership Conference (SCLC). The group was created to harness the moral authority and organizing power of black churches to conduct nonviolent protests in the service of civil rights reform. One of the group's inspirations was the crusades of evangelist Billy Graham, who befriended King after he attended a Graham crusade in New York City in 1957. King led the SCLC until his death. The SCLC's 1957 Prayer Pilgrimage for Freedom was the first time King addressed a national audience. Other civil rights leaders involved in the SCLC with King

included: James Bevel, Allen Johnson, Curtis W. Harris, Walter E. Fauntroy, C. T. Vivian, Andrew Young, The Freedom Singers, Charles Evers, Cleveland Robinson, Randolph Blackwell, Annie Bell Robinson Devine, Charles Kenzie Steele, Alfred Daniel Williams King, Benjamin Hooks, Aaron Henry and Bayard Rustin [5].

King believed that organized, nonviolent protest against the system of southern segregation known as Jim Crow laws would lead to extensive media coverage of the struggle for black equality and voting rights. Journalistic accounts and televised footage of the daily deprivation and indignities suffered by southern blacks, and of segregationist violence and harassment of civil rights workers and marchers, produced a wave of sympathetic public opinion that convinced the majority of Americans that the Civil Rights Movement was the most important issue in American politics in the early 1960s.

King organized and led marches for blacks' right to vote, desegregation, labor rights and other basic civil rights. Most of these rights were successfully enacted into the law of the United States with the passage of the Civil Rights Act of 1964 and the 1965 Voting Rights Act.

King and the SCLC put into practice many of the principles of the Christian Left and applied the tactics of nonviolent protest with great success by strategically choosing the method of protest and the places in which protests were carried out. There were often dramatic stand-offs with segregationist authorities, who sometimes turned violent [6].

Throughout his participation in the civil rights movement, King was criticized by many groups. This included opposition by more militant blacks such as Nation of Islam member Malcolm X. Stokely Carmichael was a separatist and disagreed with King's plea for racial integration because he considered it an insult to a uniquely African-American culture. Omali Yeshitela urged Africans to remember the history of violent European colonization and how power was not secured by Europeans through integration, but by violence and force.

King's main legacy was to secure progress on civil rights in the U.S. Just days after King's assassination, Congress passed the Civil Rights Act of 1968. Title VIII of the Act, commonly known as the Fair Housing Act, prohibited discrimination in housing and housing-related transactions on the basis of race, religion, or national origin (later expanded to include sex, familial status, and disability). This legislation was seen as a tribute to King's struggle in his final years to combat residential discrimination in the U.S [8].

Internationally, King's legacy includes influences on the Black Consciousness Movement and Civil Rights Movement in South Africa. King's work was cited by and served as an inspiration for South African leader Albert Lutuli, who fought for racial justice in his country and was later awarded the Nobel Prize. The day following King's assassination, school teacher Jane Elliott conducted her first "Blue Eyes/Brown Eyes" exercise with her class of elementary school students in Riceville, Iowa. Her purpose was to help them understand King's death as it related to racism, something they little understood as

they lived in a predominantly white community. King has become a national icon in the history of American liberalism and American progressivism. King also influenced Irish politician and activist John Hume. Hume, the former leader of the Social Democratic and Labour Party, cited King's legacy as quintessential to the Northern Irish civil rights movement and the signing of the Good Friday Agreement, calling him "one of my great heroes of the century."

King's wife, Coretta Scott King, followed in her husband's footsteps and was active in matters of social justice and civil rights until her death in 2006. The same year that Martin Luther King was assassinated, she established the King Center in Atlanta, Georgia, dedicated to preserving his legacy and the work of championing nonviolent conflict resolution and tolerance worldwide. Their son, Dexter King, serves as the center's chairman. Daughter Yolanda King, who died in 2007, was a motivational speaker, author and founder of Higher Ground Productions, an organization specializing in diversity training.

Beginning in 1971, cities such as St. Louis, Missouri, and states established annual holidays to honor King. At the White House Rose Garden on November 2, 1983, President Ronald Reagan signed a bill creating a federal holiday to honor King. Observed for the first time on January 20, 1986, it is called Martin Luther King Jr. Day. Following President George H. W. Bush's 1992 proclamation, the holiday is observed on the third Monday of January each year, near the time of King's birthday. On January 17, 2000, for the first time, Martin Luther King Jr. Day was officially observed in all fifty U.S. states. Arizona (1992), New Hampshire (1999) and Utah (2000) were the last three states to recognize the holiday. Utah previously celebrated the holiday at the same time but under the name Human Rights Day [9].

So, Martin Luther King played a very important role in the advancement of civil rights using nonviolent civil disobedience based on his Christian beliefs. A lot of American cities and states established annual holidays to honour him. Even President Ronald Reagan signed a bill creating a federal holiday to honor King.

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THE PSYCHOLOGICAL PORTRAIT OF WINSTON CHURCHILL

Scientific adviser – Shevchenko V.I.

Nowadays thinking about famous politics and their strategies become more popular than 10 years ago. However, it is not enough just think about it or read history, modern youth should learn psychology of these people and thoughts them to understand what exactly people must do to be famous, popular, clever and historically important.

To started with biography of Winston. His was born in family estate into Dukes of Marlborough, a branch of the Spencer family. His father was a famous politician, mother – daughter of rich American business. Their family had a nanny who loves Winston. Also, she was loved by Churchill. Nanny takes care about him and gives useful advices during his life. Winston was a really bad boy, his behavior was awful at school, but his score was very high.

At the forefront of politics for fifty years, he held many political and cabinet positions. Before the First World War, he served as President of the Board of Trade, Home Secretary, and First Lord of the Admiralty as part of Asquith's Liberal government. During the war, he continued as First Lord of the Admiralty until the disastrous Gallipoli Campaign caused his departure from government. He then briefly resumed active army service on the Western Front as commander of the 6th Battalion of the Royal Scots Fusiliers. He returned to government under Lloyd George as Minister of Munitions, Secretary of State for War, Secretary of State for Air, then Secretary of State for the Colonies. After two years out of Parliament, he served as Chancellor of the Exchequer in Baldwin's Conservative government of 1924–1929, controversially returning the pound sterling in 1925 to the gold standard at its pre-war parity, a move widely seen as creating deflationary pressure on the UK economy.

In opposite to previous success was a period of political isolation. The Conservative government was defeated in the 1929 general election. Churchill did not seek election to the Conservative Business Committee, the official leadership of the Conservative MPs. Over the next two years, Churchill became estranged from Conservative leadership over the issues of protective tariffs and Indian Home Rule, by his political views and by his friendships with press barons, financiers and people whose character was seen as dubious. When Ramsay MacDonald formed the National Government in 1931, Churchill was not invited to join the Cabinet. He was at the low-point in his career, in a period known as “the wilderness years”.

He spent much of the next few years concentrating on his writing, works including Marlborough: His Life and Times — a biography of his ancestor John Churchill, 1st Duke of Marlborough — and A History of the English Speaking Peoples (though the latter was not published until well after the Second World War), Great Contemporaries and many newspaper articles and collections of

speeches. He was one of the best paid writers of his time. His political views, set forth in his 1930 Romanes Lecture and published as *Parliamentary Government and the Economic Problem* (republished in 1932 in his collection of essays "Thoughts and Adventures") involved abandoning universal suffrage, a return to a property franchise, proportional representation for the major cities and an economic 'sub parliament'.

All of these give us some information about Winston. Firstly, he always knew what he wanted. Secondly, he was a choleric with some ideas about perfect life and world. Besides of them, he preferred cigars and whisky to sport and healthy style of life.

Some people think that this life really fascinating and his mind was perfect, other people notice that he was "alcoholic" and they cannot trust him. In my opinion, he was a big figure in our history, and we should to learn from him his philosophy of life and huge luggage of knowledge.

Also we can mark that his quotes become more and more popular. As for me, each of them consist more than we can understand just after one process of reading. For example, "Lie have time to go around half of world, while truth is wearing a trousers", "Success is not final, failure is not fatal: it is the courage to continue that counts", "I may be drunk, Miss, but in the morning I will be sober and you will still be ugly", "Attitude is a little thing that makes a big difference", "Success consists of going from failure to failure without loss of enthusiasm", "You have enemies? Good. That means you've stood up for something, sometime in your life", "My tastes are simple: I am easily satisfied with the best". So, we can notice some elements of healthy hedonism, but in our modern life without this quality and bad habits, unfortunately, hard to be useful, smart and famous politician.

To sum up, Winston lived very interesting and unusual life (he died when he was 91 years old, and almost whole life he had bad habitats and stressful life). Some psychologists think that Winston had some problem with "head", but it is only guesses, so personally I did not trust them. Moreover, I believe that people such as him worthy of respect, can change our life on better way and be responsible with brave for action which they do.

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ENGLISH TRADITIONS: CULTUROLOGICAL DISCOURSE

Scientific adviser – Yarygina V.V.

Every nation and every country has its own customs and traditions. In Britain traditions play a more important part in the life of the people than in other countries. This question hasn't been studied enough. Therefore, it is *topical*.

At all times the Englishmen were considered to be the most conservative nation in everything what they do and what they have. That is why they treat their traditions with respect and continue to save them during many years. We can see the striking example of the English traditions in their politics, especially The Queen of England with whom a lot of English traditions are connected [1].

Englishmen save all of their traditions faithfully over the centuries and consider following them as a duty. Let's talk about them in details.

The English are stay-at-home people. "There is no place like home", they say. When they don't work they like to spend their days off at home with their families.

Englishmen are very fond of fireplaces, that's why many of them prefer the open fire to central heating.

They like to live in small houses with a small garden. People all over the world know the saying "The Englishman's home is his castle".

They say that English people keep to their traditions even in meals. Porridge is the dish Englishmen are very fond of. Many of them eat porridge with milk and sugar for breakfast. As for the Scots, for example, they never put sugar in their porridge, they always put salt in it.

By the way, breakfast time in England is between seven and nine. Then, between 12 and 2 there comes lunch time. In some English houses lunch is the biggest meal of the day –they have meat or fish, vegetables, fruit or pudding.

In the afternoon, at tea-time the English like to have a cup of tea with milk.

Some Englishmen have their dinner late in the evening. For dinner they have soup, fish or meat, vegetables, pudding or fruit. For supper they usually have a glass of milk and a cake or a cup of tea and a sandwich.

The English are tea-drinkers. They have it many times a day. Some Englishmen have tea for breakfast, tea at lunch time, tea after dinner, tea at tea-time and tea with supper. Some English families have «high tea» or big tea and no supper. For high tea they may have cold meat, bread and butter, cakes, and, of course, a lot of tea. The Englishmen always drink tea out of cups, never out of glasses [2].

Pancake Day or Shrove Tuesday is held in February or March. It is the day, preceding Ash Wednesday – the first day of the 40 days Lent. It has been celebrated in Britain for centuries.

On Pancake Day children go from house to house asking for a pancake. "Pancake races" are held all over the Britain. Contestants have to race with frying pans tossing and flipping pancakes in the air [3].

One of Englishmen's traditions is their tender love for animals. Pets are members of English families and are protected by law. There are even special cemeteries for animals in Great Britain. Most English people love their gardens too. They enjoy gardening and decorating their houses with beautiful flowers and plants.

Sports play an essential part in the life of Britain and it is a popular leisure activity. Rugby, golf, cricket, polo and horse-racing are British national sports and they are played on village greens and in towns on Sundays. Marble championship is an annual event which takes place on Good Friday. The participating teams, consisting of six members, have to knock out the marbles from the raised concrete ring. The winner gets a silver cup.

Politeness and punctuality are typical features of all British people. They often say "Sorry", "Please" and "Thank you" with a smiling face and they always try to arrive on time [3].

British holidays (Christmas, Easter, Guy Fawkes Night, Remembrance Day) are especially rich in old traditions and customs. A traditional Christmas dinner consists of roast turkey and potatoes, cranberry sauce, sweet mince pies and Christmas pudding. On Christmas Eve children hang up their stockings around the fireplace for Father Christmas to fill with presents. At Easter chocolate eggs are given as presents symbolizing new life. Easter is not only a traditional holiday but also the time when many different fests take place. The annual Boat race between two famous universities Oxford and Cambridge is among them. This event takes place on the Easter Sunday on the river Thames. Guy Fawkes Night is also known as Bonfire Night because English people burn stuffed figures on bonfires. On Remembrance Day red poppies are traditionally worn in memory of servicemen who lost their lives in wars. National Morris Dancing can be seen throughout the month of May in most of English villages. Groups of men and women wear coloured costumes, carry white handkerchiefs and perform their lively folkdance.

So, Englishmen love all these traditions and customs. They are proud of their traditions and of course very carefully keep them up for centuries.

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THE HISTORY OF PRADA FASHION HOUSE

Scientific adviser – Vasylieva M.P.

In 2013, it was exactly 100 years after the foundation of the world-famous fashion brand - the famous Italian brand Prada.

And it all started with a small store of leather goods Fratelli Prada (Brothers Prada), which opened in 1913 in Milan - and nowadays it is the headquarters of Prada S.P.A. founded by two brothers Mario and Martino Prada.

At first, the assortment consisted of suitcases and travel bags, exported from Great Britain, to which the brand Fratelli Prada was put. But the store did not sell everything to everyone - the brothers initially bet on high-quality stylish products, which were not available to everyone. The calculation turned out to be correct - quickly enough Fratelli Prada became one of the most well-known brands in the fashion world.

In 1958, the power in the company was given to Mario's elder daughter, Louise Prada. She added heavy, but elegant elements of wood, tortoise shell and silver to the design of bags. After experiencing a furor, this kind of bags became uninteresting for the society, and Prada ceased to dictate fashion for a while.

However, it's one thing to be just famous, the other is to become a trendsetter. It is not known what would have happened to Prada, if not Miuccia Prada, Mario's granddaughter. She took the board in her hands in 1979. However, she wasn't alone to make a coup, but in alliance with businessman Patrizio Bertelli, whom she met in 1977. Together they made Prada the brand it is now. Relations between Miuccia and Patricio were not limited to business only - in 1987 they were got married.

Miuccia expanded the range of products, complementing the leather accessories with clothes. It took quite a lot of time.

In 1987, Prada released a new collection of bags, which diverged instantly. The bag became an indispensable accessory to anyone, and the cost of such a pleasure reached 250 pounds! From this moment, Prada began to forge. But there was no time to pay attention to such trifles: there was work on a collection of clothes. It turned out in 1989 and became unique because of the color - in the era of flowers Prada was released on the catwalks of models in black. (The first collection of clothes Miuccia designed herself) Epatage? Of course! And what else could one do to attract attention? Miuccia understood this and was not afraid to experiment. There was everything in the course: latex, beaded embroidery and rough lines with gentle prints.

One of the features of Prada brand is the desire to preserve traditions. So, all manufactured products are exceptionally expensive. When it was required to create a line of youth clothes, it was decided not to dilute Prada itself, but to create a new brand - so in 1992 the brand Miu Miu appeared (as in the childhood Miuccia was called).

In the 90ies Prada attracted men's attention: a whole collection of underwear, accessories, and, of course, clothes was created for the stronger sex.

From this moment the PRADA logo became the sign of quality, the fashionable world follows the trends proposed by Miuccia.

Today PRADA is a whole empire that combines luxury goods, clothes, shoes, accessories, and perfumes.

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BENEDICT CUMBERBATCH AS A FAMOUS ACTOR AND HIS INFLUENCE ON THE CULTURAL DEVELOPMENT OF SOCIETY OF THE XXI CENTURY

Scientific adviser – Yarygina V.V.

Benedict Timothy Carlton Cumberbatch is an English actor who has performed in film, television, theatre and radio. As a talented and famous actor, he influences on the cultural development of young people and adults all over the world. This question hasn't studied enough. So, it is *topical*.

Timothy is the son of actors Timothy Carlton and Wanda Ventham. He first performed at the Open Air Theatre, Regent's Park in Shakespearean productions and made his West End debut portraying George Tesman in Richard Eyre's revival of Hedda Gabler in 2005. Since then he has starred in the Royal National Theatre productions After the Dance (2010) and Frankenstein (2011). In 2015, he played William Shakespeare's Hamlet at the Barbican Theatre.

Cumberbatch's television work includes appearances in Silen Witness (2002) and Fortysomething (2003) before playing Stephen Hawking in the television film Hawking in 2004. He has starred as Sherlock Holmes in the series Sherlock since 2010. He has also headlined Tom Stoppard's adaptation of Parade's End (2012) and The Hollow Crown: The Wars of the Roses (2016). In film, he has starred in Amazing Grace (2006) as William Pitt the Younger, Star Trek Into Darkness (2013) as Khan, 12 Years a Slave (2013) as William Prince Ford, The Fifth Estate (2013) as Julian Assange and The Imitation Game (2014) as Alan Turing. From 2012 to 2014, through voice and motion capture, he played the characters of Smaug and the Necromancer in The Hobbit film series. Cumberbatch portrays the Marvel Comics character Dr. Stephen Strange in the Marvel Cinematic Universe, first appearing in the film Doctor Strange (2016).

Cumberbatch has received numerous awards and nominations for acting including three Laurence Olivier Award nominations, winning Best Actor in a Play for Frankenstein. He has also received four Primetime Emmy Award nominations, winning Outstanding Lead Actor in a Miniseries or a Movie for Sherlock. His performance in The Imitation Game earned him an Academy Award nomination for Best Actor. In addition, he has received six BAFTA nominations, five Screen Actors Guild Award nominations and two Golden Globe Award nominations among others. In 2014, Time magazine included him in its annual Time 100 as one of the «Most Influential People in the World» [1].

In 2012, Cumberbatch led the BBC and HBO co-produced

miniseries *Parade's End* with Rebecca Hall. An adaptation of the tetralogy of novels of the same name by Ford Madox Ford, it was filmed as five episodes, directed by Susanna White and adapted by Tom Stoppard. His performance earned Cumberbatch his second Emmy Award nomination for Best Actor in Miniseries or TV Movie [2].

In February 2014, Cumberbatch appeared with Sesame Street characters Murray and Count von Count for PBS. In April that same year, it was announced that Cumberbatch would portray Richard III in Shakespeare's play of the same name in the second series of films for *The Hollow Crown* which aired in both Britain and the United States. Cumberbatch has also been a brand ambassador for Dunlop and Jaguar luxury cars since 2014 [3].

In 2006, Cumberbatch played William Pitt the Younger in *Amazing Grace*. The role garnered him a nomination for the London Film Critics Circle «British Breakthrough Acting Award». He subsequently appeared in supporting roles in *Atonement* (2007) and *The Other Boleyn Girl* (2008). In 2009, he appeared in the Charles Darwin biographical film *Creation* as Darwin's friend Joseph Hooker. In 2010, he appeared in *The Whistleblower* as well as *Four Lions*. He portrayed Peter Guillam, George Smiley's right-hand man, in the 2011 adaptation of the John le Carré novel *Tinker Tailor Soldier Spy*. The film was directed by Tomas Alfredson and featured Gary Oldman and Colin Firth. Cumberbatch played Major Jamie Stewart in Steven Spielberg's *War Horse* in 2011 [2].

In 2012, Cumberbatch provided the voice and motion-capture for both Smaug the Dragon and the Necromancer in *An Unexpected Journey*, the first instalment of *The Hobbit* film series based on the novel by J. R. R. Tolkien. He reprised his roles as Smaug and the Necromancer for *The Desolation of Smaug* (2013) and *The Battle of the Five Armies* (2014). For the motion-capture aspect of the films, he used a suit and facial markers to highlight the dragon's expressions and movements. Cumberbatch told *Total Film* «You just have to lose your shit on a carpeted floor, in a place that looks a little bit like a mundane government building. It was just me as well, with four static cameras and all the sensors» [1]. Cumberbatch had a voice role in DreamWorks Animation's feature film *Penguins of Madagascar*, which was released in November 2014. He then starred in the historical drama *The Imitation Game* as British cryptographer Alan Turing, also released in November 2014. The role earned him nominations for the Golden Globe, BAFTA, SAG, and Academy Award for Best Actor [2].

In May 2014, he joined the cast of the film *Black Mass* opposite Johnny Depp which was distributed by Warner Bros. In August 2014, it was announced he would provide the voice and do performance capture for the tiger Shere Khan in Warner Bros.'s film adaptation of Rudyard Kipling's *The Jungle Book*, alongside Christian Bale and Cate Blanchett.

Cumberbatch starred as Doctor Strange in the eponymous film released in November 2016. He will star as electricity titan Thomas Edison in the film *The Current War* in 2017. Cumberbatch will voice the title character in the 2018 film *How the Grinch Stole Christmas*.

Cumberbatch has repeatedly expressed his affection for radio and has done numerous productions for the BBC. Among his best-known radio work is the adaptation of John Mortimer's novel *Rumpole and the Penge Bungalow Murders* in 2009. He played Young Rumpole, and went on to play the part in nine more adaptations of Mortimer's works. Between 2008 and 2014, he played Captain Martin Crieff in the BBC's *Cabin Pressure*. He then went on to play the Angel Islington in the 2013 BBC Radio 4 adaptation of Neil Gaiman's *Neverwhere* [3].

So, Benedict Cumberbatch is a very famous actor who acts in films, television, theatre and radio. He is popular among people all over the world. Benedict influences on the cultural development of society of the XXI century a lot.

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MAC DEMARCO: THE INFLUENCE ON THE CULTURAL DEVELOPMENT OF YOUNG PEOPLE

Scientific adviser – Yarygina V.V.

McBriare Samuel Lanyon "Mac" DeMarco (born Vernor Winfield McBriare Smith IV, April 30, 1990) is a Canadian singer-songwriter, multi-instrumentalist and producer. He is best known for his solo career, during which he has released four studio albums, *Rock and Roll Night Club* (2012), *2* (2012), *Salad Days* (2014), and *AnotherOne* (2015). His style of music has been creatively described as "blue wave", "slacker rock", or self-described by DeMarco as "jizz jazz". Eccentric and utterly genuine, Mac DeMarco is a great talent and a gracious guy with wonderful tunes that assuage the pain caused by avarice-consumed pop artists. He's also extremely offensive (hilarious) but somehow translates his obscenities into one of his greatest virtues (besides his musical genius).

Mac DeMarco's brilliance led him to create really amazing music, which influences on the cultural development of teenagers, young people and adults. This question hasn't been studied enough. Therefore, it is *topical*.

Mac DeMarco was born in Duncan, British Columbia and raised in Edmonton, Alberta. During high school he was in several bands, including The Meat Cleavers, The Sound of Love and Outdoor Miners (named after a song by English rock band Wire). DeMarco is also of Italian descent.

After graduating from Strathcona High School in Edmonton in 2008, he moved to Vancouver. Living in the Killarney neighbourhood, he released a self-produced album, *HeatWave*. The album sold out its 500-unit run. Mac was joined

by Alex Calder and Jen Clement, signed to Unfamiliar Records, and toured with Vancouver band Japandroids in 2009. In 2011, DeMarco moved from Vancouver to Montreal to begin recording as a solo artist. Failing to find work as a musician, he participated in medical experiments for money and worked on a road paving crew. In early 2012, he released an EP titled *Rock and Roll Night Club*. The four-track-recorded album features skits and slowed-down vocals. It impressed his new label Captured Tracks enough that they agreed to release a full-length album. This release, entitled *2*, was received well by critics, garnering a "Best New Music" designation from Pitchfork Media. One of his songs, "Moving Like Mike", was licensed by U.S. retail outlet Target for a commercial [2].

On January 21, 2014, DeMarco debuting the lead single "Passing Out Pieces". The record was released on April 1, 2014, and again received the "Best New Music" designation from Pitchfork. It was a shortlisted nominee for the 2014 Polaris Music Prize.

On April 22, 2015, DeMarco announced the release of an upcoming mini album titled *Another One*, which was released on August 7, 2015. *Another One* received a generally favorable response from music critics, scoring 75/100 on Metacritic. Still in Rock has ranked this LP as the third best of 2015.

On July 8, 2015, DeMarco released a 9 track instrumental album titled *Some Other Ones* and called it a "BBQ soundtrack". Later that evening, he hosted a listening party in New York City (where DeMarco was based) for fans to hear *Another One*, where fans could get free hot dogs if they donated to a food bank.

On January 31, 2017, DeMarco announced his new album, titled *This Old Dog*. He also released two singles from the album on the same day. *This Old Dog* is due for release on May 5, 2017 [1].

DeMarco's style is recognizable with its use of flat drums, use of chorus and vibrato effects on the guitar and a generally lazy atmosphere a la soft rock records, along with a Lennon-esque vocal style which has also been compared to Damon Albarn of Blur. His guitar-based compositions have moved from glam-inspired works to what reviewers describe as "off-kilter pop" or "folk rock" [3].

So, Mac Demarco is a brilliant singer-songwriter, multi-instrumentalist and producer, who is very popular among young people. There are always thousands of fans at his concerts. His music influences on the cultural development of young people.

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ETHNIC FEATURES OF CULTURE IN SCOTLAND: SCOTTISH KILTS

Scientific adviser – Yarygina V.V.

Traditional kilts are recognized around the world as a symbol of Scotland. In its most original form, the kilt was a piece of clothing uniquely suited to the practical needs of Highlanders, and may have its roots in the type of clothing worn by the numerous invaders who landed on Scottish soil so long ago. It has changed a lot since, is now most often seen at ceremonies and official occasions ranging from weddings to military processions. Today, it is an object for scientists, because this question hasn't been studied enough. So, it is *topical*.

During the 16th century, the first Scottish Kilts known as «Feileadh Mhor» (meaning «Great Kilt» and pronounced «feelamor») appeared, and are also referred to now as the «belted plaid». Traditionally the Feileadh Mhor was made from one length of a thick, wool cloth known as «breacan» (a Gaelic word meaning speckled or partly colored). Around the middle of the 17th Century this early, heavy and rather awkward, version of the kilt began to be replaced by the «Feileadh Beag» (also known as the «Philabeg» and pronounced «feela beg»). This was basically the lower half of the Feileigh Mor and consisted of a single (shorter) length of breacan, loosely folded, wrapped around the waist and again secured by a thick belt [1].

In the 18th century, the loose folds were widely being replaced by pleats that were sewn into the fabric, making the whole outfit much easier to wear.

For a while both styles were worn by Highlanders, but over time the older Great Kilt disappeared from everyday wear as the more comfortable Walking Kilt took its place [2].

Scottish Highlanders were strong, proud and extremely patriotic and historically the kilt was much more than a versatile piece of clothing, it was a symbol of their heritage. For centuries the English had been trying, mostly unsuccessfully, to subdue the unruly inhabitants of this wild land, and the humble kilt became a casualty of this conflict. Because of their attachment to it, and the fact that the kilt considered a rebellious symbol, it was outlawed by the «Dress Act» (part of the «Act of Proscription») imposed by King George II in 1746. Needless to say, some Scots chose to simply ignore the ban and continued to wear the kilt in protest.

The last time that kilts were worn in active combat was in 1940 (early in World War II), when the Royal Highland Regiment fought against the German army.

There are a whole host of kilt accessories which will give you the total «look»:

- The Belt - Traditionally made from leather with a decorative buckle.
- The Sporran - From the Gaelic word «spleuchan» meaning «purse». Kilts don't have pockets, so a sporran is where a man traditionally keeps his «stuff» such as money, keys etc. It's actually a small belt-pouch, made from leather or animal hide.

- Kilt Knife - Called a «SgianDubh» from the Gaelic meaning a «black knife». It's a small knife, often with a decorative bone handle and a leather sheath. Traditionally kept tucked inside the top of a men's hose (socks).
- Kilt Pin - Small, decorative pin that is worn on the front panel of the kilt.
- Hose - Knee-length woollen socks. Can be a single color, or checkered pattern.
- Shoes - Known as Ghillie Brogues. Sturdy leather shoes with laces (shoe-strings), traditionally designed without a tongue. They probably evolved from the early Highlanders' footwear which consisted of leather or hide wrapped around their feet, and secured with leather thongs [3].

So, the kilt is the national costume of Scotland, which you won't see on a daily basis at the office, or in the supermarket. It's most often worn on ceremonies and special occasions. Scottish people are really proud of their traditions, symbols and national clothes a lot.

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BRITISH WEDDING TRADITIONS: CULTUROLOGICAL ASPECT

Scientific adviser – Yarygina V.V.

The decision to get married is one of the most important decisions in life. Therefore, it is no wonder that there are so many customs and superstitions associated with weddings. A lot of wedding traditions go back to folklore and pre-Christian times and used to protect marrying couples against bad luck and evil spirits. Today, it is an object for scientists, because this question hasn't been studied enough. Therefore, it is *topical*.

In the past young people could not just fall in love and decide to get married. First, they needed to obtain their parents' consent. In fact, quite often it was the parents who decided who their children should marry and not the children themselves. When the prospective groom had obtained his father's consent to marry, a formal marriage proposal had to be made. The prospective groom did not propose in person but sent his friends or members of his family to represent his interest to the prospective bride and her family[1].

Now things are not nearly as complicated. However, it is still considered romantic and proper to ask your beloved if he or she would like to marry you and exchange engagement rings. The purpose of getting engaged is to show each other and others that you are no longer free and plan to get married, say, in two years' time. One British couple has been engaged for over 35 years and is still not married.

Choosing the right day for the wedding is the next thing to be considered. Now the most popular day is a Saturday as most people work during the week. As there are only four Saturdays in any month, summer weddings need to be booked a year in advance[3].

In the past, choosing when to marry was a serious affair. Saturdays were considered unlucky, and so were Fridays, especially Friday the 13th. This famous old rhyme advises a wedding to happen in the first half of the week:

Monday for wealth
Tuesday for health
Wednesday the best day of all
Thursday for losses
Friday for crosses (funerals)
Saturday for no luck at all

However, this is just the beginning of the serious business of wedding planning. Weddings are not cheap, so a careful budget needs to be set. An average wedding in Britain costs £10-12,000. To a large extent, the cost depends on how many guests are invited, which is normally around 150. Traditionally, the bride's family would pay most expenses, except for the alcohol and the honeymoon which would be at the bridegroom's family expense. Nowadays, things are more flexible and expenses are split according to the two families' incomes[3].

Buying a suitable outfit for the groom is not difficult - he just needs a black suit and a flower buttonhole. However, dressing the bride is an altogether different matter. The answer is in this old rhyme, which is as relevant today as it was more than a hundred years ago:

Something old, something new
Something borrowed, something blue
And a silver sixpence in your shoe

"Something old" is normally an old garter given to the bride by a happily married woman in the hope that her happy marriage will be passed on to the new bride. "Something new" symbolizes the newlyweds' happy and prosperous future. "Something borrowed" is often a valuable item lent by the bride's family which needs to be returned to ensure good luck. "Something blue" is normally a blue ribbon in the bride's hair to symbolize fidelity. The placing of a silver sixpence (an old English coin) or a penny in the bride's shoe is to ensure future wealth[1].

As it is important for the bride and groom to look and feel great on the most important day of their life, they require some help. The bride chooses her sister or a close friend to be her chief bridesmaid. Originally, bridesmaids were young women dressed the same way as the bride in a disguise to confuse evil spirits and protect the bride. The chief bridesmaid, or the Bridesmaid of Honors, helps the bride to choose her dress, get dressed on the day and assists with the actual wedding ceremony. If it is a church wedding, she follows the bride and her father up the aisle and holds the bride's bouquet during the ceremony. The groom also has a helper. The Best Man, who is normally the groom's "best man" friend, plays a major part in any wedding. He helps the groom to get dressed, organizes the stag

party and generally coordinates the whole event.

The last part of the wedding is the reception. Traditionally, guests are offered a wedding cake. Originally, cakes were flat and round and contained fruit and nuts that symbolized fertility. Now wedding cakes have three tiers. The new shape is believed to have been inspired by the unusual spire of Saint Bride's Church in the City of London. The couple makes the first cut together to symbolize their shared future. It is said that if unmarried guests place a piece of wedding cake under their pillow before sleeping, it will increase their chances of finding a partner [1].

So, weddings are very important in people's lives. There are so many customs and superstitions associated with weddings, which brides and bridegrooms should know very well.

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THE MOST INTERESTING SIGHTS OF THE CHERKASSY REGION

Scientific adviser – Vasylieva M.P.

I was born and spend my childhood in one of the little towns of the Cherkassy Region. Unfortunately, not many people know how many interesting sights are located in this region. In this article I would like to inform you on the most significant landmarks and sights of the Cherkassy Region.

Cherkassy region deserves to be called the heart of Ukraine. Cherkassy region is one of the richest regions of Ukraine. However its richness is not only in unforgettable landscapes with numerous rivers and lakes, but also in a long history started in the Stone Age and inherited in the form of architectural and archaeological heritage.

Cherkassy region gave birth to the prominent people – the first Ukraine's hetman Bogdan Khmelnytsky, heroes of National Liberation War Peter Doroshenko and Ivan Vygovsky, Gaidamak movement leaders Zaliznyak and Gonta, the world-known genius Taras Shevchenko, the nation's prophet, without which we can't realize our purpose on the Earth.

The capital of the region is Cherkassy. The city is situated in about 180 km from the capital of Ukraine, Kyiv. The city stands on the right bank of the river Dnipro, along the water reservoir of Kremenchuk hydroelectric station. Cherkassy has a railway station, a river port and an airport. It is an important cultural and educational center of the region. There are several theaters, a philharmonic house, three cinemas, numerous museums and clubs in the city. The city has 3 indoor skating rinks. People can relax in big parks and gardens around the city, they can also visit city's zoo. Cherkassy is among the cities in Ukraine that have their own

planetarium. The city is very green. It has several beautiful parks. There is also a musical fountain. There are also numerous churches in Cherkassy to serve people of different confession.

The Cherkassky Region has a lot to offer to its visitors. In 2005 the geographical centre of Ukraine was officially installed in the town of Shpola. Until that time, the geographical center was considered a very different point - township Dobrovelichkivka, Kirovohrad Region. This was evidenced in 1989 monument. After further measurements, the geographic center of the country was transferred to Shpola. The memorial itself is not in the city, it is in a field near the village of Maryanovka and 3 km from the highway Cherkasy - Uman. In 2012, the historical and geographical complex called the "geographical center of Ukraine" began to be built there.

Those who are interested in history and archaeology can visit a state and cultural reserve "Trypillian Culture" which was created in 2003. The reserve unites eleven settlements of Uman, Talniv and Zvenyhorodka districts. Scientists study, popularize and protect trypillian culture. There is also a unique museum of the largest settlements of the trypillian culture is created in the village legedzyne. in the museum you can find a huge area (400 sq.m) of archeological exhibits and 3 restored houses that represent various types of the development of the trypillian culture. Besides tourists are welcome to visit the pottery, as a part of the museum complex, where you can buy various souvenirs of the trypillian culture.

An ancient city Uman' in Cherkassky region is a place where one of the oldest parks is located. National Dendrological Sofiivka Park is a great site of landscape architecture. It is a beautiful man-made garden, where you might feel harmonious blend of legends and present days. The park's foundation is based on a love story. The main idea of Sofiivka Park was to wonder people. Tourists are impressed with man-made cascades, waterfalls, labyrinths of paths, a system of ponds, the underground Stiks River...

The other places that attract thousands of tourists are parts of the modern historical and cultural reserve "Homeland of Taras Shevchenko". These places are: a place where the poet was born, spent his childhood and served as a Cossack from the landowner Engelhardt. Now it is a Museum in Shevchenkove (former Kerelivka), the ethnographic complex in Moryntsi, the Palace and Park ensemble of the landlord Engelhardt in Budyshche.

But the main tourist attraction is, of course, the grave and museum of Taras Shevchenko. And this place will be interesting for everybody. Tarasova Hill is a complex that includes parks, a nature reserve and hills. This is the place to walk, breathe fresh air and look at the wonderful scenery.

The ancient town Chyhyryn is considered to be the cradle of the Ukrainian Cossacks. There are unique monuments, most of them are associated with the formation of the Ukrainian statehood and Hetman Bohdan Khmelnytsky's activity. In 1989, National Historical and Cultural Reserve "Chyhyryn" was founded. Geographically, it covers not only the city Chyhyryn, but such settlements as Subotiv, Stetsivka, Medvedivka, Kholodnyi Yar and Atamanskyi park. The total

area of the reserve is 1,249 hectares. The reserve includes 35 monuments of history, archaeology, architecture, ethnography, art, nature. Some of them are: the Castle Hill, Maxym Zalizniak Oak, the three wells, Zalizniak Well and others. There are also a few working museums and some museums which are being reconstructed.

One more place worth visiting is Korsun-Shevchenkovo State Historical and Cultural Reserve. It was created to protect the monuments of nature, history and culture of the region. The total area of the reserve is more than 100 hectares. The number of things to see at the reserve is very varied. You can see the exhibition of technology of WWII. Among other monuments of Korsun-Shevchenko Reserve there are objects that are the cultural heritage of the people and are listed in the National Register. Most tourists are attracted by the estate of Prince Lopukhins-Demidovs, the construction of which was carried out between the 18th and 19th centuries. You will certainly enjoy a walk in the picturesque park - a monument of landscape art of the 18th century. A striking collection of documents and notes of Ukrainian writer Ivan Nechui-Levitsky can be seen in the museum dedicated to him. More than 500 paintings, drawings and sculptures are presented at the Art Gallery, which is also a part of the reserve. Korsun-Shevchenko Park is an interesting tourist destination. One can rarely so many unforgettable attractions in a relatively small area.

There's another interesting place in Cherkassy Region. It is a canyon created by the Girskyi Tikych River. The most beautiful views are in the Buky village. The length of the canyon is about a mile. Not long ago this place wasn't known to the public, and now it's a tourist attraction.

Those were just a few places worth seeing while visiting the Cherkassy Region. There are a lot of interesting stories and legends behind each sight. Our country is rich in cultural heritage. The more we learn about it, the better for us.

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JOHNNY DEPP'S BIOGRAPHY

Scientific adviser –Vasylieva M.P.

Johnny Depp is an actor known for playing eccentric characters in films including “Ed Wood,” “Sleepy Hollow,” “Charlie and the Chocolate Factory,” and his role as Captain Jack Sparrow in the “Pirates of the Caribbean” series.

Early Life. Actor Johnny Depp was born on June 9, 1963 in Owensboro,

Kentucky, to parents John and Betty Sue Depp. Depp's father worked as a civil engineer and his mother worked as a waitress and a homemaker. Depp was the youngest of four children. He was withdrawn and a self-admitted oddball. As a child, Johnny liked doing strange things.

Johnny and his family moved frequently to accommodate his father's job. They finally landed in Miramar, Florida, when Johnny was 7 years old. The family lived in a motel for nearly a year, until his father found a job. Depp hated his new home and, by the age of 12 he began smoking, experimenting with drugs, and engaging in self-harm due to the stress of family problems. In 1978, when Depp was 15, his parents got divorced. As the youngest of four, Johnny had to go to his father's office and pick up the weekly child-support money. The split caused a rift between Johnny and his father.

At 16, Depp dropped out of high school and joined the garage band, The Kids. The group became successful enough to open for the Talking Heads and the B-52s, but they barely made ends meet. Depp lived for months in a friend's '67 Chevy Impala.

Career in Acting. In 1983, at the age of 20, Johnny met and married 25-year-old makeup artist Lori Allison. The couple moved to L.A. with Depp's band hoping to become famous. Having a very low budget, Depp and his band mates supported themselves by selling pens for a telemarketing firm.

A year later, Depp fell into acting when his wife introduced him to her ex-boyfriend, actor Nicolas Cage. Cage saw potential in Depp, and introduced the hopeful musician to a Hollywood agent. After several small roles as a film extra, Depp got his first legitimate movie role in the horror film *Nightmare on Elm Street* (1984). By 1985, Johnny's band, the Kids had broken up—and so had Depp's marriage. After the split with Allison, Depp met actress Sherilyn Fenn, whom he met on the set of the short film, *Dummies* (1985). The couple dated, and were briefly engaged, but split shortly after. After their break-up, Depp then met and proposed to actress Jennifer Grey; their romance was also short-lived.

Depp started to study acting seriously. At first he attended classes at the Loft Studio in Los Angeles and then he had a private coach. The lessons paid off in 1987, when he replaced actor Jeff Yagher in the role of undercover cop Tommy Hanson in the popular Canadian-filmed television series *21 Jump Street*. The role thrust Depp into almost immediate stardom. He became a teen idol overnight; a title that he greatly resented. When his contract on *Jump Street* expired in 1989, he leapt at the opportunity to pursue weightier roles.

In 1990, Depp starred in the John Waters '50s-kitsch musical *Cry-Baby* (1990), which became a hit and succeeded in changing his image. In the same year, he received an opportunity to exhibit his versatility as an actor in the titular role of Tim Burton's fantasy film, *Edward Scissorhands*. The movie not only established Depp as an A-list actor, but it also grossed more than \$54 million at the box office. Following the film's success, Depp carved a niche for himself as a serious, somewhat dark, idiosyncratic performer, consistently selecting roles that surprise both critics and audiences.

While playing in *Edward Scissorhands*, Depp finally met co-star Winona Ryder, whom he'd been eyeing since a brief meeting at the premier for her film *Great Ball of Fire* (1989). The two began dating on the set, and soon became a Hollywood power couple. Five months after their first date, Depp and Ryder became engaged. The couple split, however, in 1993 after Ryder's parents forbade their daughter to marry.

Outside of his personal life, Depp continued to flourish, gaining critical acclaim and increasing popularity for his work. Several of his most notable roles included his role as the social misanthrope Sam in *Benny & Joon* (1993), which earned him a Golden Globe nod, and Gilbert in *What's Eating Gilbert Grape?* (1993), which cast him as a young man dissatisfied with the confines of his small-town life.

For Depp's next film project, he tried his hand at sci-fi horror with *The Astronaut's Wife* in 1999. In the same year, he teamed up with Burton once again on *Sleepy Hollow*, starring as a prim, driven Ichabod Crane. In 2000 he appeared in the small but popular romantic drama *Chocolate*, followed by a big-budget role as real-life cocaine kingpin George Jung in *Blow* in 2001. Depp's next film was the terror drama *From Hell* in 2001 and Robert Rodriguez's *Once Upon a Time in Mexico* in 2002.

In 2004, Depp earned an Academy Award nomination for his starring role as Captain Jack Sparrow in the family adventure *Pirates of the Caribbean*. The film was a box office smash, and led to the creation of a *Pirates* franchise. At the end of that year, Depp also turned in a critically acclaimed performance in *Finding Neverland*, in which he starred as Peter Pan creator J.M. Barrie. The film earned him more than 10 award nominations, including both Academy and Golden Globe nods.

In 2006, Depp returned as Captain Jack Sparrow for the sequel *Pirates of the Caribbean: Dead Man's Chest*, which broke a box office record in reaching the highest weekend tally ever. The third installment fared well too. *Pirates of the Caribbean: At World's End* (2007) was released on Memorial Day weekend, bringing in \$138.8 million.

Saying goodbye to Captain Jack, Depp took on one of theater's most notorious characters in *Sweeney Todd: The Demon Barber of Fleet Street*, also in 2007. Depp got a Golden Globe Award for his work on the film.

In 2009, two Depp films—*The Imaginarium of Doctor Parnassus* and *Public Enemies*—premiered with mixed results. He returned to box office success with the 2010 film adaptation of the Lewis Carroll classic, *Alice in Wonderland*. The film, starring Mia Wasikowska as Alice, brought in more than \$116 million in its opening weekend.

Once again roving on the high seas, Depp reprised his role of Jack Sparrow in the latest installment of the *Pirates of the Caribbean* film series in 2011.

Depp also starred in the Tim Burton comedy *Dark Shadows* (2012). In the film, he plays Barnabas Collins, a vampire who escapes imprisonment and returns to his family home. There, Collins tries to help his descendents played by Michelle

Pfeiffer, Chloë Grace Moretz and Jonny Lee Miller. Depp was a longtime fan of the film's source material—the late 1960s gothic soap opera *Dark Shadows*—and encouraged his friend Burton to bring it to the big screen.

Unfortunately, Depp's next big budget endeavor didn't fare nearly as well as his earlier films. In 2013, the A-list actor teamed up with *Pirates* producer Jerry Bruckheimer once again in the Disney film *The Lone Ranger*. The film—costing more than \$215 million to produce with big names like *Pirates* director Gore Verbinski and *The Social Network* (2010) star Armie Hammer at the helm—performed horribly at the box office and received lackluster reviews.

Depp took on the role of notorious crime boss Whitey Bulger in the 2015 biopic *Black Mass*.

In 2016, Depp reprised his role as the Mad Hatter in *Through The Looking Glass*, Tim Burton's latest take on Lewis Carroll's sequel to *Alice's Adventures In Wonderland*.

Personal Life. Around the beginning of the turn of the century, Depp met another person who would become an important figure in his life; while filming the sci-fi drama *The Ninth Gate* (1999) in France, Johnny met French actress, singer and model Vanessa Paradis. Paradis became pregnant with the couple's first child later that year. In May of 1999, the couple welcomed daughter Lily-Rose Melody Depp. Depp and Paradis had their second child, son Jack John Christopher Depp III, three years later. In 2012 Depp and Paradis split up.

Depp met another future love interest while filming *The Rum Diary*. Amber Heard was Johnny's co-star. The couple was seen publicly together for the first time in 2012, not long after Depp's split with Paradis. The couple got engaged on Christmas Eve in 2013 and got married in February 2015. Fifteen months later, in May 2016, Amber Heard filed for divorce.

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THE MOST FAMOUS PEOPLE IN THE WORLD

Scientific adviser –Vasylieva M.P.

Very many people want to be famous. But what does being famous mean? A person can do one single act and become world-famous but that doesn't mean he or she will become the most searched by Google or very many books will be written about him or her. We compiled a list of most well-known people in human history, ranked according to Google searches and approximate number of books written about them.

Sir Isaac Newton (1642–1727)

Google searches: more than 1 million per month

Number of books written about this person: c. 400,000

Sir Isaac Newton is a world-famous physicist. 95% of classical mechanics is based on Isaac Newton's discoveries.

He generalized the binomial theorem, invented the reflecting telescope, coined the word "gravity" and gave the Roman Catholic Church's self-important hegemony over geocentrism its final knockout blow. Copernicus and Galileo had to face inquisitions, but no one ever attempted to reproach Newton's mathematical principles. It was impossible to argue against maths. He proved the former two's theories on heliocentrism, and explained why and how every single macroscopic object in the Universe moves as it does. He did all this work by himself and still had time to investigate elements and principles of optics, and invent the pet door.

Leonardo da Vinci (1452–1519)

Google searches: 4 million+ per month

Number of books: c. 600,000

Leonardo da Vinci was an engineer, inventor, anatomist, architect, mathematician, geologist, musician, cartographer, botanist, writer and a sculptor.

Leonardo da Vinci invented very many things that are widely used today. He invented the sniper rifle. He most probably invented the wheel lock musket, too. He invented the parachute about 300 years before Louis-Sebastien Lenormand claimed the honor in the late 1700s. He invented the hang glider about 400 years before it really took off. His design was based on a bird's wings. He gave the helicopter quite the college try, but couldn't figure out a sufficiently powerful method for getting it airborne. He invented the tank, which was propelled via men turning a crankshaft inside and fired cannon in all directions. Da Vinci invented the pivoting scissors by bolting two knives together for shearing cloth.

Leonardo da Vinci was also a great sculptor. He envisioned a gigantic horse sculpted out of bronze, which was impossible to make with the technology of his day (the sculpture would have broken apart under its own weight). It was completed in 1998 and there are three models of it around the world (one in Milan, Italy, one in Grand Rapids, Michigan, USA, and one based in Florence, Italy and shipped around the world for display). They are 24 feet high and the largest horse statues ever constructed. It is not unknown that Leonardo da Vinci was a good painter as well.

William Shakespeare (1564–1616)

Google searches: 7.4 million+ per month

Number of books: c. 1 million

William Shakespeare is one of the greatest writers of all times. He also contributed very many words to the English language. About 50% of common English phrases come from the King James Bible, and possibly 30% of the rest come from the Bard. His most widely-used quotes, that deeply penetrated into the language are, "It's all Greek to me," "food for the gods," "all that glitters is not gold," "a sorry sight," "dead as a doornail," "come what may," or "all's well that ends well," as well as the most famous quote in all of English literature – "to be or not to be."

Now matter how strange it may seem, we know very little about William Shakespeare himself and his life. He was educated at a grammar school and worked as an actor before becoming a playwright. What makes Shakespeare so great is the blend of the finest poetry, profound, multifaceted philosophy, and a lively wit. Hamlet and King Lear are universally acclaimed masterpieces, benchmarks against which all other drama, before and after, is judged.

Adolf Hitler (1889–1945)

Google searches: 6.1 million+ per month

Number of books: c. 175,000

It is known that Adolf Hitler remains the primary cause of WWII. He started it to realize his two profound desires: to become the most powerful person on Earth, preferably in history; and, for his own enjoyment, to cause as much pain as possible against all those he deemed responsible for Germany's humiliating and miserable defeat in WWI, and its squalid poverty between the wars. WWII resulted in more deaths than any other war, up to 71 million, and Hitler is the most to blame. He knew and was not ashamed. He was despised and happy about it.

Paul the Apostle of Tarsus (c. 5–c. A.D. 67)

Google searches: 3.35 million+ per month

Number of books: c. 7 million

Paul is responsible for the dissemination of Christianity, its ideals, theology, and principles. He is venerated in all branches, as a saint in many, or at least as a profoundly respected teacher, preacher, and the chief Christian apologist. He was the first person to write anything that was later canonized into what we know now as the New Testament. He is the most known of any of the Twelve Apostles.

Siddhartha Gautama (Buddha) (c. 563–c. 483 B.C.)

Google searches: 4 million+ per month

Number of books: c. 7 million

No matter how surprising it may seem most of the people who google Buddha are not Buddhists. In the Western Hemisphere and throughout Europe, Buddhism is not as well understood as the three major monotheisms.

Gautama was probably born in Kapilavastu or Lumbini, Nepal in about 563 B.C., about 24 years after Babylon sacked Jerusalem. Gautama was a mortal man who attained Nirvana, or spiritual awakening and peace of mind, at the age of 35, while seated under a Pipal tree, now referred to as the Bodhi tree, in Bodhi Gaya, India. The tree growing there now was planted in 288 B.C. from a seed of the original. Buddha sat in meditation for 49 days until he attained the knowledge of how to end suffering for all people on Earth. The people have to follow his teaching to free themselves from various grieves of life.

Gautama, the Supreme Buddha, is worshipped in Hinduism as well, as one of the ten representations of Vishnu, who is the god above all others. Gautama is traditionally said to have died in about 411 B.C., at the age of 150. Modern scholars place his death at about 483, at the age of 80.

Moses (c. 1300–c. 1180 B.C.)

Google searches: 2.7 million+ per month

Number of books: c. 8 million

Moses is revered but not worshipped by all three major monotheisms, Judaism, Christianity, and Islam, as well as Baha'i. He is regarded to be the greatest prophet of the Old Testament; the liberator of the Jewish people from slavery in Egypt; their leader into Canaan, the Promised Land; and their lawgiver, who relayed God's commandments to the Jews, and founded much of Jewish life and tradition.

Abraham (c. 1812–c. 1637 B.C.)

Google searches: 9.1 million+ per month

Number of books: c. 2 million

Abraham, the Old Testament prophet, was one of the first persons of the Middle East to believe in a single God. Judaism, Christianity, and Islam are referred to as "the Abrahamic religions." In the Bible, God makes a covenant with Abraham because of his devout, unswerving faith in God. This covenant is marked by circumcision. God tests the conviction of Abraham's faith in him by demanding that he kill his firstborn son, Isaac, to glorify God. Abraham does take Isaac up to the top of a mountain and is about to kill him when an angel arrives and tells him to stop. God is impressed and blesses Abraham with fruitfulness: he will be the father of many nations. Today, Abraham is precisely that. The site of the sacrifice is believed to be where the Dome of the Rock sits today. This place is sacred to all three Abrahamic religions.

Muhammad (c. A.D. 570–632)

Google searches: 13.6 million+ per month

Number of books: incalculable

To non-Muslims, Muhammad founded Islam. To Muslims, he did not found anything, because the religion, called Islam, was already there, and had to be restored to its proper maintenance. Muslims believe that Muhammad restored the religion and unified it under the philosophies God imparted to him in revelations he wrote down. These became the Quran.

Jesus of Nazareth (c. 5 B.C.–c. A.D. 28)

Google searches: 24.9 million+ per month

Number of books: incalculable

There's really no need to explain what Jesus is famous for. Here are some of the claims: he was born to a virgin, died at about the age of 33 sometime around the year A.D. 33, he was the most famous victim of crucifixion, and rose from the dead on his own power 3 days later, ascended into Heaven and now sits at the right hand of God the Father as a manifestation of that God's only offspring. Very many miracles are attributed to him.

There are over 7 billion people on Earth and about one-third (33.32%) of them, worship Jesus as "the Christ of God." Followers of Islam and Judaism both know perfectly well who he was. There are 1.75 billion Muslims on Earth today, or 25% of the global population and since Jesus is venerated as a very important prophet of their religion, to whom Muhammad spoke when he sprang to Heaven on a horse, Jesus is certainly known to them. There are about 1.3 billion atheists in the

world, and at least 98% of those people certainly know all about Jesus.

There are some 52 million different books circulating the world right now that are in some way concerned with Jesus, the man who may have lived, who may have walked on water, and risen from the dead.

There are very many other famous people on the list: Confucius, Napoleon Bonaparte, Jack the Ripper, Abraham Lincoln, Albert Einstein, Elvis Presley, Michael Jackson, **Muhammad Ali**, Josef Stalin, Mao Zedong, Bill Gates and more. Their lives and deeds will surely become the topics of our further investigations.

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HISTORICAL BACKGROUND OF INDEPENDENCE DAY

Scientific adviser – Podorozna A.O.

In the United States, **Independence Day**, commonly known as the Fourth of July, is a federal holiday commemorating the adoption of the Declaration of Independence on July 4, 1776, declaring independence from the Kingdom of Great Britain.

Independence Day is commonly associated with fireworks, parades, barbecues, carnivals, fairs, picnics, concerts, baseball games, political speeches and ceremonies, and various other public and private events celebrating the history, government, and traditions of the United States.

Independence Day is the national day of the United States.

History

During the American Revolution, the legal separation of the American colonies from Great Britain occurred on July 2, 1776, when the Second Continental Congress voted to approve a resolution of independence that had been proposed in June by Richard Henry Lee of Virginia.

After voting for independence, Congress turned its attention to the Declaration of Independence, a statement explaining this decision, which had been prepared by a Committee of Five, with Thomas Jefferson as its principal author.

Congress debated and revised the Declaration, finally approving it on July 4.

From the outset, Americans celebrated independence on July 4, the date shown on the much-publicized Declaration of Independence, rather than on July 2, the date the resolution of independence was approved in a closed session of Congress.

One of the most enduring myths about Independence Day is that Congress signed the Declaration of Independence on July 4, 1776. The myth had become so

firmly established that, decades after the event and nearing the end of their lives, even the elderly Thomas Jefferson and John Adams had come to believe that they and the other delegates had signed the Declaration on the fourth. Most delegates actually signed the Declaration on August 2, 1776.

In a remarkable series of coincidences, both John Adams and Thomas Jefferson, two founding fathers of the United States and the only two men who signed the Declaration of Independence to become president, died on the same day: July 4, 1826, which was the United States' 50th anniversary.

Customs

Independence Day is a national holiday marked by patriotic displays. Similar to other summer-themed events, Independence Day celebrations often take place outdoors. Independence Day is a federal holiday, so all non-essential federal institutions (like the postal service and federal courts) are closed on that day. Many politicians make it a point on this day to appear at a public event to praise the nation's heritage, laws, history, society, and people.

Families often celebrate Independence Day by hosting or attending a picnic or barbecue and take advantage of the day off and, in some years, long weekend to gather with relatives. Decorations (e.g., streamers, balloons, and clothing) are generally colored red, white, and blue, the colors of the American flag. Parades often are in the morning, while fireworks displays occur in the evening at such places as parks, fairgrounds, or town squares.

Independence Day fireworks are often accompanied by patriotic songs such as the national anthem "The Star-Spangled Banner", "God Bless America", "America the Beautiful", "My Country, 'Tis of Thee", "This Land Is Your Land", "Stars and Stripes Forever", and, regionally, "Yankee Doodle" in northeastern states and "Dixie" in southern states.

Some of the lyrics recall images of the Revolutionary War or the War of 1812.

Firework shows are held in many states, and many fireworks are sold for personal use or as an alternative to a public show. Safety concerns have led some states to ban fireworks or limit the sizes and types allowed. Illicit traffic transfers many fireworks from less restrictive states.

A salute of one gun for each state in the United States, called a "salute to the union," is fired on Independence Day at noon by any capable military base.

Belayia Oksana, DT-sh-12, UEPA

PRAGUE. PAST AND FUTURE

Scientific adviser – Kochina V.V.

Modern life is impossible without travelling. Thousands of people travel every day either on business or for pleasure.

I like traveling but unfortunately do not go often to enjoy the culture of other countries and cities. While travelling it's always interesting to discover new things, enjoy picturesque places, different ways of life, to meet different people and to try

different food.

I was in a few cities in Ukraine, but I'm not going to stop. Just recently, my friends and I went to Kiev and Odessa. Every city is attractive in its own way. Kiev is a city of unique sights, and Odessa is a city of eternally vibrant life.

I would also like to discover the world culture of Prague, Prague is an exciting city to visit. Discover the wonderful sightseeing, entertainment and nightlife on offer; from opera, theatre and concerts, to bars, clubs and restaurants.

Welcome to Prague!

I should like to visit the famous sights but also small places and streets along which can I walk. I think that walking is the most interesting way to travel, because using other ways of moving you can skip important details. In this I was convinced on my own experience, after walking 12 km on Kiev.

We focus on the best of Prague: the best sightseeing, entertainment and nightlife the city has to offer. You can use Prague Experience to plan your whole trip, or simply to book a meal or river cruise for a special occasion.

It's usually recommended to spend at least three days in Prague. This amount of time will allow you to get to know Prague's main sights and historical areas without feeling rushed. If you've never been to Prague, you shouldn't miss the **Prague Castle** and **Charles Bridge**, which can both be easily covered in a day. If you have more than three days available, you can explore Prague in more detail. There are always things to do and places to go and it is a pleasure to just stroll the streets of Lesser Town, Old Town and Hradčany. [1] You can get outside of the historical center and see more of the **New Town**. A lunch or dinner out in the pleasant residential area of **Vinohrady** will let you experience the less touristy side of Prague.

Evening excursions include a traditional Czech night out, a medieval show, jazz nights, pub crawls and a beer tasting. Prague Experience also publishes listings for the Prague opera, ballet and classical concerts, as well as black light and marionette theatres.

I must stress you should know, that travelling is a small life full of new impressions, exciting adventures and high spirits.

LITERATURE

1. <https://www.pragueexperience.com/places.asp?PlaceID=598>

СУЧАСНІ ТЕНДЕНЦІЇ В ДОСЛІДЖЕННЯХ МОЛОДИХ НАУКОВЦІВ

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